



Study Session: Zone In: City Core

Rezoning in Long Beach to implement the Land Use Element and Housing Element

November 3, 2022

How do the General Plan, Zoning, and Entitlements fit together?

General Plan (long range policy): guides future development in the City

- Must accommodate the required amount of population growth
- Land Use Element (LUE) adopted in 2019; Housing Element certified by the State in 2022

Zoning Ordinance (law): regulatory document

- Identifies allowable uses, development standards, and parking requirements for each property in the City
- Must be consistent with the General Plan

Zone In Initiatives Underway

Uptown Planning, Land Use and Neighborhood Strategy (UPLAN)

- Phase 1 adopted November 2020; Phase 2 to be adopted by end of 2022

City Core

- Up to 12 zones implementing the PlaceTypes in the project area (**NSC-M, NSC-L, MFR-M, MFR-L, TOD-L, and FCN**)
- Public engagement & technical work in-progress

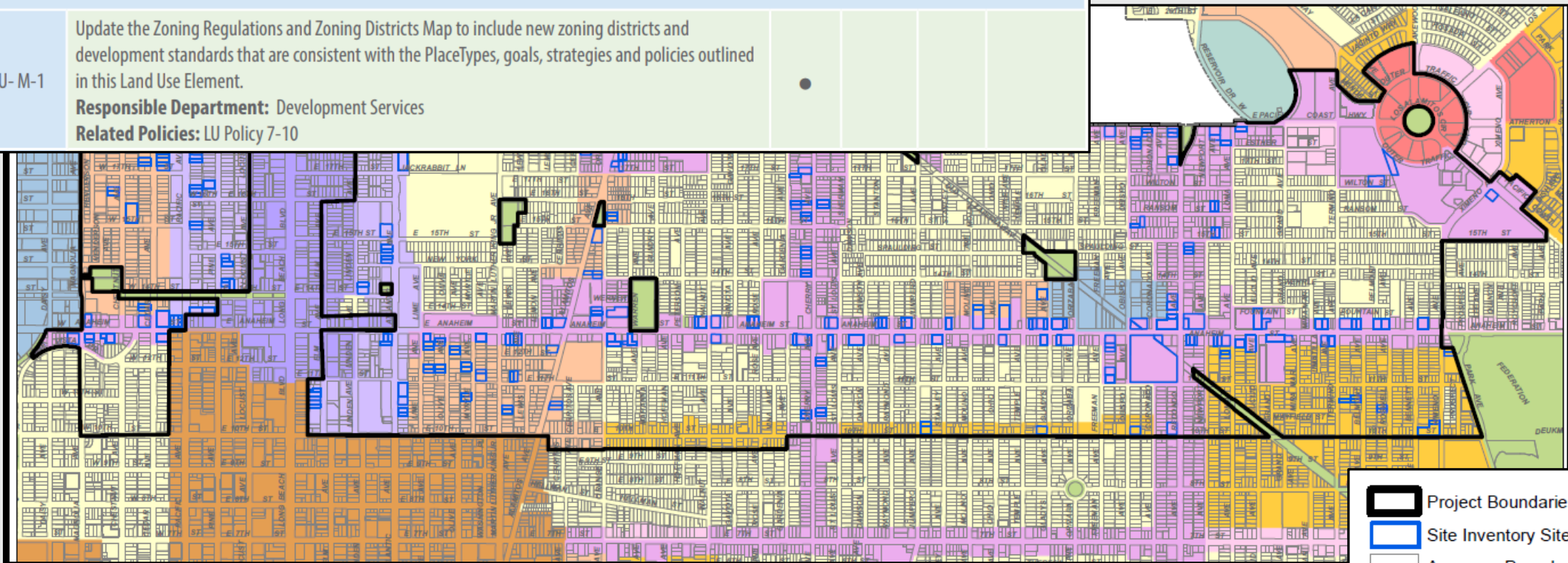
West Long Beach

- 1 new zone based on UPLAN Phase 1 -mixed-use zones (A-series)
- Moratorium extended to June 2023, draft zones to be completed in 2022 for PC/CC hearings in 2023

Housing Element Site Inventory Sites in City Core

Table LU-4: Citywide Implementation Strategies

No.	Implementation Strategies	Time Frames			
		Short-term	Mid-term	Long-term	Ongoing
Sustainable Development Patterns and Building Practices					
LU-M-1	Update the Zoning Regulations and Zoning Districts Map to include new zoning districts and development standards that are consistent with the PlaceTypes, goals, strategies and policies outlined in this Land Use Element. Responsible Department: Development Services Related Policies: LU Policy 7-10	●			



Zone In: City Core Overview



Zone In: City Core is a **joint** effort between the City & the community to **update the zoning** regulations to **accommodate housing needs**, improve **access to commercial uses**, encourage **pedestrian-friendly design**, improve the **quality & safety of streets & active uses**, & encourage the use of **multimodal transportation** by areas bounded by PCH, 10th St, Magnolia, & Ximeno Avenues.

