City of Redondo Beach
General Plan Advisory Committee
Meeting #17 | March 7, 2018

General Plan Update

Artesia and Aviation Area Plan Presentation and Discussion

Agenda

• Opening Remarks
  • Call to Order
  • Roll Call
  • Salute to Flag
• Approval of the Order of Agenda & Consent Calendar
• Public Comment (Session 1)
• 190th Street Land Use Plan Options – Removal of “Option B: Create a Tech Corridor” from further consideration
• Introductions: Meet the Community Development Director and GPAC Members
• Announcements & Updates (Staff and Consultant team)

continued next slide
Agenda (cont’d)

• Artesia and Aviation Presentations
  • Conceptual Designs for Artesia
  • Development Feasibility
  • Parking
  • Artesia and Aviation Revitalization Committee Report Presentation
  • Survey Results
• Small Group Discussion – Artesia Blvd
  • Large Group Report Out
• Next Steps
• Public Comment (Session 2)
• GPAC Referrals to Staff
• Adjournment

Discussion: 190th Street
Land Use Options

• Consideration by GPAC for removal of “Option B: Create a Tech Corridor” from future consideration
• Review and file letter signed by over 80 residents and some elected officials requesting GPAC remove “Option B: Create a Tech Corridor” from further consideration
Introductions:
Meet the Director

Public Comment
Session 1
Announcements and Updates

General Plan Update Community Meeting

- Nov 17, 2019
- About 60 community members attended
- Kicked-off the survey

Land Use Alternative Survey

- Nov 17, 2018 - Jan 17, 2019
- 531 Responses

Continual gradual increase of FaceBook subscribers (+/- 15 month)

Staff Updates

- SB 50 response/letter/presentation to City Council (City’s position)
- ADU Ordinance - City Council approved at first reading February 19, 2019

Announcements and Updates

- Local Hazard Mitigation Plan
  - 161 Survey Respondents
    - Three hazards of most concerns were:
      - Seismic hazards
      - Hazardous materials release
      - Drought
  - Administrative Draft Submitted to Staff
  - 30-day Public Review (prior to submittal to OES/FEMA)
  - Safety Commission Review – April (during 30 day public review)
  - OES/FEMA Review
  - Make edits from OES/FEMA
  - City Council review and adoption
Tentative Schedule

Spring

GPAC 18: Artesia/Aviation Corridor Meeting #2 (April 25th)

Local Hazard Mitigation Plan (LHMP) 30-day Public Review; Public Safety Commission Review

GPAC 19: Review of feedback/input on land use options from Community Survey; refine Land Use definitions (if needed), initiate revisions to Land Use Map (likely a longer Saturday meeting)

GPAC 20: Review of Land Use Map – final refinements prior to public review/comment, Planning Commission, and City Council consideration (July)

Community Meeting 2: Artesia Aviation Corridor and Proposed Land Use Plan Community Workshop (GPAC recommendations, staff recommendations, and public comments will be forwarded to PC/CC)

Summer 2019

Fall 2019

Planning Commission/City Council: Review Draft Land Use Map approve for study in environmental documents (initiate technical studies)

Park & Recreation Commission Meeting – City Staff to facilitate

GPAC 21: General Plan Goals & Policies - Parks, Recreation, and Open Space

GPAC 22: General Plan Goals & Policies – Land Use

GPAC 23: General Plan Goals & Policies – Any carry over items

Winter 2020

Community Meeting 3: Presentation of Land Plan, Goals & Policies, and EIR (Open House)

Planning Commission and City Council: Adoption Hearings

Citywide Vote and Coastal Commission Review
Artesia and Aviation Corridors
Breakdown of commercial uses along Artesia Blvd.

