

**From:** Josh Krasnegor <[josh@mavarx.com](mailto:josh@mavarx.com)>

**Sent:** Monday, April 4, 2022 8:30 PM

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**Subject:** 4/6 Zoning Meeting eComments

Community Development,

Please accept this email for comments for the 4/6 Zoning Meeting.

The context of this email is self-explanatory and was **previously sent to City Council Members and bcc'd to hundreds of city residents who agree with the content, There was no response from the Council Members to the call to action at the end of the email, nor was there a response or confirming that it was read.** So I am sending it to you in hopes that it is read and will give you some ideas as it applies to zoning and drive-thrus.

There are also two attachments: one that include comments that were sent in previously that directly relate to zoning, as well as **the City of Long "Design Guidelines for Drive-ThroughFacilities"**. I'm thinking that these would be useful to consider for developing Hermosa Beach's Drive-thru guidelines as well.

**Also, please consider rezoning the commercial zone to where the Starbucks debacle took place to become residential. Not only will this stop more nonsense but it will also allow the city to build more housing, which we all know is more important than a Starbucks or a Cannabis Factory / Despecary and Delivery Facility or any other crazy business idea that will destroy the neighborhood and the city. Please use your abilities and office to fix this zoning problem once and for all.**

Thank you,  
Josh Krasnegor

---

**From:** Josh Krasnegor

**Sent:** Tuesday, February 22, 2022 4:13 PM

**To:** Councilmember Stacey Armato <[sarmato@hermosabeach.gov](mailto:sarmato@hermosabeach.gov)>; [mdetoy@hermosabeach.gov](mailto:mdetoy@hermosabeach.gov) <[mdetoy@hermosabeach.gov](mailto:mdetoy@hermosabeach.gov)>; Mayor Pro Tem Ray Jackson <[rjackson@hermosabeach.gov](mailto:rjackson@hermosabeach.gov)>; [mcampbell@hermosabeach.gov](mailto:mcampbell@hermosabeach.gov) <[mcampbell@hermosabeach.gov](mailto:mcampbell@hermosabeach.gov)>; Councilmember Justin Massey <[jmassey@hermosabeach.gov](mailto:jmassey@hermosabeach.gov)>

**Cc:** [DG\\_PlanningCommission@hermosabeach.gov](mailto:DG_PlanningCommission@hermosabeach.gov) <[DG\\_PlanningCommission@hermosabeach.gov](mailto:DG_PlanningCommission@hermosabeach.gov)>

Dear City Council Members,

Many of us have spoken to you in person, over the phone, and or communicated to you via email over the past month regarding the Starbuck drive-thru issue. And, we truly appreciate that you and especially the Planning Commissioners listened (at the hearing). So, now, collectively, we wanted to follow up and recap the situation in hopes that you, our city Council Members, can gain a more holistic view of the issues and

problems we face and how the residents feel. There are over 60 residents that are bcc on this email and 150 in our private group.

### **WE DODGED A BULLET**

Our South Hermosa neighborhood, all residents of the City of Hermosa Beach, and those who visit and travel to and through Hermosa Beach dodged a huge bullet this past week. Thankfully the Hermosa Beach Planning Commission delivered a good dose of honest common sense to deny the CUP for the Starbucks drive-thru project on 2nd and PCH. Their 5-0 vote confirmed that this project was unsafe, unfit, and unhealthy for our city.

### **A DANGER TO OUR LIVELIHOOD**

Over the past month, the residents of Hermosa Beach were on an emotional rollercoaster, day-to-day, mainly concerned with protecting the health, safety, and environment of their neighborhood. The issues disrupted their lives. Simply put this project was a danger to our livelihood. Many of us lost sleep, missed special time with our families, and even ruined events, like The Super Bowl and holidays, like Valentine's Day. Some, even spent thousands to get advice from attorneys and to prep for the hearing and even took days off work to prepare.

### **A DEEPLY FLAWED AND UNPROFESSIONAL PROCESS**

None of this had to happen like this and none of us are going to stand for this to ever happen again in the future. What has now been exposed is a deeply flawed process within the city's planning process, where the abilities/experience/knowledge/qualifications of staff need to be investigated further and they must be fixed. There are now lots of questions as to why Hermosa Beach Planning staff recommended approval of this CUP when it was so easily seen to be out of compliance and dangerous. The planning staff fully recommended that the commission approve this terrible plan. What does that say about their due diligence and the overall quality of the "analysis" that went into the recommendation? These people are there, being paid by us, for one reason only: to serve the best interests of the city and its residents and to keep us safe from dangerous plans. Are they doing that? The evidence points to no.

### **DANGEROUS, RISKY PLANS APPROVED AND SUPPORTED BY THE CITY**

Anybody could see that the traffic analysis was severely flawed, as well as incomplete, and the architect's plans were cookie-cutter at best (deviated from all norms). City staff and attorney's opinion that the project was categorically exempt from CEQA was "a judgment call" according to the city attorney? We have reason to believe that this was a totally incorrect "judgment call" per the environmental attorney that spoke at the hearing. Additionally, the commissioners were wondering why they didn't have the environmental studies that were precluded, due to the prior "judgment call" of the project being exempt.

But most importantly, every stage of this project displayed by staff and their Consultant and possibly the City Attorney, a lack of care and basic understanding of the city's ordinances, the city's general plan (PLAN Hermosa), CEQA exemptions, and a total disregard for the wellbeing of the residents. Had there been a well-structured process in place, all of these issues would have been reviewed and vetted by experienced individuals before the plan goes to the hearing in front of the planning commissioners.

**They weren't.**

### **BAD NOTIFICATION**

By sheer chance, we had uncovered that the residents (from receiving public records through a request), were not properly notified of the hearing, which gave us nearly a month to learn more about this project. Had things gone the way city staff had planned, we would have had only 10 calendar days to react. City staff and

Starbucks had eight months. This is unacceptable and we need to put into place new legislation so the residents have ample time (60 days) to review plans that affect their livelihood. Many parts of this plan were kept hidden and only accessible after open record requests were filed and delivered only a couple of days before the rescheduled hearing, and some documents were even denied for dubious reasons or are still waiting to be fulfilled.

**Why do the residents of Hermosa Beach have to fight so hard just to have their health, safety, and environment be protected?**

### **DISREGARD OF ORDINANCES AND NON-ENFORCEMENT**

When city staff disregards their own general plan, city ordinances, and California environmental law, you should be concerned. We also uncovered that the Starbucks drive-thru at 1100 PCH has been in violation (possibly for years) of its existing CUP (97-51), limiting the operation of their drive-thru to the hours of 6:00am - 10:00am. However, since at least 2015 we also found out that they were operating at 4:00 pm, but then had to stop the afternoon drive-through hours. They have been operating their drive-thru from 4:30am to 10:30am. They even have a large monument sign announcing these drive-thru hours!!!!

**So, how can the city be recommending approval of CUPs, when they can't even enforce the conditions of those that they have already approved?**

BTW- here is the response from the city:

**From:** Bob Rollins <[brollins@hermosabeach.gov](mailto:brollins@hermosabeach.gov)>

**Sent:** Thursday, February 17, 2022 10:33 AM

**To:** [josh@mavarx.com](mailto:josh@mavarx.com)

**Cc:** Community-Development <[CommunityDevelopment@hermosabeach.gov](mailto:CommunityDevelopment@hermosabeach.gov)>; Meah Stafford <[mstafford@hermosabeach.gov](mailto:mstafford@hermosabeach.gov)>

**Subject:** RE: Code Violation - Starbucks 1100 PCH is in Violation of Hermosa Beach CUP 97-51

Morning Josh,

Thanks for the heads up. We will begin the Code Enforcement process as soon as possible. Be advised that this process can take several weeks and that we are short staffed at this time.