Deliverable

A set of **zoning recommendations** that aim to accommodate housing needs, improve access to desired commercial uses, encourage pedestrian-friendly design, improve the quality and safety of streets through design and active uses, and encourage the use of multimodal transportation.

Outcome

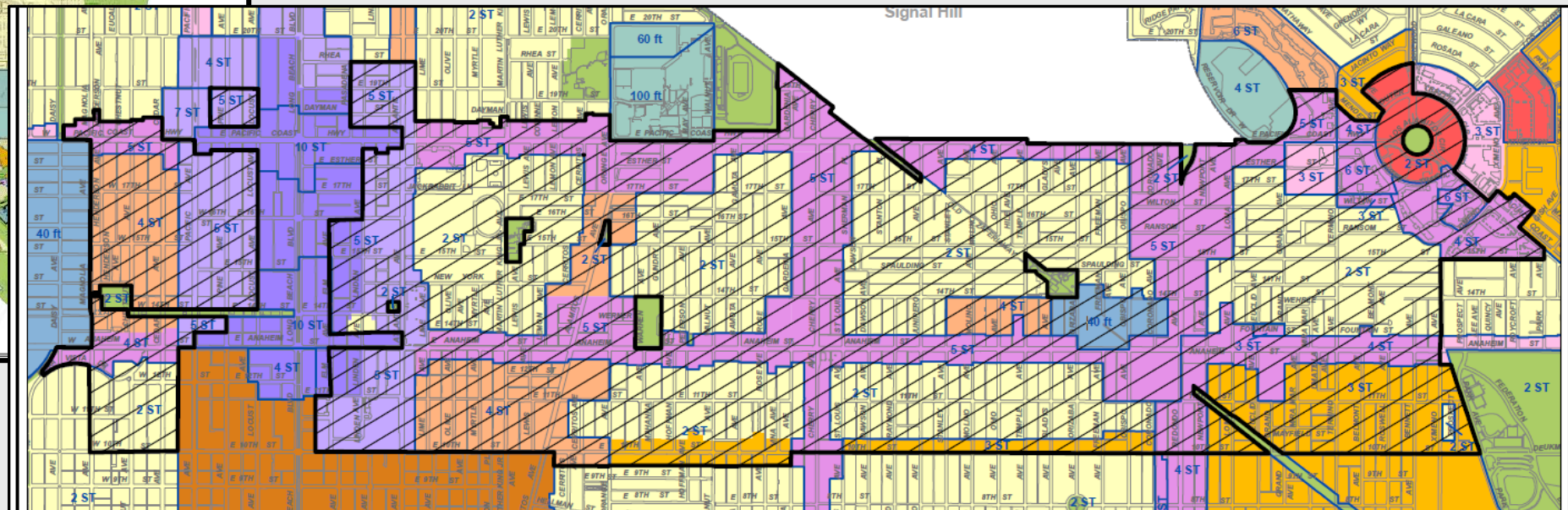
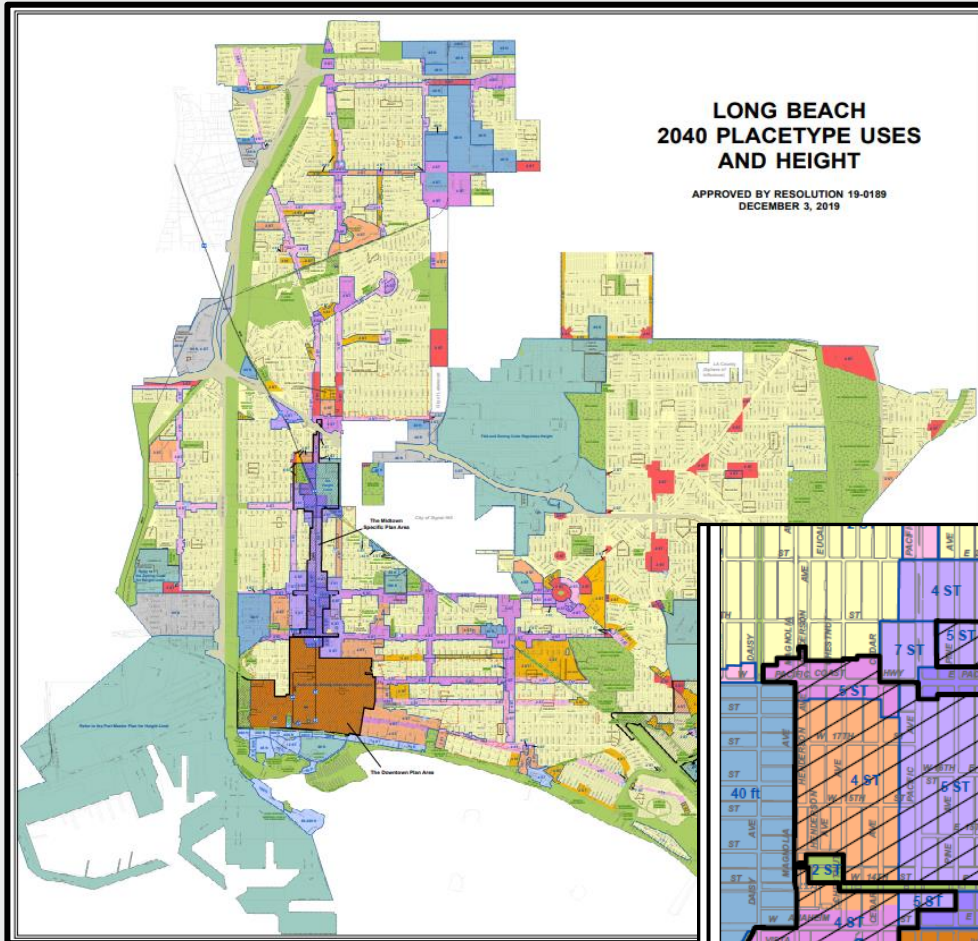
An **evolving, engaged, and equitable** community where existing residents benefit from new investment and changes.

