



Destination Uptown

July 24, 2018

Grant Acceptance Resolution

BACKGROUND

- In the Fall of 2017 Development Services applied for an was awarded a \$250,000 grant from SCAG to update Land-Use and promote sustainability in Uptown (90805) Long Beach.
- In March of 2018 the SCAG funded work began (Uptown Phase I) and will continue through March of 2019 addressing overall area vision and Land-Use changes along major commercial corridors such as Atlantic Boulevard and Artesia Boulevard.
- In February of 2018 Development Services applied for additional funds from CalTrans to continue planning work in Uptown. Acceptance of those funds (\$733,610 Uptown Phase II) is now before City Council.
- Both Phase I and Phase II focus on implementing the City's General Plan through tailored neighborhood projects and zoning ordinances.

PLANNING FOR UPTOWN'S FUTURE

UPTOWN PHASE I (SCAG 2018-2019)

- \$250,000 plus DV staff time
- Overall community vision
- Commercial land-use and design regulations for new development on major commercial corridors (New Commercial Zoning)
- Parking inventory and shared parking strategy
- Street design, bikeway, transit and trip reduction design
- Public walking tours, workshops, advisory committee, popup events and additional outreach
- Focused on economic development, community empowerment and youth engagement
- Atlantic Boulevard and Artesia Boulevard

UPTOWN PHASE II (CalTrans 2019-2020)

- \$733,610 plus DV staff time
- Builds on Phase I vision
- Expands to industrial and residential uses (New Zoning Ordinances)
- Expanded community engagement and capacity building – more than just “outreach”
- Resident Livability Summit and Emerging Community Leaders programming
- Vacant lot activation, community demonstration projects
- Hotel and motel reuse demand study
- Housing and neighborhood enhancement plan
- Broader mobility approach addressing all 90805 streets

OTHER RELATED UPTOWN INITIATIVES

- Uptown Open Space Vision Plan (PRM)
- HEAL Zone (Health)
- Artesia Boulevard Master Plan (PW/Gateway COG)
- North Long Beach Framework Plan and Disposition of Successor Agency Parcels Plan (DV/ED)
- Long Beach Bicycle Master Plan (PW/DV)