Regards,

### **LIVES IN DANGER**

When I mentioned that we collectively dodged a bullet, I really mean it. I think it is fair to say that had this project come to fruition, people's lives would be in danger, those who live in the city and those who travel on PCH through the city as well as visitors and tourists.

**And for what?**

### **EXPOSED HYPOCRISY**

So Starbucks can make more money and the city can receive an extra possible \$200K per year in taxes? Is this the kind of community you envisioned to lead? This project exposed the complete hypocrisy of PLAN Hermosa. Why pay \$1.25Million dollars to consultants to develop a plan that you don't even use?

**Your leadership is desperately needed now. What can be more important than the safety of the residents?**

## OUR ASK TO YOU

- Update the current zoning draft that is in front of the planning commission to include protecting residential zones close to commercial with clear guidelines for where drive-thrus belong and where they don't. Now is the time to do this so nobody has to deal with this fiasco ever again and the city can reduce its future risk.
- The City Council needs to add teeth to PLAN Hermosa making any Drive-Thrus in Hermosa Beach off-limits—they do not support our lifestyle and they harm our community in many ways. And, they are inconsistent with PLAN Hermosa!
- The notification of the residents in Hermosa Beach for projects like this needs to be 60 days at a minimum. The notification of residents in Hermosa Beach or even the South Bay should never be limited to only the properties within 500 feet of the development. Notification should be at 12-point size font (not the small font they used in this notice in a very recognizable letter that brings attention, as this is an important document.
- 
- Any CUP that is using the term “Categorical Exemption” should not be assumed to be legal as there are very specific conditions that apply and it is being used far too often by developers as a way to overwhelm small towns.
- 
- CEQA is not a "judgment call" and it is the law. Any further project that is on top of residential (and this location specifically) requires CEQA and cannot be tossed aside on an opinion.
- 

## OUR REQUEST TO YOU OUR CITY COUNCIL MEMBERS

We are requesting to set up a special, Hermosa Town Hall devoted to these problems, where we can review these issues out in the open and lobby you to bring solutions to the city to fix them.

**Can we count on you? Please reply to let us know that you have read this recap, your thoughts, and the next steps required to set up the meeting.**

Sincerely,

**The neighbors of "Classic" South Hermosa & All of Hermosa Beach (bcc: 60 residents on this email)**

I've attached links to the [HB Draft Zone Ordinance](#) as well as the [City of Long Beach Drive-thru Guidelines](#). I've also included the question I asked (and remain unanswered) at the February 2, 2022, HB special planning commission meeting, entitled "drive-thrus".

<https://www.longbeach.gov/globalassets/lbds/media-library/documents/planning/advance/special-studies--reports/draft-drive-through-design-guidelines-reduced>

[DESIGN GUIDELINES for DRIVE-THROUGH - Long Beach, California](#)

associated with drive-throughs, including design, suitability of the location, buffering from sensitive uses, compatibility of a proposed drive-through  
[www.longbeach.gov](http://www.longbeach.gov)



<https://www.hermosabeach.gov/our-government/city-departments/community-development/plans-programs/zoning-and-subdivision-ordinance-update>

## [Zoning and Subdivision Ordinance Update | City of Hermosa Beach](#)

Project Description. ZONE-IN Hermosa is the second phase of a two-phase effort to comprehensively update the regulations that govern land use and development within the City contained within Title 17, Zoning, and Title 16, Subdivisions, of the Hermosa Beach Municipal Code.  
[www.hermosabeach.gov](http://www.hermosabeach.gov)



I'd like to know how the purpose and applicability of the proposed Starbucks drive-thru is in line with HB Draft Zoning Ordinance Update 17.02.010 C.

(construction of a new 1,300 square foot commercial building with a drive-thru and a 550 square foot patio area/outdoor seating area for a proposed coffee shop (Starbucks) located at 204-210 Pacific Coast Highway)

C. Maintain and strengthen the City's economic resources, and also protect small businesses that serve City residents and F. Promote pedestrian-oriented, mixed-use centers at appropriate locations and where in Draft Zoning Ordinance Update Limited Hours of Operation for a drive-up/drive-through service is addressed when located on a site within one hundred (100' 0") feet of any residential property (measured from the nearest property lines)?

And

Where in Draft Zoning Ordinance Update are established Guidelines for Drive-thrus Immediate Adjacent to Single Family Residences and Ordinance language that addresses noise levels from outdoor electronic ordering stations and Ordinance language that addresses light pollution on Immediate Adjacent Single Family Residences?

And

Where in Draft Zoning Ordinance Update is "Sustainable Development" as it relates to Drive-thrus addressed?

Common concern surrounding drive-thrus is how they negatively affect pedestrian safety. Drivers are less likely to be alert at drive-thrus, which is dangerous for bicyclists and pedestrians in urban areas.<sup>[2]</sup> The Minnesota Department of Transportation observed alarming associations between the density of "urban driveways" (such as drive-thrus) and pedestrian crash rates.<sup>[3]</sup> Another study notes an increase of pedestrian accidents in low-income areas with a higher density of fast food restaurants.<sup>[4]</sup> Research also suggests children are at greater risk of being involved in a vehicle collision because of proximity to drive-throughs.<sup>[5]</sup> Studies centered around drive-thrus show that idling vehicles waiting in queue lines waste fuel, lessen the quality of air, and contribute to greenhouse emissions.<sup>[6]</sup> Idling vehicles produce carbon dioxide at rates higher than those in motion.<sup>[7]</sup> Volatile organic compounds (VOCs) and nitrogen oxides (NOx) are another byproduct of still vehicles, both of which are toxic to humans.<sup>[8]</sup> VOCs and NOx combine with heat and sunlight to form ground-level ozone, a byproduct of the burning of fossil fuels which can lead to respiratory disorders.<sup>[9]</sup> The National

Weather Service recommends that individuals should avoid using drive-thrus to reduce the effects of ground-level ozone.<sup>[10]</sup>

There is sparse research demonstrating how zoning regulations which prohibit drive-thrus impact the health of residents. However, in the mid-1980s, cities in California passed zoning regulations restricting the density and location of alcohol retailers, thus limiting its availability.<sup>[13]</sup> There is support showing that zoning regulations which reduce the availability of alcohol give rise to a reduction in alcohol-related health problems.<sup>[14]</sup> Researchers suggest that similar zoning regulations limiting where and how fast food outlets operate can be used to address the public health issues caused by fast food.<sup>[15]</sup>

Drive-thrus may also cause traffic problems on roadways in densely populated areas. Some problems arise in the short term, such as when a new establishment opens, causing many vehicles to converge on a road not designed to cope with the volume.<sup>[16]</sup> When businesses maintain a high level of popularity, the problem is long term, requiring local authorities to take more drastic action such as revoking business permits.<sup>[17]</sup> Conflicts can also arise on private property by disturbing the traffic flow of parking lots in shopping centers or outlets.<sup>[18]</sup>

#### EXAMPLES

##### Carrboro, NC

Restaurant drive-thrus are permitted in only one of 22 local districts.<sup>[19]</sup> Drive-thrus associated with banks are permitted in only three of the 22 districts.<sup>[20]</sup> In districts where use is allowed, both banks and restaurants must receive a conditional use permit in order to operate drive-throughs.<sup>[21]</sup> Conditional use applications must be submitted to the board of alderman and will not be approved if the development endangers public health, injures the value of adjacent property, is not “in harmony” with its location, or does not conform with official plans adopted by the board.<sup>[22]</sup>

Where permitted, drive-thrus must be placed so that pedestrians entering and exiting the building are not required to cross the driving lane.<sup>[23]</sup> When it is necessary for individuals to have to cross drive-through lanes, crosswalks have to be clearly demarcated from the parking area to the building entrance.<sup>[24]</sup> Lanes must be situated so that other vehicles leaving or entering the parking lot won't be hindered by others using the drive-through.<sup>[25]</sup> Entrances and exits to drive-thrus must be placed so they do not come within 300 feet of the centerlines of intersecting streets.<sup>[26]</sup> Buildings of businesses that use drive-thrus to serve food primarily for off site consumption may not be located within 1,000 feet of one another.<sup>[27]</sup>

To view the provision, see [Town of Carrboro, NC, Land Use Ordinance §§ 15-146 3.230, 8.300-8.4000, 15-54\(c\)\(4\), 15-176.1\(1-6\) \(2019\)](#).