Where does ZoneIn: City Core Fit In?

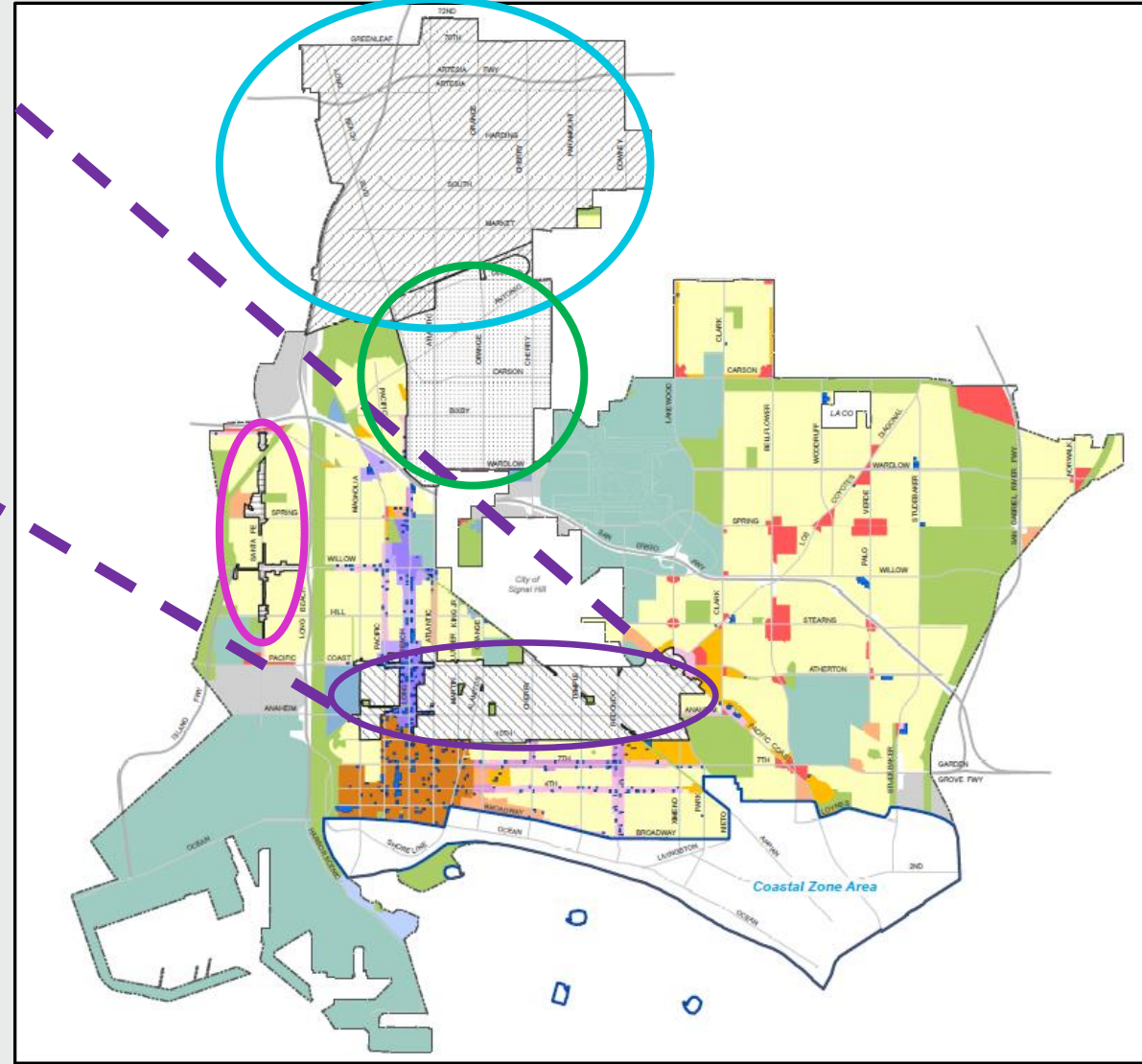
General Plan Update:

- Land Use Element Update & Urban Design Element – **ADOPTED!**
 - LB Climate Action Plan (LB CAP) - **ADOPTED!**
 - Uptown Planning Land Use & Neighborhood Strategy (UPLAN)- **Phase 1 ADOPTED!**
- Housing Element – **ADOPTED!**
- Noise Element (update coming in 2022/2023)
- Mobility Element (updated in 2013)
 - Bike Master Plan (appendix adopted in 2017)
 - Pedestrian Plan/CX3 (appendix adopted in 2017)
 - Downtown/TOD Pedestrian Plan (appendix adopted in 2016)





Reminder: LUE PlaceType Map Guides ZoneIn: City Core Zoning Recommendations



Zone In: City Core Study Area & Boundaries



Initiative Areas

-  Bixby Knolls
-  City Core
-  UPLAN
-  West Long Beach

Rezoning Limitations / Ground-truthing

- Market forces, development costs & site constraints = many sites cannot be developed to anticipated densities
- Enhanced Density Bonus (EDB) & other policies can help address these limitations
- Improving development feasibility = critical to meeting RHNA obligation



Site 1: NSC-M
Mixed Use
Podium Parking



Site 2: TOD-L
All Residential
Podium Parking

Net Project Value	\$17,546,166	\$9,372,865
per unit	\$398,777	\$360,495
less Total Development Costs	(\$16,698,684)	(\$10,137,136)
per unit	(\$270,516)	(\$280,890)
		271)
		\$57)
		049)
		395)
		3.2%
		\$110
		\$140
		\$190
		,\$57)
% difference from Market Value		
Washington	-60.5%	-151.5%
Cambodia Town	-69.0%	-140.4%
Zaferia	-77.1%	-129.8%

*“Even on vacant lots the land costs would have to be reduced by **almost 40%** to reach feasibility in the Base Case. Reducing land cost by approximately 20% bring the density bonus scenarios within the realm of feasibility. Alternatively, a **parking reduction of nearly 20%** would bring the density bonus scenarios to a feasible return on cost.”*

Phase 1: Community Engagement Process Overview/Timeline

Dec 14,
2021

- **Virtual Grounding & Kickoff Event**
- Discussion on the history of race, place, & land use/zoning impacts

Dec 15,
2021

- **Community Relationship Building Kickoff Event**
- In-person multimodal tour

March &
April 2022

- **Neighborhood Surveying**
- Working with different organizations & CSULB students to survey community members
- A total of **17 surveying events within 16 days**

March
2022

- **Virtual Engagement**
- Social media, virtual open houses, & community survey (print and digital)

April
2022

- **Three Virtual Open Houses in April**
- Total of **83** community member attendees



Summary of City Core Engagement Efforts (Phase 1 March-May 2022)

Phase 1: Three Virtual Open Houses

- **83** total participants

Community Survey I

- **16** surveying events
- **771** total participants; **80% of responses:** in-person surveying
- Total population of City Core: 60,942 people; **more than 1% engagement**



Summary of City Core Engagement Efforts (Phase 2 June –Sept 2022)

Phase Two Community Survey

302 total participants

Phase Two Open Houses

124 total participants

Phase Two Leadership Academy

Phase Two Community Conversations

Phase Two Business Survey

44 total participants

Phase Two Virtual Focus Groups

14 focus groups

Phase Two Advisory Committee



Summary of City Core Engagement Efforts (Phase 2 June –Sept 2022)



Focus Groups

- Indigenous, Black, and Latine Community Advocates
- Mobility/Disability Advocates and Stakeholders
- Community Leaders, Faith-based leaders + Neighborhood Groups
- Small businesses, Developers, & Architects
- Youth + Seniors

Community Conversations

- Cambodia Town, Inc.
- CD 1 First District Check-In
- AOC7 Block Party Event
- Gray Panthers Meeting
- Midtown BID
- Cambodian American Cultural
- Center Kick-Off
- Arts Council LB
- Rose Park Neighborhood Association
- Washington Middle School
- Zone In Planning Commission Study Session (July)

Summary of City Core Engagement Efforts (Phase 3 October 2022 – Present)

- **October 15, 2022**

- Ground truthing/walk audit event with community leaders

- **October 19, 2022**

- Virtual open house

- **November 3, 2022**

- Planning Commission Study Session & feedback gathering

- **December 2022**

- Draft zones to be released for public review



A purple poster for 'Zone In: City Core Virtual Open House!' and 'Planning Commission Study Session'. The poster includes the 'zonein' logo and the tagline 'An Inclusive Vision for the City Core'. It lists the dates and times for both events: Wednesday, October 19, 2022 (5:30 - 7 p.m.) and Thursday, November 3, 2022 (5 p.m.), along with the location 'Long Beach Civic Chambers | 411 W. Ocean Blvd.' and a note to 'Join in person or virtually'. It also provides a website for more information: 'LONGBEACH.GOV/CITYCORE'. Logos for 'CITY OF LONG BEACH ZONE IN' and 'LONG BEACH DEVELOPMENT SERVICES' are at the bottom.



