

Date:	April 6, 2017
То:	Planning Commissioners
From:	Christopher Koontz, Advance Planning Officer
Subject:	Study Session on proposed General Plan Land Use and Urban Design Elements

The Planning Commission held a public hearing on February 2, 2017, to consider the proposed Land Use and Urban Design Elements to the City's General Plan, which would supersede the existing adopted Land Use Element and Scenic Routes Element. The staff report from that hearing is available online:

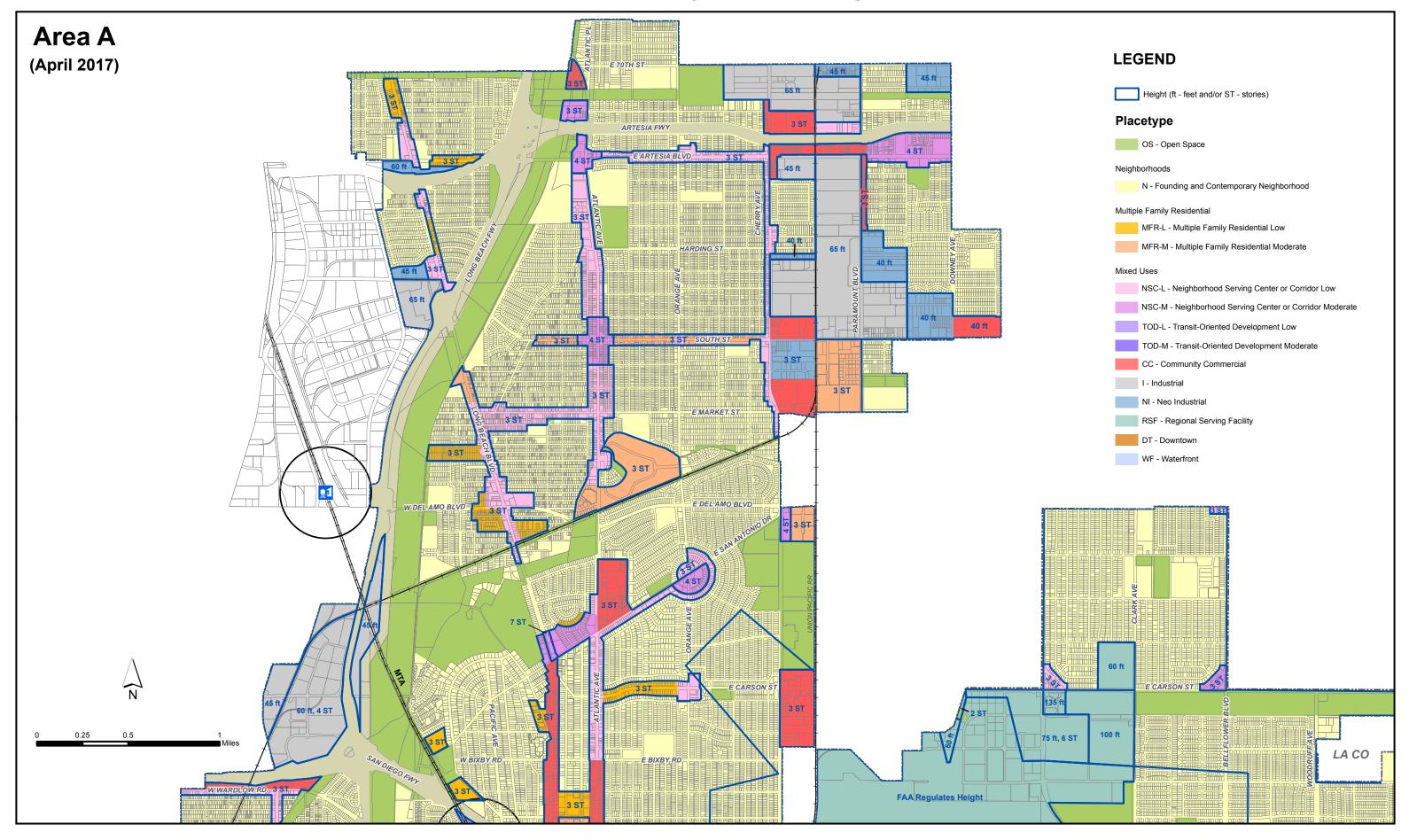
http://longbeach.legistar.com/View.ashx?M=F&ID=4938074&GUID=BFC9B7EF-3450-4770-9301-3DF35D3F9F2A. The staff recommendation was for the Planning Commission to recommend that the City Council certify the Program EIR (EIR 03-16) and adopt the proposed General Plan Elements and associated findings. These proposed Elements were the result of a ten-year planning effort involving over 100 community meetings, surveys and research of the entire City; population, traffic and economic modeling; and multi-agency review and coordination.