##### Ridgefield, CT

Ridgefield passed an ordinance banning the use of drive-thrus for food services in its Commercial Business, Business B-1, and Business B-2 districts.<sup>[28]</sup> The code states that the Central Business District's purpose is to enhance Ridgefield's historic character, preserve Ridgefield Center as a focal point of the community, promote a pedestrian friendly environment, and restore and maintain its architectural assets.<sup>[29]</sup> Though the regulations do not allow drive-thrus for food services, developers may apply for a special use permit if they desire to include a drive-thru for another purpose.<sup>[30]</sup> Issuance of a special permit is at the discretion of the zoning commission.<sup>[31]</sup> The commission grants or denies a permit after giving

consideration to a list of criteria, such as: public health and safety, civic design, property values, and Ridgefield's natural, historic, and scenic qualities.[32] An application for a special permit must also further a goal, policy, or objective as set forth in the Town's Plan of Conservation and Development.[33]

To view the provision, see Ridgefield, CT, Zoning Regulations §§ 5.1(A), 5.1(D)(5), 5.2(D)(3), 5.3(D)(8) (2007), Ridgefield, CT, Zoning Regulations § 9.02(A)(5)(a-i), (2007).

#### ADDITIONAL EXAMPLES

Concord, MA, Zoning Bylaw § 4.7.1 (2018) (banning the establishment of drive-in and fast food restaurants. The Town defines these entities as "as any establishment whose principal business is the sale of foods or beverages in a ready-to-consume state, for consumption within the building or off-premises, and whose principal method of operation includes: (1) sale of foods and beverages in paper, plastic or other disposable containers; or (2) service of food and beverages directly to a customer in a motor vehicle").

Toronto, ON, Zoning By-Law No. 569-2013 § 150.80.20.1 (2019) (prohibiting or limiting the use of drive-thrus in some residential and mixed use zones).

San Luis Obispo, CA, Municipal Code §§ 17.10.20(F), 17.156.010 (2018) (banning the use of drive-thrus in all zones).

A stylized graphic of a drive-through facility. At the top is a blue, pointed roof with a dotted pattern. Below it is a dark blue vertical pillar. A white rectangular opening in the pillar shows a blue silhouette of a person sitting at a counter. To the left of the counter is a blue silhouette of a car. A large blue arrow points to the left, positioned below the car and counter. The text 'CITY OF LONG BEACH' is written in white on the roof, and 'DESIGN GUIDELINES for' is written in white on the arrow.

CITY OF LONG BEACH

DESIGN GUIDELINES for

# DRIVE-THROUGH FACILITIES

Draft September 2019



LONG BEACH  
DEVELOPMENT  
SERVICES

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# Acknowledgments

## Mayor and City Council

Honorable Mayor Dr. Robert Garcia, Ed.D.  
Dee Andrews, Vice Mayor, 6th District  
Vacant, Councilmember, 1st District  
Jeannine Pearce, Councilmember, 2nd District  
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Our Namesake

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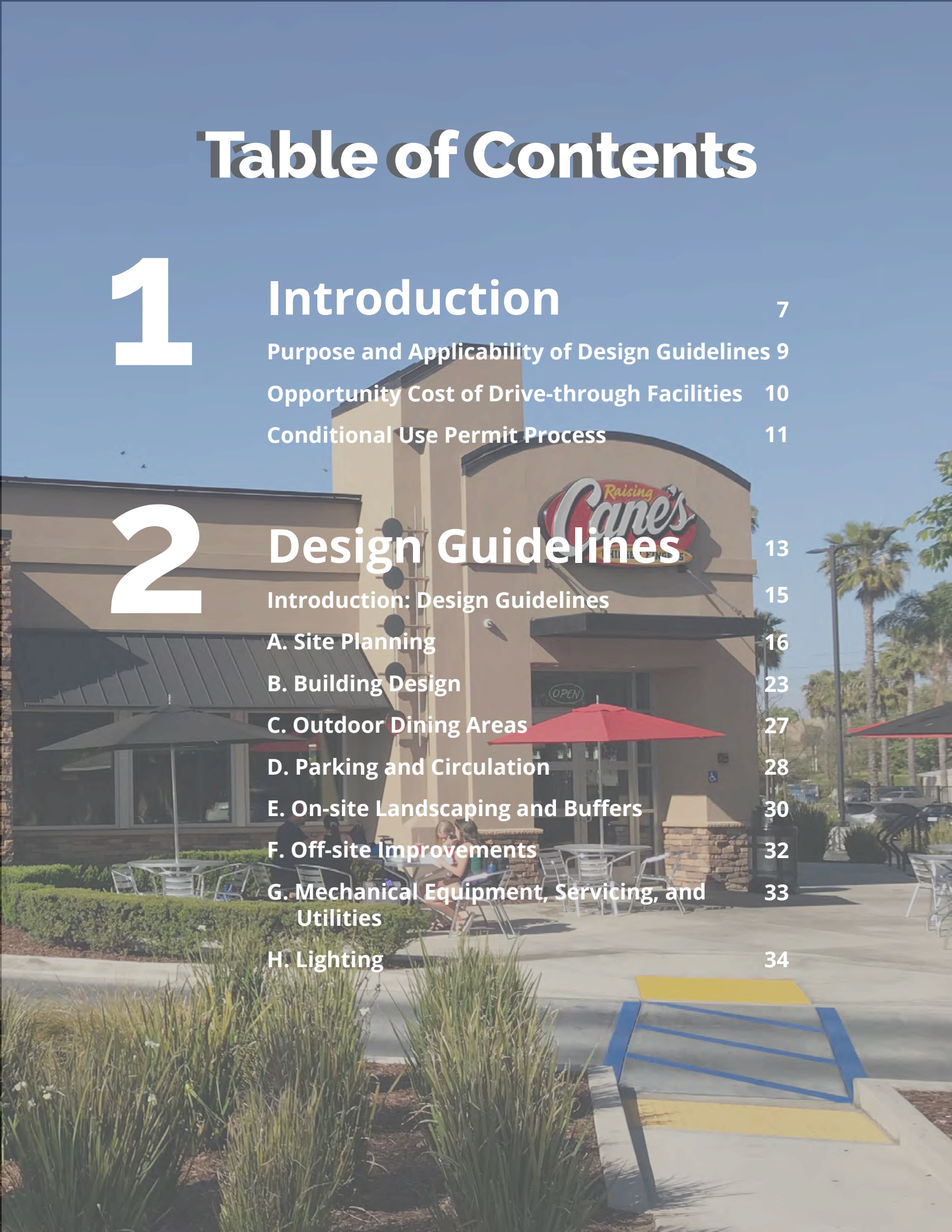
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STARBUCKS

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# Introduction



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# Purpose and Applicability of Design Guidelines

Drive-through facilities lack sufficient design standards or guidelines in Long Beach to minimize the impacts on pedestrians, safety, traffic and queuing, noise, lighting, air pollution, and aesthetics associated with their use. To address concerns in the community, the City Council adopted new findings related to drive-through use. Today, all drive-through facilities require a Conditional Use Permit (CUP), which can only be approved if the required findings laid out in the Long Beach Municipal Code (LBMC) §21.45.130 can be made and the goals and guidelines established within this document are met.