Land Use Element PlaceTypes

PlaceTypes

PlaceTypes provide a comprehensive and more flexible way of planning for the future of Long Beach. PlaceTypes consider land use and physical features and characteristics of Long Beach's unique neighborhoods.

FLOOR-AREA-RATIO (FAR)

Total square footage of a building divided by the total square footage of the lot. FAR limits how big a building can be in relation to the size of the lot.

DWELLING UNITS PER ACRE

How many residential units are allowed in a building based on the size of the lot.



COMMUNITY COMMERCIAL (CC)
Commercial and office uses that serve community-based needs for goods and services

Maximum Height: 2 stories
FAR: 2.0 - 4.0



FOUNDING AND CONTEMPORARY NEIGHBORHOOD (FCN)
Single-family and low-density housing; Neighborhood-serving low-intensity commercial uses

Maximum Height: 2 stories
7-18 dwelling units/acre
FAR: 0.25 - 0.50



MULTIPLE FAMILY RESIDENTIAL LOW DENSITY (MFR-L)
Duplex, triplex and garden apartment housing; Neighborhood-serving, low-intensity commercial uses

Maximum Height: 2-3 stories;
2 stories on 100 ft. width of Cheery Ave.
up to 27 dwelling units/acre
FAR: 0.25 - 0.50



MULTIPLE FAMILY RESIDENTIAL MODERATE DENSITY (MFR-M)
Moderate-density apartment and condominium buildings on larger parcels of land; Neighborhood-serving, low-intensity commercial uses

Maximum Height: 4-5 stories;
1 story on 100 ft. width of Cheery Ave.
up to 42 dwelling units/acre
FAR: 0.5 - 0.75



NEO-INDUSTRIAL (NI)
Light industrial, clean manufacturing and offices; Commercial uses related to creative businesses; Repurposed buildings with live/work artist studios

Maximum Height: 40 feet
up to 36 dwelling units/acre
FAR: 0.5 - 1.0



NEIGHBORHOOD SERVING CENTER OR CORRIDOR LOW DENSITY (NSC-L)
Neighborhood-serving, low-intensity commercial uses; Low-density apartment and condominium buildings

Maximum Height: 3 stories
up to 44 dwelling units/acre
FAR: 0.5 - 1.0



NEIGHBORHOOD SERVING CENTER OR CORRIDOR MODERATE DENSITY (NSC-M)
Neighborhood-serving, moderate-intensity commercial uses; moderate-density apartment & condominium buildings on larger parcels of land

Maximum Height: 4-6 stories;
Prohibit up to 6 stories near the traffic circle
up to 54 dwelling units/acre
FAR: 1.0 - 1.5



TRANSIT-ORIENTED DEVELOPMENT LOW DENSITY (TOD-L)
Low density apartment and condominium buildings; Low-intensity commercial uses

Maximum Height: 5 stories
FAR: 1.5 - 3.0



TRANSIT-ORIENTED DEVELOPMENT MODERATE DENSITY (TOD-M)
Moderate density apartment and condominium buildings; Moderate-intensity commercial uses

Maximum Height: 5 stories
FAR: 2.0 - 4.0



Multi-Family, Low (MFR-L) PlaceType

- **Development standards**
 - Height: 2 or 3 stories
 - Open space – flexibility
- **Use regulations** may include:
 - Allow neighborhood-serving commercial along Tenth Street; 3,000 SF limit
- **Design standards** may include:
 - Ground-floor transparency requirements
 - Signage requirements that maintain residential character