<table>
<thead>
<tr>
<th>Use</th>
<th>Total (sq ft)</th>
<th>Percent</th>
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<tbody>
<tr>
<td>All</td>
<td>51,287</td>
<td>100%*</td>
</tr>
<tr>
<td>Service</td>
<td>193,499</td>
<td>38%</td>
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<tr>
<td>Retail</td>
<td>89,923</td>
<td>18%</td>
</tr>
<tr>
<td>Restaurant</td>
<td>62,911</td>
<td>12%</td>
</tr>
<tr>
<td>Automotive</td>
<td>53,666</td>
<td>10%</td>
</tr>
<tr>
<td>Office</td>
<td>44,069</td>
<td>9%</td>
</tr>
<tr>
<td>Hotel/Motel</td>
<td>29,119</td>
<td>6%</td>
</tr>
<tr>
<td>Medical</td>
<td>20,097</td>
<td>4%</td>
</tr>
<tr>
<td>Thrift Shop</td>
<td>19,589</td>
<td>4%</td>
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</tbody>
</table>

*Numbers subject to rounding
Source: City of Redondo Beach, Business License Database, 2019

Challenges Facing Corridors

- Poor connectivity with adjacent residential
- “Dead zones”
- Lack of comfort, convenience and security for pedestrians
- Disorganized land use patterns
- Ownership (multiple)
- Lot depths & configurations
Lot Depths: Artesia

Corridor Evaluation

MINIMUM COMPONENTS

- Redevelopment potential
- Vacancies & Tenure
- Retail assessment
- Role of the corridor in the community
- Relevance and use by residents
- Multimodal level of service
- Lifestyle demographics
- Placemaking opportunities
Balancing Development in the Corridor

Prototype Purpose

- Prototype block size: 130 ft. x 600 ft.
- Used to evaluate tradeoffs of design, function, mix of uses, parking and financial feasibility of various uses
- Findings can inform the discussion regarding which uses, densities and intensities are appropriate and feasible for the corridor
Prototype: Existing Uses in the Corridor

Prototype: Residential Development 2-Story
Prototype: Residential Development 3-Story

Prototype: Office Development – 2 Story
Prototype: Mixed-Use Development – 3 Story

Mixed-Use 3-Story
Prototype: Commercial Flex Development – 2 Story

2-STORY COMMERCIAL FLEX
1 FL. RETAIL, 2 FL. OFFICE
SITE AREA: 1.79 AC
RETAIL: 17,000 SF
OFFICE: 4,000 SF
MAX. HEIGHT: 30 SF

PARKING REQUIRED:

<table>
<thead>
<tr>
<th>Category</th>
<th>Required</th>
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<tbody>
<tr>
<td>Retail (1 FL)</td>
<td>48 SP</td>
</tr>
<tr>
<td>Office (2 FL)</td>
<td>48 SP</td>
</tr>
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PARKING PROVIDED:

<table>
<thead>
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<th>Category</th>
<th>Provided</th>
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<tr>
<td>Overall</td>
<td>63 SP</td>
</tr>
<tr>
<td>On-Street</td>
<td>28 SP</td>
</tr>
<tr>
<td>Total</td>
<td>91 SP</td>
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</table>

130'X600' BLOCK PROTOTYPE
CONCEPT 03B
EXISTING STANDARDS • ON-STREET PARKING

Commercial Flex 2-Story
Prototype: Retail and Office Development – 1 & 2 Story

Corridor Characteristics to Consider

CREATE CONTEXT-SENSITIVE SOLUTIONS

- **Modes:** What modes of travel does the street serve?
- **Quality:** Is there a high level of activity with a low level of conflict?
- **Value:** How well does the street enhance adjacent uses?
- **Design:** Is the street a memorable or inspirational place?
Development Feasibility Analysis Findings

Purpose of Financial Feasibility Analysis:

- To understand whether new development—especially the types of projects desired by local community residents—can occur under current market conditions
- To help inform any potential zoning changes to accommodate increased financial feasibility of those projects
Development Feasibility

Key Concepts:

• A project is “feasible” when the value of the completed project is worth more than the total cost to develop it.

• This analysis identifies a concept’s “Residual Land Value”, which is the value of a project after taking into account construction costs, financing costs, and developer profit.

• Analysis assumes land value of $6.9 million/acre, based on sales comparables for the 90278 zip code for vacant land.