## Purpose

The purpose of these guidelines is to provide guidance to applicants, business owners, City staff, and design professionals to achieve drive-through facilities designed to address development impacts, operational elements, site and built design elements, and safety.

The design guidelines shall be utilized to encourage the highest level of design quality, while at the same time providing the flexibility necessary to encourage creativity on the part of the project designers. In the event that a guideline does not apply to a particular circumstance, the applicant is encouraged to articulate his/her reasons or objectives in not meeting the guidelines contained herein.

## Applicability

These guidelines are to be applied to all new drive-through facilities or expansions of existing drive-through facilities in the City of Long Beach.

## goals

- Ensure the health, safety and welfare of residents and visitors by promoting designs that can be beneficial to everyone, not just automobile users.
- Reduce negative impacts associated with drive-through facilities, including:
  - Air Quality
  - Light Pollution
  - Traffic Circulation
  - Parking
  - Noise Pollution
  - “Food Swamps”
- Promote compatible development within the site and with surrounding existing uses
- Align uses on major corridors and in transit areas with the City's broader housing and economic development goals
- Direct drive-through uses to more suitable locations such as shopping centers and freeway-adjacent lots
- Provide visible, clearly defined, safe and accessible routes for pedestrians and bicyclists
- Enhance outdoor dining areas with pedestrian-scale amenities, furnishings, and landscaping
- Locate drive-through facilities away from schools
- Encourage equitable distribution of healthy foods

# Opportunity Cost of Drive-through Facilities

General Plan policies and required findings relate to consideration of the potential negative impacts associated with drive-throughs, including design, suitability of the location, buffering from sensitive uses, compatibility of a proposed drive-through facility with surrounding existing land uses, as well as over-concentration in an area. The Findings also aim to evaluate the opportunity cost or “trade-offs” of allowing a drive-through use instead of housing or other commercial uses that further the City’s housing and economic development goals.

*The Floor Area Ratio (FAR) describes the relationship of how much building is on a given site compared to the total lot area.*

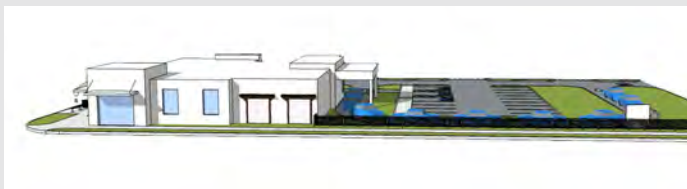
*The FAR on a typical drive-through facility development is 0.10:1. In locations where more intensive development is allowed, mixed-use or office development would occur at an FAR of 2:1 or greater, resulting in substantially greater investment, employment and tax revenues for the City.*



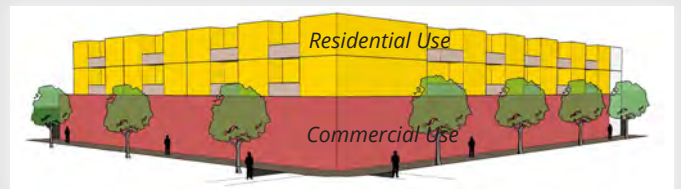
Aerial of site



Aerial of site



Example of an existing drive-through site with a project that has a low FAR. Much of the existing land is devoted to parking and the drive-through lane. (street view)



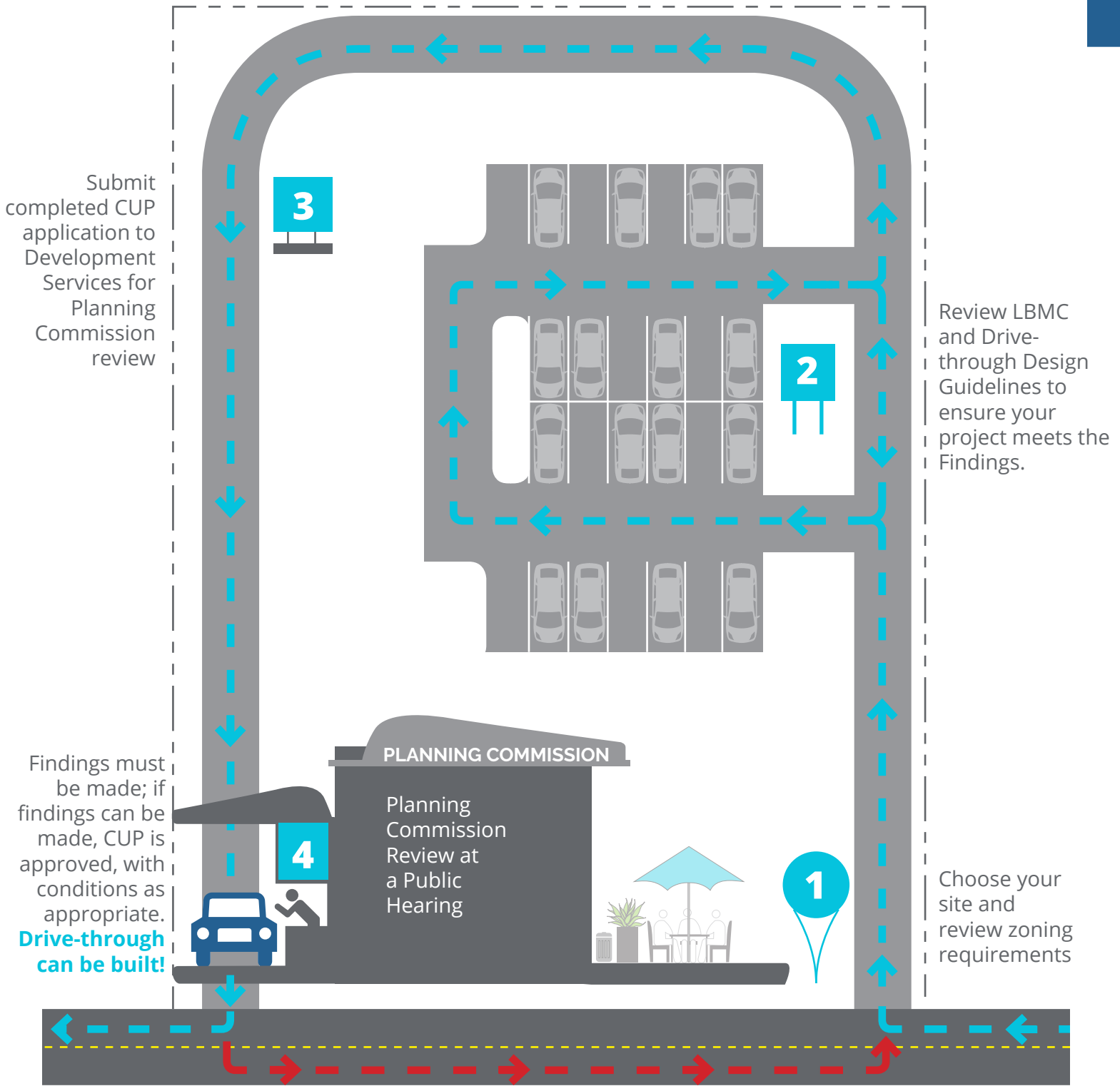
Example of a reuse of a drive-through site with a project that has a higher FAR, representing more efficient use of land by providing housing and wider array of commercial uses. (street view)




## important considerations

To ensure that the use and project design is appropriate to both the site and surroundings, the Planning Commission will grant a Conditional Use Permit (CUP) for establishment of a drive-through facility only if the Findings outlined in LBMC §21.45.130 can be met.