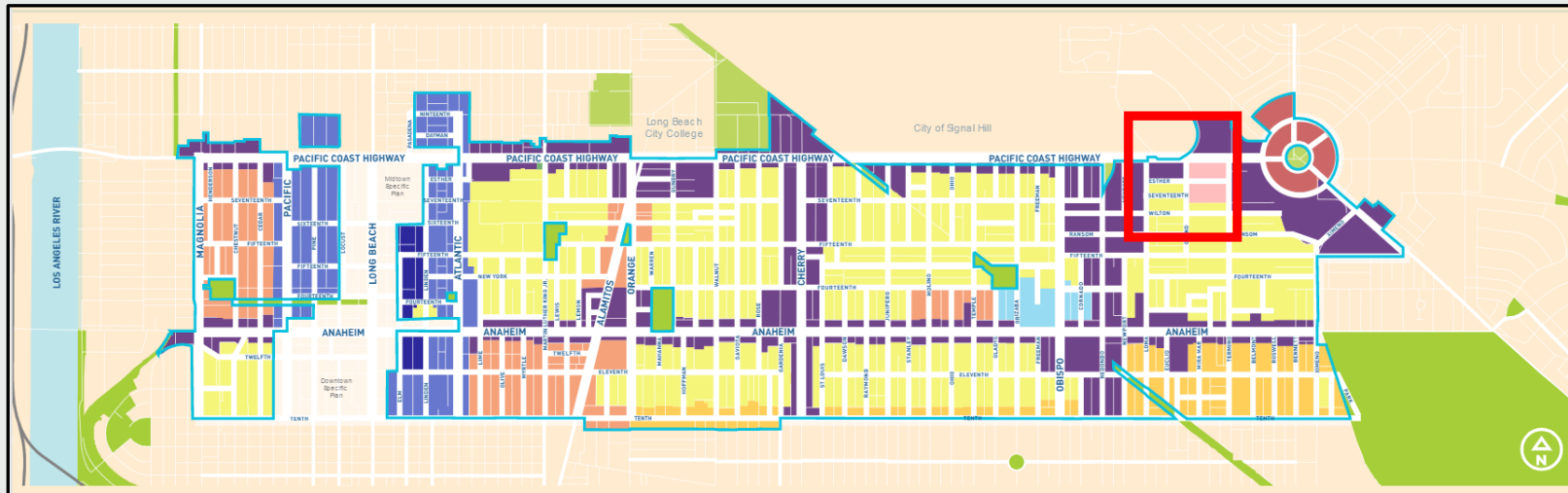
Multi-Family, Moderate (MFR-M) PlaceType

- **Development standards**
 - Height: 2 stories or 4 stories
 - Open space – flexibility
- **Use regulations** may include:
 - Residential-friendly uses such as a neighborhood market
- **Design standards** may include:
 - Street orientation - pedestrian entrances facing the street
 - Ground floor transparency requirements



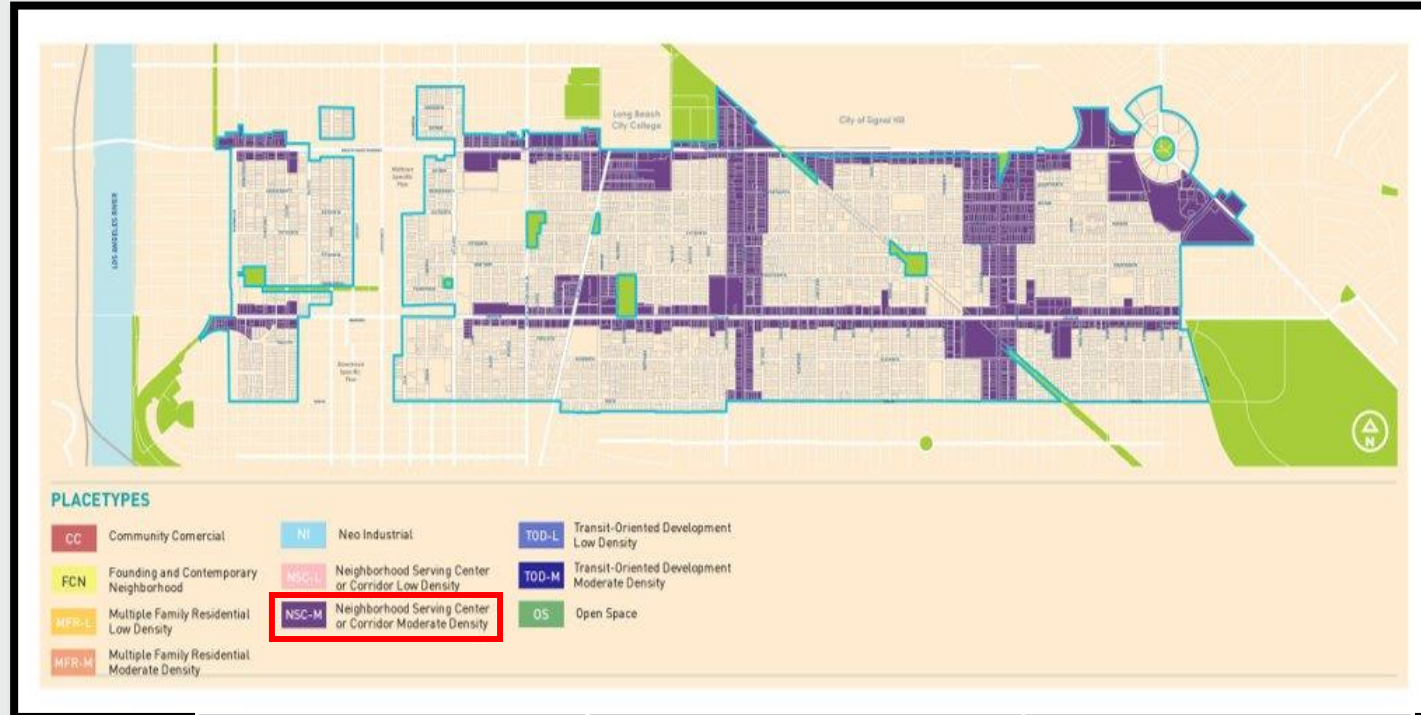
Neighborhood Serving Center or Corridor Low (NSC-L)