Feasibility Summary

<table>
<thead>
<tr>
<th>Concept</th>
<th>Residential</th>
<th>Retail (sf)</th>
<th>Office (sf)</th>
<th>Project Value</th>
<th>Development Costs</th>
<th>Residual Land Value / acre</th>
<th>Feasible?</th>
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<tbody>
<tr>
<td>Concept 1</td>
<td>24 units</td>
<td>0</td>
<td>0</td>
<td>$20.9 million</td>
<td>$(17.7 million)</td>
<td>$1.8 million</td>
<td>No</td>
</tr>
<tr>
<td>Concept 2</td>
<td>45 units</td>
<td>0</td>
<td>0</td>
<td>$40.5 million</td>
<td>$(31.1 million)</td>
<td>$5.1 million</td>
<td>Marginal</td>
</tr>
<tr>
<td>Concept 3A</td>
<td>22 units</td>
<td>17,000</td>
<td>0</td>
<td>$24.0 million</td>
<td>$(16.3 million)</td>
<td>$4.1 million</td>
<td>Marginal</td>
</tr>
<tr>
<td>Concept 3B</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>$17,000</td>
<td>$(12.3 million)</td>
<td>$1.7 million</td>
<td>No</td>
</tr>
</tbody>
</table>
Concept 1: 2-story townhomes

- Residual land value is **$1.8 million/acre**
- *Not* feasible if land were purchased today at current market value
- Financial feasibility hindered by:
  - Lower development intensity than Concept 2
  - Small average sizes for 3-bedroom townhomes (1,566 sf)
  - High Development Impact Fees (over $37,000 per unit)

Concept 2: 3-story townhomes

- Residual land value is **$5.1 million/acre**
- Highest residual land value of the four development concepts
- Financial feasibility benefits from:
  - Greater scale and intensity than Concept 1
  - Higher sales estimates for 2 vs 3 bedroom townhomes ($676/sf vs $573/sf)
  - Flexible parking standards
- Still, likely only *Marginally Feasible* given land prices estimated at $6.9 million/acre
Concept 3A: Mixed-Use, Retail + Residential

- Residual land value is **$4.1 million/acre**
- Higher residual land value than Concept 3B (Retail + Office)
- Financial feasibility benefits from:
  - High demonstrated demand for new Multifamily Residential
  - Lower capitalization rate than Concept 3B (5.0% vs 5.75%)
- Financial feasibility hindered by:
  - Development Impact Fees for residential (over $30,000 per unit)

Concept 3B: Mixed-Use, Retail + Office

- Residual land value is **$1.7 million/acre**
- **Lowest** residual land value of the four development concepts
- Lack of feasibility influenced by:
  - Less overall square footage than Concept 3A (34,875 vs 27,900)
  - Lower estimated rents from Office than Multifamily ($3.21/sf vs $3.56/sf)
Current Market Conditions

Possible reasons the Artesia Corridor has not gone through a revitalization:

- High underlying land value ($6.9 million/acre)
- Low vacancy rate (3.8%)
- Lack of recent development
- Lower rate per sq/ft than other areas of the City

Priorities for Enhancing Feasibility

- Floor Area Ratios (FARs) of concepts analyzed do not surpass 0.5. Suggest exploring higher increments such as 0.75 or 1.0 in exchange for public benefits such as enhanced streetscape improvements or other public benefits
- Consider reducing Development Impact Fees, especially for uses like Residential (upwards of $35,000 per unit)
  - Quimby fee was raised last year from $7,500 to $25,000
- Consider a Program EIR for the corridor with full community buy-in to reduce developer entitlement risk
- Suggest zoning scenarios that allow for the broadest mix of uses. For example, a corridor-wide code that allows for retail, standalone office, and mixed-use multifamily, so the market can respond appropriately based on most current need.
- Incentivize preferred uses (i.e. restaurants, offices, with reduced development standards—including parking).
Existing Parking Analysis

Parking Survey Methodology

• Conducted parking space (supply) and vehicle count (demand) for all on- and off-street spaces along the corridor
• Counts taken mid-day on Thursday and Saturday in December 2018 (peak parking demand period for retail)
• Results used to calibrate shared parking model
### Off-Street Parking Occupancy

- 51% Thursday
- 47% Saturday

### On-Street Parking Occupancy

- 55% Thursday
- 69% Saturday
Parking Evaluation Method

- Fehr & Peers will use the shared parking model to evaluate parking needs for various future land use scenarios
- Our evaluation will help inform:
  - The specific land use plan update for the corridor
  - Evaluation for additional public parking facilities
  - Potential for reduction of code required parking ratios within the specific plan area (if desired)