# Conditional Use Permit Process





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**LONG BEACH RUNS  
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2

# Design Guidelines



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# Introduction: Design Guidelines

The City encourages applicants to research and identify locations for drive-through establishments that are appropriate, such as in shopping centers and freeway-adjacent lots, and avoid locations in transit-oriented and other areas where more intense development is permitted, thus better serving Long Beach with additional housing and employment uses. Best-practices for drive-through design should be incorporated to ensure projects address quality of life issues, sustainability, site design, and avoid negatively affecting pedestrians, safety, and the welfare of the community. New drive-throughs and expansions of existing drive-through facilities should be designed to ensure compatibility with adjacent uses, enhance the streetscape frontage, provide adequate buffers, ensure safe pedestrian accessibility, and include outdoor amenities to service patrons.



The City encourages applicants to research and identify locations for drive-through establishments that are appropriate, such as shopping centers and freeway-adjacent lots.

# A. Site Planning

Site planning relates to the arrangement of buildings, parking areas, and pedestrian spaces. Appropriate placement, sizing, and design of these areas can enhance or degrade an individual's experience and desire to frequent a business. Site design addresses the scale and size of outdoor spaces, spaces between buildings and parking areas, and the relationship of site elements that create a comfortable pedestrian environment. Site design should extend beyond the needs of vehicles and consider the needs of pedestrians and cyclists. Appropriate design allows for the comfortable, predictable circulation of pedestrians and cyclists.



Building is oriented to the street with access from the sidewalk.

### Building Placement

- 1 Buildings should be placed close to and oriented toward the street.

### Building Orientation

- 2 Outdoor dining and seating areas should be located near the main pedestrian entrance.
- 3 Service or loading areas should not face the public right-of-way.
- 4 Structures should be clustered to create a plaza or outdoor dining area between buildings.
- 5 Windows and indoor dining areas should face onto pedestrian spaces and the public right-of-way.
- 6 The ordering board speaker for the drive-through should be oriented and directed away from adjacent residential uses.
- 7 Locate loading and service areas to minimize potential noise incompatibility with surrounding properties.
- 8 Where walls are used for screening, both sides should be architecturally treated to complement the adjacent buildings.

### Landscaping and Buffers

- 9 Landscaping, fencing, consistent with Zoning Code requirements, and trees should be provided to buffer adjacent uses.



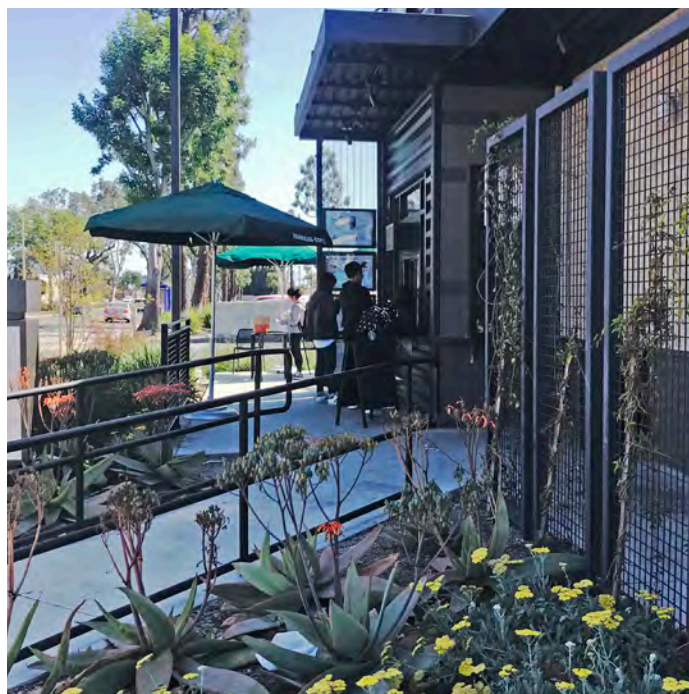
### important considerations

Noise levels from speakers shall comply with the City's noise ordinance outlined in Chapter 8.80 of the LBMC.

# A. Site Planning (continued)



*Well-signaged and marked pedestrian crossings.*



*Walk-up window.*

## Pedestrian and Bicycle Circulation and Access

- 10 Buildings and landscape design should work together to create a comfortable pedestrian experience.
- 11 Pedestrian and bicyclist links should be provided among the public right-of-way, parking area, public open space, and building.
- 12 Pedestrian and bicycle routes through the site should be separated from vehicular parking, driveways, and stacking lanes. Pedestrian circulation should be accentuated by raised pedestrian crossings, textured and colored paving, accent planting and trees, and other elements such as fencing, trellises, and lighting.
- 13 Walk-up windows should be located near outdoor dining areas or other pedestrian areas, to encourage accessibility and limit vehicle and pedestrian conflicts.
- 14 Decorative paving should be used at project entries and in pedestrian areas to enhance the pedestrian environment.
- 15 Parking lots should be heavily landscaped and connected to buildings with a number of well-designed pedestrian paths, trellises, paseos, and walkways.

# A. Site Planning (continued)



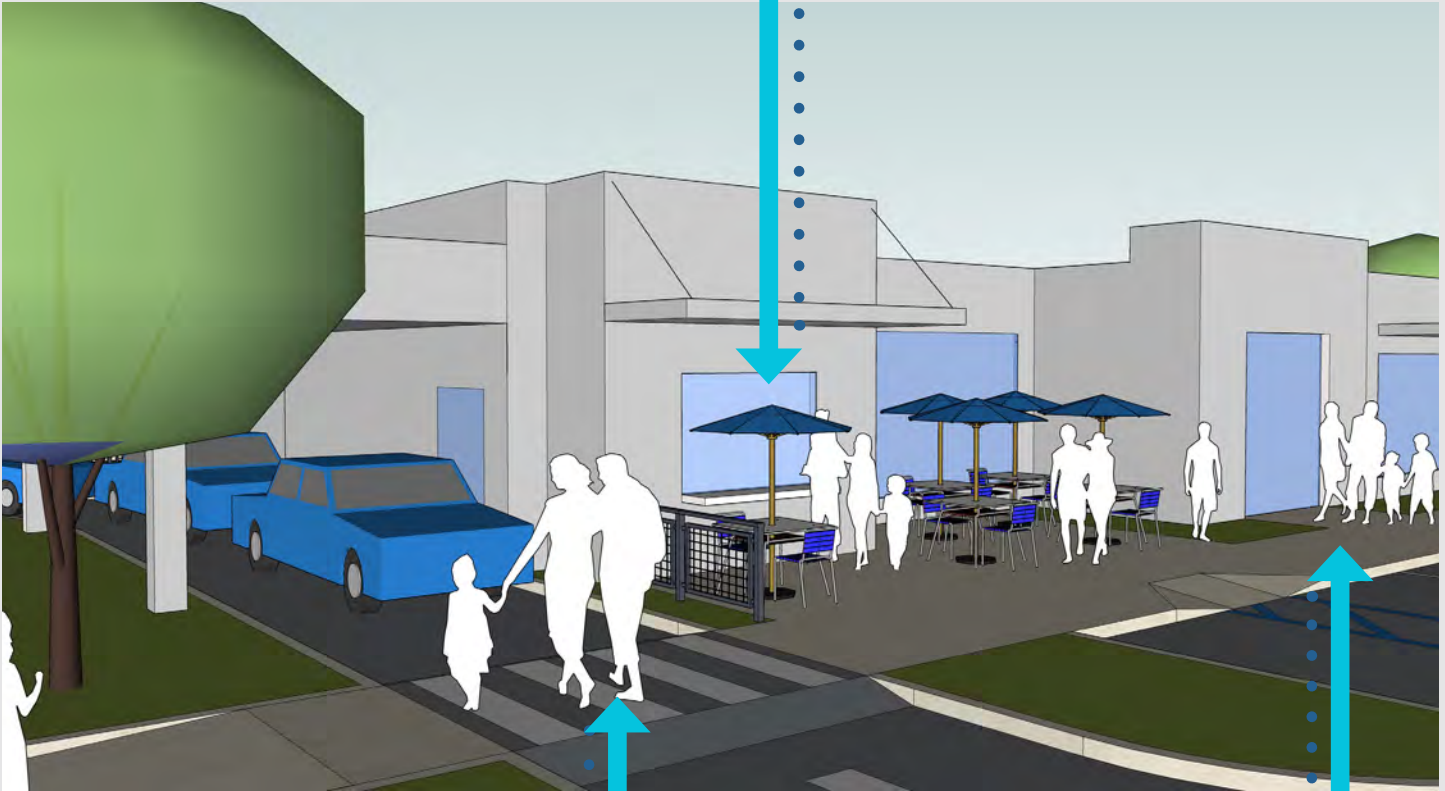
*Accessible entry from public right-of-way.*