- **Development standards**
 - Height: 3 stories
 - Max FAR for non-residential uses
 - Open space – flexibility



Neighborhood Serving Center or Corridor Moderate (NSC-M)

- **Development standards**
 - Height: varies from 3 stories to 6 stories
 - Max FAR for non-residential uses
 - **Open space - flexibility**
- **Use regulations** may include:
 - Local restaurants, community centers, multicultural markets, mini-markets with fresh produce
- **Design standards** may include:
 - Ground floor design standards
 - Amenity space or commercial on ground floor



Potential Zone 1 Residential Focus	Potential Zone 2 Mixed-Use Focus	Potential Zone 3 Traffic Circle Area Focus
<ul style="list-style-type: none"> • Infill parcels • Existing single-family and/or multi-family residential properties • Residential corridors 	<ul style="list-style-type: none"> • Parcels fronting major corridors (i.e., Pacific Highway, Anaheim, Cherry, and Redondo) • Existing residential, commercial and/or mixed-use properties • Commercial and/or mixed-use corridors 	<ul style="list-style-type: none"> • Larger parcels along the Traffic Circle area • Existing commercial and residential properties • Commercial and/or mixed-use corridors

Transit-Oriented Development, Low (TOD-L)

- **Development standards**
 - Height: 5 stories
 - Maximum FAR for non-residential uses
 - Open space – flexibility
- **Use regulations** may include:
 - Community-serving commercial
- **Design standards** may include:
 - Ground-floor transparency requirements
 - Vehicular access



Founding and Contemporary Neighborhood (FCN)

- **Development standards**
- Height: 2 stories
- Bungalow-style housing typology
- For-sale townhome style



**Bungalow
(standalone unit on
shared property)**



**Cabaña (unidad
independiente en una
propiedad compartida)**

**Townhouse (unit
with multiple floors,
shared walls)**



**Casa adosada (unidad con
múltiples pisos, paredes
compartidas)**

Tailored Zoning Tools Based on Community Input

Community Feedback

Create more complete neighborhoods

Improve community safety and stability

Zoning District Recommendations

- Incentivize cultural spaces, community centers, neighborhood-serving uses, neighborhood markets
- Regulate non-desirable uses such as liquor stores, dispensaries, motels, car washes/auto repair shops
- Allow for complementary commercial uses to promote street activity & reduce local car trips
- Expand public realm & landscaping through design and development standards
- Displacement strategies

Looking Ahead: City Core Adoption Process



- **December 2022: Draft zones for public review**
- **January 2023: Planning Commission public hearing for review of zones**
 - Finalize draft zones and release for public review in advance of Planning Commission hearing
- **City Council: Spring 2023**
 - Review and adoption of the zones
 - Apply Zoning Districts to City Core & rezone properties



An Inclusive Vision for the City Core (ACZIP)

Thank You- Questions?

Learn More or Contact Us :