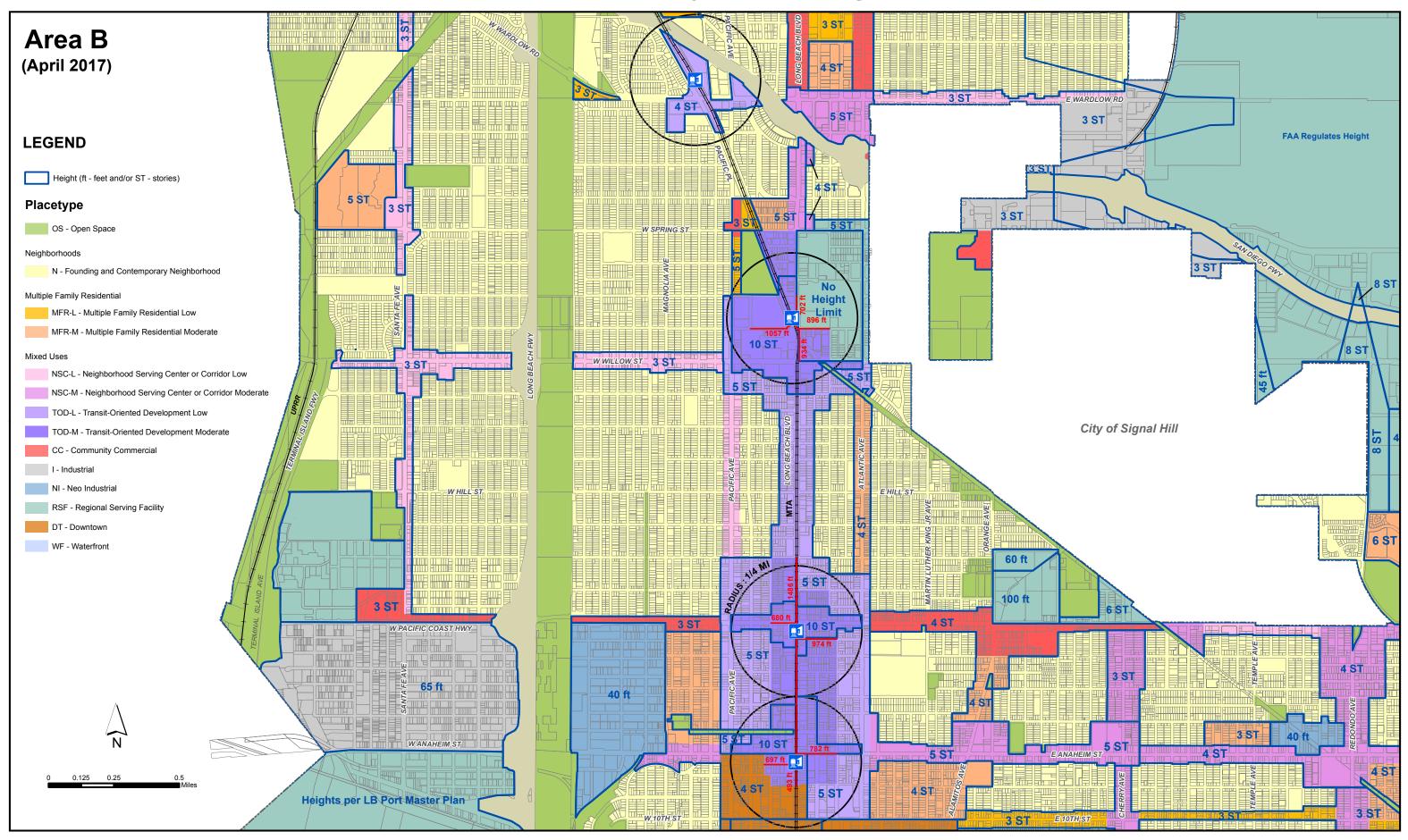
At the February 2, 2017 public hearing, the Planning Commission heard public testimony and voted to continue the item to a date uncertain for the purpose of conducting a study session to consider changes to height and density in mixed-use corridors, with a focus on distributing growth potential more evenly throughout the City. The main focus of this study session is to conduct a facilitated review of the proposed PlaceType and height map and for the Commission to provide feedback on areas where increased residential density and height limits would be of benefit to the surrounding community and the City overall.