## Pedestrian Circulation

- 16 Pedestrian routes should not cross driveways or stacking lanes to get to the building's entrance.
- 17 Parking lots should be illuminated with lights directed and shielded to prevent light and glare from intruding onto adjacent sites. All lights should be illuminated to the applicable standards of the Illuminating Engineering Society (IES).
- 18 Where the project site is located near or adjacent to an existing or planned bus stop, the applicant is encouraged to collaborate with Long Beach Transit and the City's Public Works Department. Look for opportunities to provide pedestrian access and coordinated site furnishings to enhance bus stops.

# Pedestrian and Bicycle Circulation and Access

Walk-up window located near accessible path, outdoor dining area, with shade and roof overhang.



Raised pedestrian crossing accentuates pedestrian routes.

Accessible route is clearly defined by sidewalk connectivity and building and walk-up window entries.



Bicycle racks are located in convenient and accessible location near building entry. The City provides bike racks and installation free of charge! For more info, visit: [Longbeach.gov/goactive/b/programs/bike-rack-request](http://Longbeach.gov/goactive/b/programs/bike-rack-request)



Pedestrian links through the parking lot contribute to the comfortable connectivity through and within the site.

# Site Plan Concepts

The following site plan examples illustrate desirable site plan layouts and design features for three different conditions including a pad building located within a multi-tenant building development, a pad building located in a large commercial center or mall, and one in the middle of a block.

## Multi-Tenant Building Site Plan Diagram



- a** Raised pedestrian crossing.
- b** Low screening of parking.
- c** Landscape buffer to screen stacking lane.
- d** Continuous landscaped perimeter with landscape screening.
- e** Pedestrian access and connection.
- f** Low landscaping to maintain site lines to pedestrian crossing.
- g** Exterior dining patio activating street frontage.
- h** Walk-up window.
- i** Street trees provided along public right-of-way.
- j** Menu Board

## Building pad located at the front of a large commercial center or mall site plan diagram



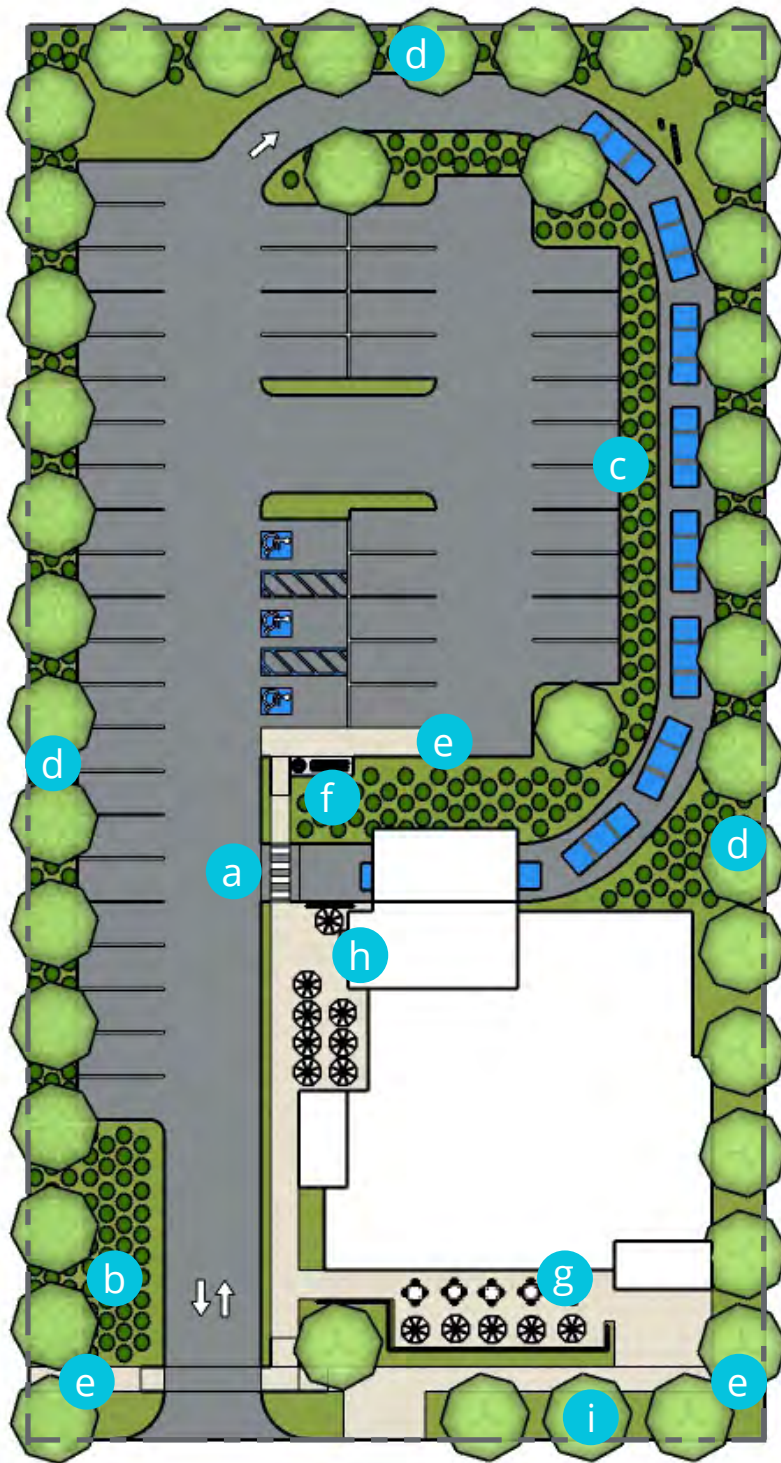
- a** Raised pedestrian crossing.
- b** Low screening of parking.
- c** Landscape buffer and fence to screen stacking lane.
- d** Continuous landscaped perimeter with landscape screening.
- e** Pedestrian access and connection.
- f** Low landscaping to maintain site lines to pedestrian crossing.
- g** Exterior dining patio activating street frontage.
- h** Walk-up window.
- i** Street trees provided along public right-of-way.
- j** Building entry.
- k** Walk-up window access from sidewalk.



### important considerations

Walls and Fencing shall be subject to LBMC Chapter 21.43 Fences and Garden Walls

## Mid-block site plan diagram



- a** Raised pedestrian crossing.
- b** Low screening of parking.
- c** Landscape buffer to screen stacking lane.
- d** Continuous landscaped perimeter with landscape screening.
- e** Pedestrian access and connection.
- f** Low landscaping to maintain site lines to pedestrian crossing.
- g** Exterior dining patio activating street frontage.
- h** Walk-up window.
- i** Street trees provided along public right-of-way.

## B. Building Design

*Buildings located at the street edge with main entrances accessible from the public sidewalk encourage walkability and better contribute to a lively public realm. Building forms and facades foster cohesiveness and comfort, generate pedestrian activity, increase a sense of safety, and are aesthetically pleasing.*



*Project entry is defined by architectural features and is oriented toward the street frontage.*



*Use of vertical trellis to break up a blank wall.*

### Building Entry

- 1 Building entries should be located toward the street and accessed directly off the public sidewalk to define the street frontage and denote pedestrian areas.
- 2 Prominent architectural features should be located near corners and intersections to promote and enhance building entry.
- 3 Other entry features should reflect the overall architectural identity or character of development.