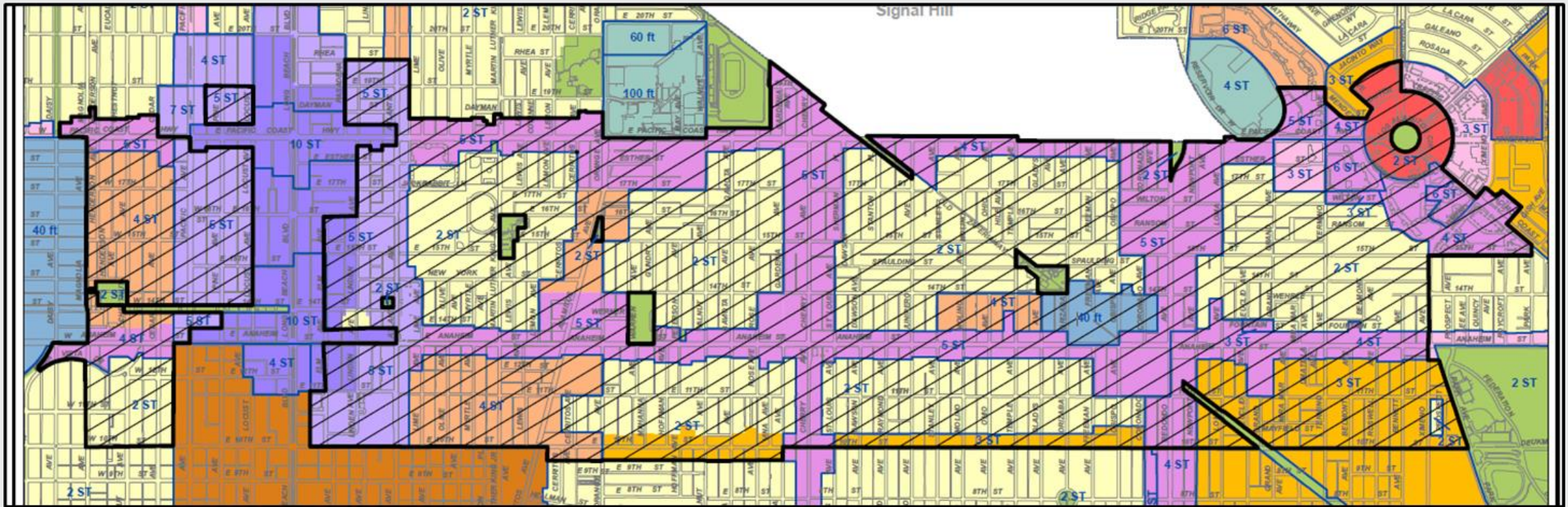
<https://www.longbeach.gov/citycore>

Cynthia.delaTorre@longbeach.gov

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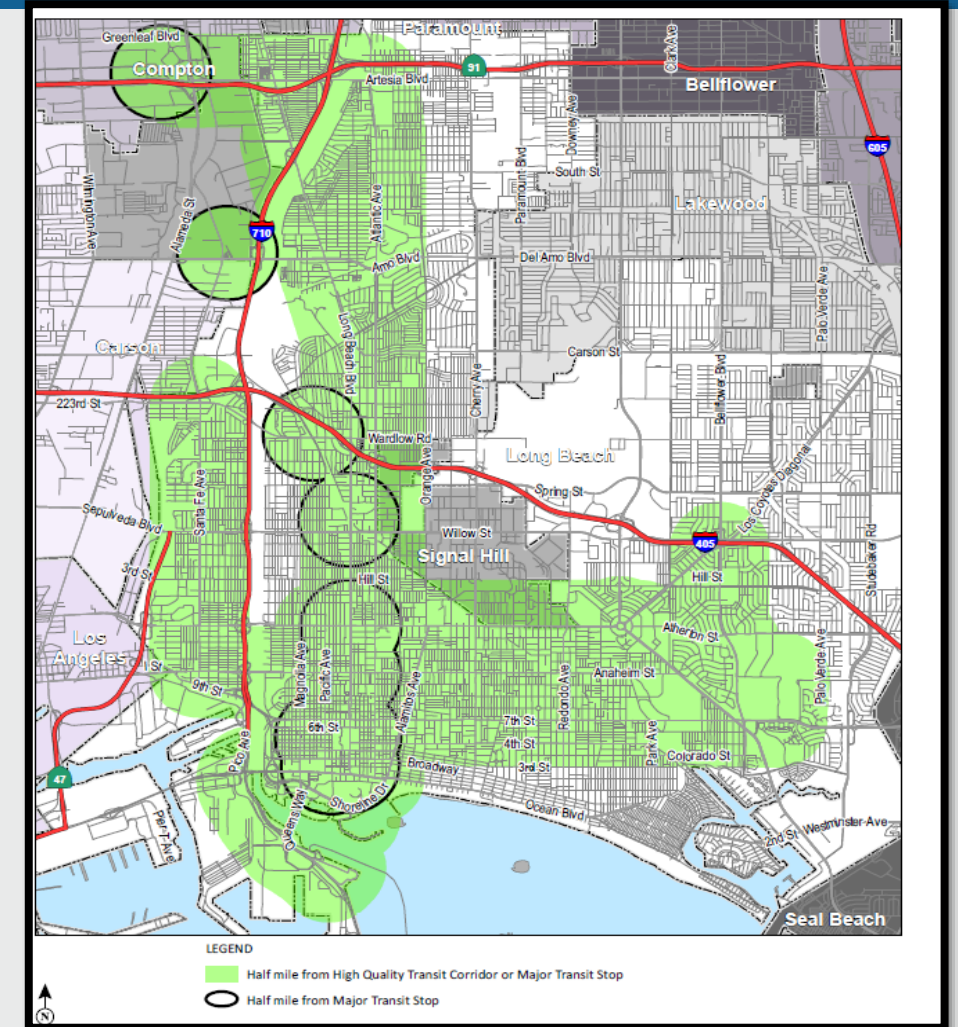
Megan.Covarrubias@longbeach.gov

Height Limits in City Core Established by LUE Height Map



Assembly Bill (AB) 2097: Parking Requirements

- **Purpose:** To combat the housing affordability crisis and climate change
- Minimum parking requirements waived for all uses, except hotel uses, for projects in transit priority areas



Transit Priority Areas Map- City of Long Beach