Opportunity for Parklette/Streetlets

Consider streets such as Aviation Way, Flagler Lane, Slauson Lane, and Vail Avenue as an opportunity to close a segment of the street adjacent to Artesia and create a streetlet.
Parklette/Streetlet

Bradley Avenue Plaza
Los Angeles

Before

After

Parklette/Streetlet

Bradley Avenue Plaza
Los Angeles

Before

After
Artesia/Aviation Revitalization Committee Report

Presentation by Revitalization Committee Member John Simpson

City Manager’s Revitalization Committee Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Business/Residence Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leland Hyde</td>
<td>Kurt Hardware 2404 Artesia Blvd</td>
</tr>
<tr>
<td>Heidi Butzine</td>
<td>NRBBA President</td>
</tr>
<tr>
<td>Robe Reichester</td>
<td>District 5 Resident</td>
</tr>
<tr>
<td>John Simpson</td>
<td>District 4 Resident</td>
</tr>
<tr>
<td>Randolph Stern</td>
<td>Dance 1 Redondo 2228 Artesia Blvd / District 4 Resident</td>
</tr>
<tr>
<td>Wally Marks</td>
<td>Property Owner 2810 Artesia Blvd</td>
</tr>
<tr>
<td>Mike Garcia</td>
<td>Property Owner 2701 Artesia Blvd / District 5 Resident</td>
</tr>
<tr>
<td>Mo Sharifi</td>
<td>Caskey &amp; Caskey Commercial Real Estate / District 4 Resident</td>
</tr>
<tr>
<td>John Wolf</td>
<td>South Bay Aquatic Center 2012 Artesia Blvd</td>
</tr>
<tr>
<td>Dave Redmond</td>
<td>Redmond’s Lock &amp; Key 2213 Artesia Blvd</td>
</tr>
</tbody>
</table>
Revitalization Committee Background

• Appointed by the City Manager to fulfill City Council Strategic Plan objective of revitalizing Artesia and Aviation Boulevards
• Comprised of 10 Redondo Beach residents and business owners
• Began meeting in February 2018, conducted a total of 7 meetings
• Evaluated challenges along the corridor
• Encouraged to share ideas with each other and engage with the community
• Formulated recommendations to City Council for consideration on January 22, 2019

Revitalization Committee Recommendations

Ongoing Projects:
• Continue infrastructure beautification along Artesia Blvd, including median upgrades
• Continue to support the North Redondo Beach Business Association through fee waivers for corridor events
• Continue the Storefront Improvement Program

Shorter-Term Projects:
• Consider new Special Events along the corridor (ex: Santa Run in 2019)
• Consider installation of additional decorative lighting along the corridor (tree lighting, sidewalk-illuminating, etc.)
Revitalization Committee
Recommendations

Long-Term Projects:

• Form a Business Improvement District and possible formation of a Main Street Program
• Consider installation of wayfinding signage to create a sense of place, including a banner program- create a gateway
• Consider installation of electric charging stations and rideshare locations
• Through the General Plan update consider updating zoning to permit for additional housing, office uses; modify requirements to promote dining establishments and associated parking
• Explore ways to provide shared parking for evening businesses- create a “park and walk” program
• Capitalize on the SCE greenbelt and create a multimodal corridor
• Significant discussion took place on the prospect of changing the name of Artesia Boulevard to Redondo Beach Boulevard, however the committee did not reach consensus

Survey Findings
### Artesia

**GP currently allows:**

Small scale retail commercial (retail, restaurants, etc. with office).

The mixed-use designation from Aviation to Blossom allows for residential on the 2nd floor with commercial on the ground floor.

### Option A: mixed-use at the gateways

Maintains the mixed-use designation (residential and commercial) on the west side of the corridor and also applies it to the parcels east of the SCE easement.

The center of the corridor would continue to allow for small scale pedestrian commercial.

### Option B: commercial and office

Creates a flexible, commercial oriented district that allows for retail, service, and office uses.

Prioritizes office near the Galleria and retail closer to Aviation Boulevard.