### Building Articulation

- 4 Exterior wall planes should be varied in depth and/or direction. Wall planes should not run in one continuous direction without a significant offset.
- 5 Well-designed facades, including windows, doors, wall composition, colors, and materials should be used along all street frontages and to create a sense of entry and pedestrian scale.
- 6 Landscaping should be used to screen and soften the appearance of a buildings' bulk and mass. Utilize trellises or green screens with evergreen vines and/or dense shrubs on blank walls.



### important considerations

Exterior remodels to a building frontage consisting of 50' or more in the CNA commercial zone requires Site Plan Review (LBMC 21.25.502.2.C)

# B. Building Design (continued)



Trellis and columns add interest and variety along the drive-through lane.



Wall planes in varied directions and use of varied colors and materials.



## important considerations

Window signs shall conform to Long Beach Municipal Code Sections 21.44.500, Table 44-4 and 24.44.062

### Building Articulation (continued)

- 7 All elevations of the building should include articulation consistent with the architectural design. Avoid blank walls by:
  - 7a Varying the planes of the exterior walls in depth and/or direction.
  - 7b Adding window openings and/or entrances and other relief.
  - 7c Adding vertical pilasters which may reflect internal building structure.
  - 7d Adding vertical trellis, green screens or other landscape features.
  - 7e Changing color and texture along the wall surface.
  - 7f Adding trims, projections, and reveals along different wall surfaces.
  - 7g Articulating the building façade by varying juxtaposition of building elements.

### Building Treatments

- 8 Exterior security bars and roll-up doors applied to windows and pedestrian building entrances are discouraged.
- 9 When selecting materials and colors, emphasis should be placed on compatibility with the character and the surrounding context and use of high-quality materials.
- 10 Avoid prototypical, corporate architecture and color schemes. Fluorescent paints and bright colors are strongly discouraged.
- 11 Storefront windows should be kept clear and visible to the public right-of-way, free of any frosting, or window treatments that obstruct visibility into the business.

## B. Building Design (continued)



*Non-corporate style architecture.*

### Building Treatments (continued)

- 12 Corporate tenants should design their buildings to fit the scale and character of Long Beach.
- 13 Corporate signage should not dominate the building façade.
- 14 Roof forms help to establish the architectural style of the building. Mansard roofs are discouraged; however, if these types of roofs are used, the roof should wrap around the entire perimeter of the structure. Piecemeal mansard roofs that are placed only on portions of the building should not be utilized.



*Covered walkway adjacent to building utilizes complementary materials of the building.*

### Pedestrian Features

- 15 Awnings or signage should be used to help clearly demarcate building entries and help orient pedestrians.
- 16 Covered walkways are encouraged at building street frontages, between buildings, from buildings to parking lots, and within a parking lot. Covered walkways associated with the building should utilize the same materials of that building.
- 17 Walk-up windows should be emphasized by architectural detail and provide awning, roof overhang, or other protection from the elements.



### important considerations

All signage must comply with the LBMC. A sign program is required for new commercial buildings, and/or for five or more signs on a site. (LBMC 21.44.035.C)



## C. Outdoor Dining Areas

*Outdoor dining activates the streetscape by using a portion of the sidewalk space for socializing and dining and, ultimately, serves as an amenity to promote pedestrian use.*



*Outdoor dining located near building entry.*

- 1 Outdoor dining areas should be provided and designed as an integral part of the project and not simply left-over areas of a site. Outdoor dining areas should be oriented for maximum benefit of sunlight and views.
- 2 Outdoor dining area should include, but are not limited to, plazas, arcades, colonnades, courtyards, and/or usable landscaped areas. Seating, trash cans, bicycle racks, weather protection, and pedestrian amenities should be included in publicly accessible outdoor spaces.
- 3 Outdoor dining areas should be at least 250 square feet.



*Outdoor dining incorporates wall and pilasters complementary to the building architecture and activates the street frontage.*

### important considerations



Refer to the City's Sidewalk Dining and Parklets Handbook for outdoor dining design guidelines.

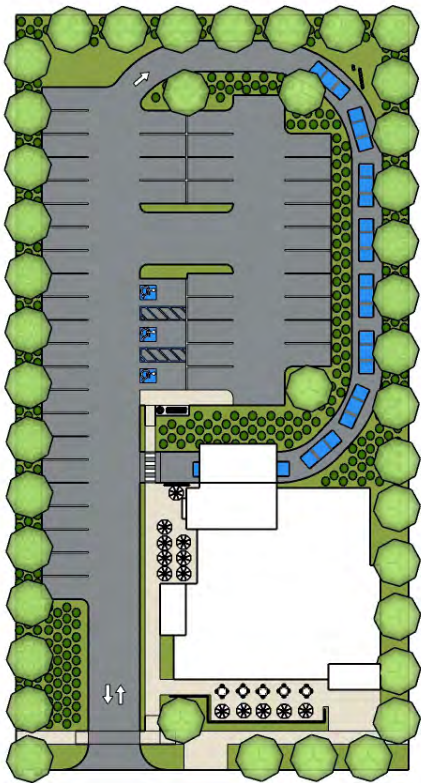
Noise levels from patio areas shall comply with the City's noise ordinance outlined in Chapter 8.80 of the LBMC.

# D. Parking and Circulation

Well-designed parking and circulation allows vehicles to park and drive through a site with ease and does not visually dominate the site.



Drive aisle indicates direction of traffic flow to drive-through entry.



Street

Stacking lane and drive-through are oriented away from the right-of-way and screened by the building.

## Parking

- 1 Parking lots and stacking lanes should be located away from and out of sight of the public right-of-way.
- 2 Parking access points, whether located in front, side, or rear, should be located as far as possible from street intersections to allow adequate stacking room.

## Circulation

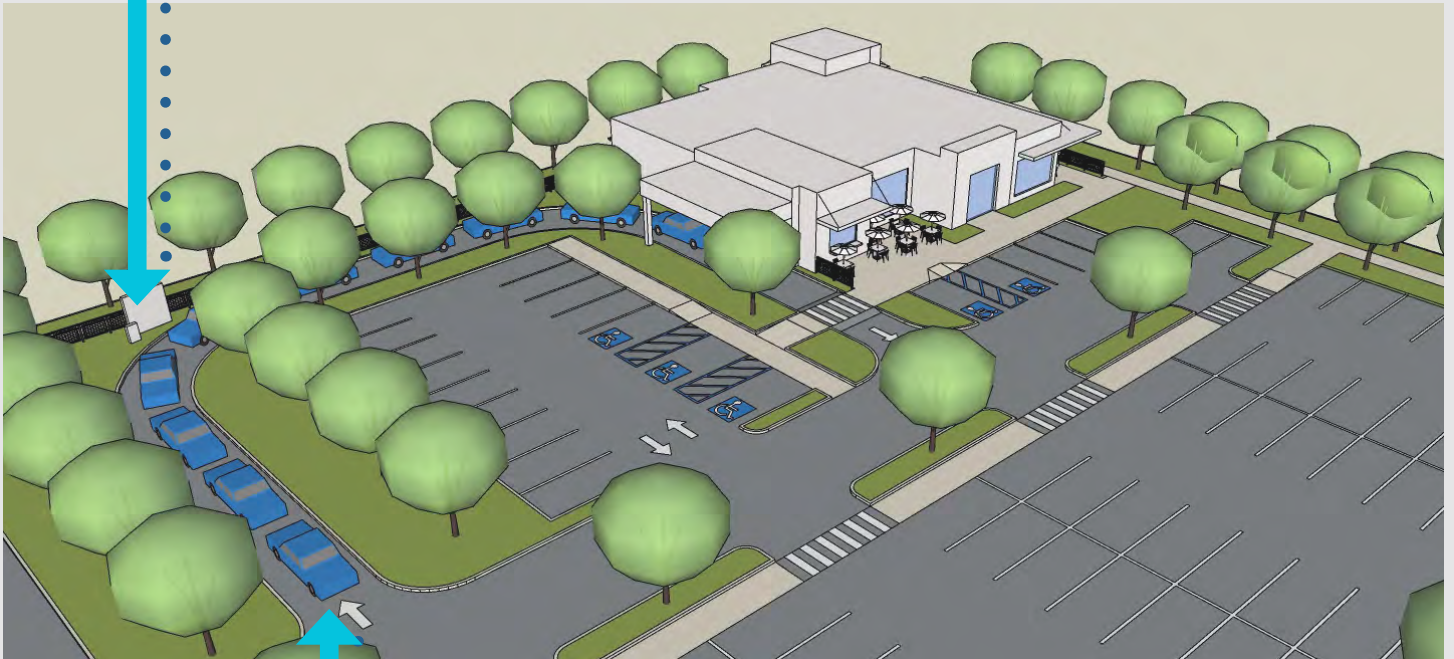
- 3 Structures and on-site circulation systems should be located to minimize pedestrian and vehicle conflicts.
- 4 Reciprocal access between adjacent parking areas should be provided where feasible so that vehicles are not required to enter the street in order to move from one area to another on the same or adjacent sites.
- 5 Drive-through ordering menu should be located to allow a minimum of for four cars to queue behind the ordering vehicle to prevent vehicles from stacking in the drive-aisle of the parking lot.
- 6 Curb-cuts should be minimized to reduce pedestrian conflicts along the street and encourage walkability and accessibility.
- 7 Driveways or site access should be provided on non-residential side streets or less major streets where possible to improve pedestrian safety and reduce pedestrian and vehicle conflicts or vehicle stacking on major streets.

## Drive Aisles

- 8 Double stacked drive aisles are discouraged.
- 9 Drive-through aisles should provide clear pavement markings for the entrance and direction of traffic flow.

# Parking and Circulation

*Drive-through menu board provides queuing space for a minimum of four cars behind the ordering vehicle.*



*Drive-through aisles should provide clear pavement markings for the entrance and direction of traffic flow.*

# E. On-Site Landscaping and Buffers

Well-designed landscaping provides visual relief, screens parking and other uses, provides shade, and protects the natural environment through the use of drought-tolerant materials and low-impact planting design.



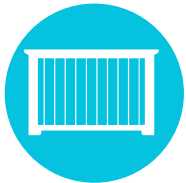
Landscape buffer helps screen drive-through stacking lanes.



Decorative wall and landscaping provides buffer and screens stacking lanes.

## Landscaping

- 1 Required front, side, and rear setbacks should accommodate tree planting, accent planting, or appropriate screening.
- 2 Stacking lanes should be defined by a continuous planter or landscaped area no less than five-feet in width.
- 3 Landscape areas should be designed to accommodate vegetated storm water management systems with appropriate plant species to filter out runoff from roads and parking lots.
- 4 Accent landscaping should be used to enhance building and site entries.
- 5 Landscaped areas should be planted primarily with drought tolerant materials.
- 6 Landscape areas should be provided with water-conserving automatic irrigation systems designed to provide complete and adequate coverage to sustain and promote healthy plant life. The irrigation system should not cause water to spray or flow across a public sidewalk.
- 7 Parking lots should provide trees to provide heat-reducing shade. Select appropriate tree species compatible with urban environments.



## important considerations

Walls and Fencing shall be subject to LBMC Chapter 21.43 Fences and Garden Walls

## E. On-Site Landscaping and Buffers (continued)



*Trellis and vines screen stacking lanes and provide a buffer between patio and driveway.*



*Storm water runoff is collected in planters.*

### Landscaping (continued)

- 8 Trees and shrubs should be located and adequately spaced to allow for mature and long-term growth. Trees and shrubs that create minimal root problems should be selected.
- 9 Nuisance trees that drop flowers and fruit should be avoided near pedestrian walkways to maintain clear paths of travel.

### Buffering

- 10 Parking should be screened with landscape buffers, berms, decorative walls, decorative fencing, or a combination thereof.
- 11 Fast growing evergreen shrubs should be used to effectively screen views of all above-ground equipment.
- 12 Storm water and non-storm water runoff from the site to the street or neighboring properties should be minimized through the use of permeable materials, vegetated areas, and minimizing paved areas to the satisfaction of the Director of Development Services and Department of Public Works.

### important considerations



All landscaping shall be subject to LBMC Chapter 21.42 Landscaping Standards.

## F. Off-site Improvements

*The provision of landscaping, pedestrian connections, and buffers adjacent to the project site integrates the site within the neighborhood and provides visual appeal.*



- 1 Street trees should be provided along the public right-of-way. Refer to the Approved Tree List provided by Public Works.
- 2 The applicant should coordinate with Public Works on all off-site improvements needed to provide full ADA accessibility compliance within the adjacent public right-of-way.

*Off-site landscaping and buffers provided.*



*Coordinate off-site furnishings, bus stops, landscaping, and ADA compliance with Public Works.*

### important considerations



All landscaping within the the Public right-of-way shall be subject to LBMC Section 21.42.050 - Landscaping standards—Public right-of-way (Parkway).

All landscaping shall be subject to LBMC Section 21.42.035 - Special Requirements for Water Efficient Landscaping.

# G. Mechanical Equipment, Servicing, and Utilities

*The screening of service and operational aspects of the site are an important design consideration.*



*Roof equipment screened in an architecturally compatible manner.*

## Utility (Mechanical Equipment)

- 1 All utility mechanical equipment such as electric and gas meters, electrical panels, cable boxes, and junction boxes should be located in a utility room within the building.
- 2 Roof access should be provided from the interior of the building. Exterior roof access ladders are not appropriate.
- 3 Any outdoor mechanical equipment, whether on a roof, side of a structure, or on the ground should be appropriately screened from view and should not be placed adjacent to the public right-of-way or pedestrian walkways. The method of screening should be architecturally integrated with the adjacent structure in terms of materials, color, shape, and size.

## Trash and Recycling Enclosures

- 4 Trash and recycling enclosures should be designed to be consistent with the project and building architecture and should be carefully sited and screened to minimize the visual impact. Similar or the same materials should be used on the enclosure as the buildings. A solid roof structure should be designed to be architecturally compatible.
- 5 Every property should provide trash enclosures that can handle the refuse generated by that site.
- 6 A pedestrian entrance should be provided within trash and recycling enclosures so that large access gates are infrequently used.
- 7 Trash enclosures should be separated from adjacent parking stalls by a minimum of three-foot wide planters with low-growing plant materials to ensure that adequate space is available for passengers to access a vehicle in an adjacent parking space.



*Trellis and vines screen trash enclosure.*

## H. Lighting

*Lighting should be designed and selected to promote the feeling of a safe environment and minimize light pollution while adding articulation to buildings.*



*Utilize high quality lighting complementary to the building architecture.*

- 1 Architecturally compatible lighting should be provided between buildings and along pedestrian walkways to ensure security.
- 2 Spotlighting or glare from any site lighting should be shielded from adjacent properties and directed at a specific object or target area.
- 3 Exposed bulbs should not be used. Cut-off lighting is preferred.
- 4 Uplighting of building elements and trees should use the lowest wattage possible to minimize impacts to the night sky. Light sources for wall washing and tree lighting should be hidden.
- 5 The height of a light pole should be appropriate in scale for the building and the surrounding area.



*Pedestrian lighting and pendant lighting on building complement building architecture.*



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