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**Artesia - Option A**

[Diagram of Artesia - Option A]

Legend:

- COMMERCIAL - NEIGHBORHOOD-SERVING (including smaller scale retail with a pedestrian focus, no residential)
- PUBLIC OR INSTITUTIONAL
- MIXED-USE (Combination of residential, commercial, and office uses - including retail, hotel and medical)
- INSTITUTIONAL / CIVIC (School, Library, Government, Etc.)
- FOCUS AREA BOUNDARY
- CITY LIMITS
Artesia – Option B

Artesia Boulevard - Results
Highlights - Land Use Comments

• Suggestions for change include:
  Commercial:
  • For option A, extend neighborhood commercial east to Felton
  • Also consider this area for creative tech
  • No office
  Residential:
  • No new residential
  • Increase residential
  • Make this an urban area, increase density
  Mixed Use:
  • Make the entire area mixed use
  • Current commercial only is not working

Highlights: Comments - Other Topics

• Improve facades
• Improve mix of stores
• Improve traffic
• Add a bike route
• Make the corridor pedestrian friendly - create a pedestrian/urban design overlay
• Improve landscaping
• Rename: Redondo Beach Boulevard
• Look at Washington Blvd in Culver City for inspiration
• Add parks/ open space
• Need a parking lot
• Require improvements to be energy neutral (photovoltaic panels, etc.)
Aviation Boulevard

GP currently allows:

For uses that create a low-rise commercial “village”

Intended to keep existing multi-family residential and local-serving highway-oriented commercial uses.

Option A: commercial/office/mixed-use

Option B: commercial/office

<table>
<thead>
<tr>
<th>Option A: commercial/office/mixed-use</th>
<th>Option B: commercial/office</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changes some commercial to strictly office and other areas to a flexible combined office and commercial use type.</td>
<td>Commercial uses become the focus with predominantly office along the majority of the corridor.</td>
</tr>
<tr>
<td>Mixed-use allows for integrated commercial and residential use on the west side.</td>
<td>Current residential uses would remain.</td>
</tr>
</tbody>
</table>

Aviation – Option A
Aviation – Option B

Aviation Boulevard- Results
Highlight of Comments Pertaining to Land Use

- Suggestions for change include:
  
  Commercial/Office:
  - Don’t make the parcels in the northwest corner office only
  - Don’t remove the existing commercial use between Carnegie and Artesia on the east side of Aviation
  - Make the corridor office only – good area for medical office

  Mixed Use:
  - Make the whole corridor mixed use
  - Combine option A and B - mixed use in the middle and community commercial on the ends
  - Eliminate residential as part of the mixed-use component

  Residential
  - Do not add more residential to this area
  - If residential no apartment
  - Great area for high density mixed use

Highlight of Comments Pertaining to Other Topics

- Suggestions include:
  
  - Improve traffic and parking
    - Add turn pockets
    - Expand right-of-way
    - Sync signal timing
  - No parking garages
  - Add bike lanes
  - Add open/green space
  - Add public art
  - Consider the adjacent residential neighborhoods
Small Group Discussion

Discussion Questions

1. What are the preferred uses envisioned for the corridor?
2. What general percentage mix of commercial/office and residential should be allowed in the corridor?
3. Residential uses: where should they be allowed? Stand alone only at gateways (per preferred survey alternative)? Allow for second story residential in center of the corridor?
4. Should City allow an incremental increase in FAR (from 0.50 to 0.60 or above) to incentivize new commercial and office uses along the corridor? What heights are generally acceptable to you?
5. Should City explore possibility of revising parking standards to help accommodate new development that incorporated new development?
Report Out to Large Group

Public Comment
   Session 2
Next Steps

Process to Arrive at a Land Use Plan

Guiding Principles & Focus Areas

Evaluation & Analysis of Focus Area Options

Develop Citywide Land Use Map

Selection of Land Use Plan to Evaluate in EIR

Community Workshop #1
- Vision
- Guiding Principles
- Focus Area Options
- Survey
- Parks and Recreation
- Survey

Community Workshop #2

Community Workshop #3
- Feedback on Proposed Land Use Plan
- Parks and Recreation
- Artesia and Aviation Corridors
Next Meeting

April 25, 2019
6:30 P.M.
Redondo Beach Public Library
Second Floor Meeting Room
303 N. Pacific Coast Highway
Redondo Beach, CA 90277

Please visit the project website: www.redondo.org/PLANredondo