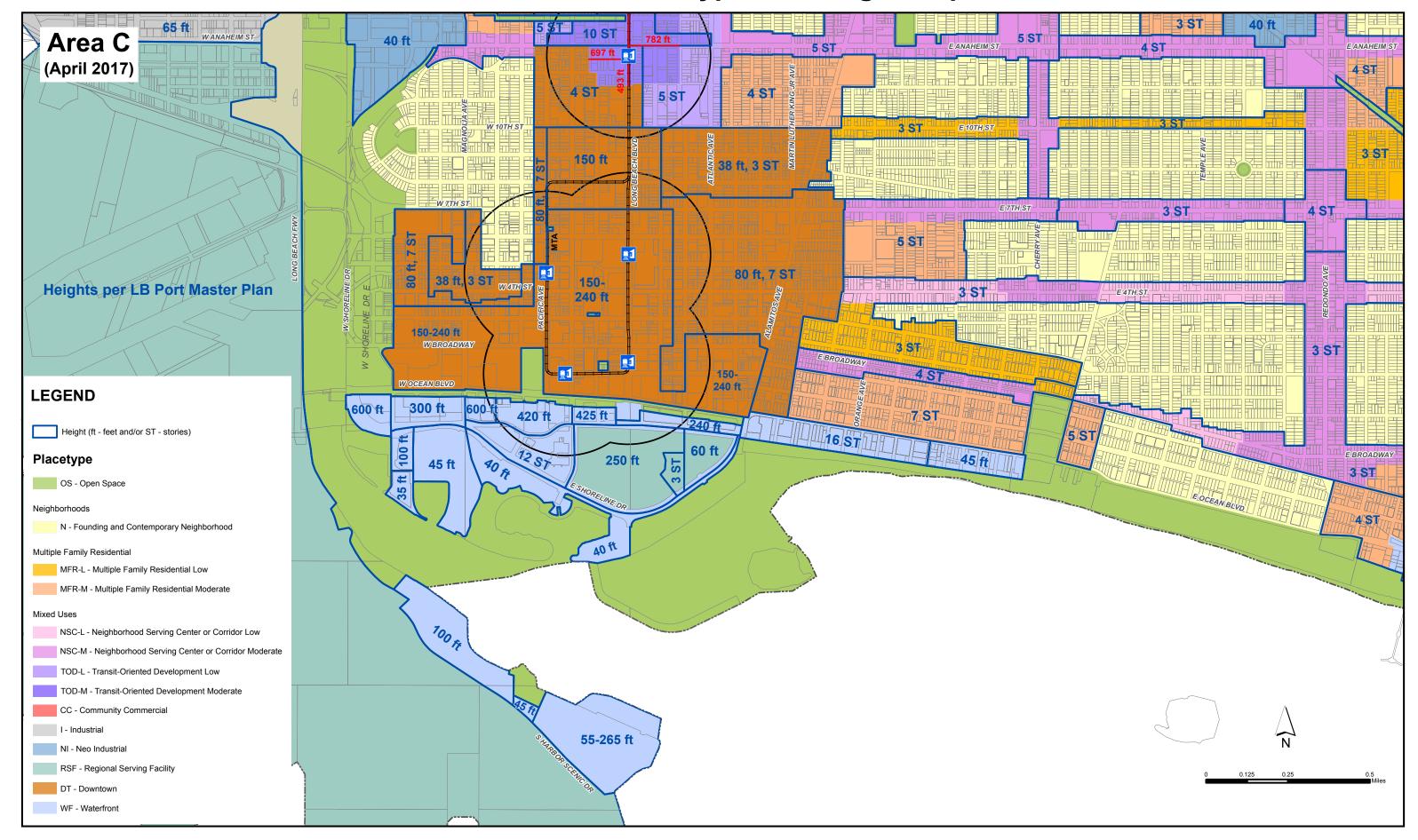
Attached to this memorandum is the draft PlaceType and height map divided into five geographic areas for easier viewing. Also attached to this memorandum are exhibits showing sections of the PlaceType and height map for various areas, including Bellflower Boulevard, Lakewood Boulevard, Los Coyotes Diagonal, East 7th Street, Pacific Coast Highway, Atlantic Avenue, South Street, Artesia Boulevard, Cherry Avenue, Palo Verde Avenue, Long Beach Boulevard, the Traffic Circle, Pacific Avenue, and the Wardlow Blue Line Station. Each exhibit includes optional modifications to the PlaceTypes and height limits, photographs of the existing conditions, and a brief analysis of the optional changes. These exhibits are meant to facilitate discussions with the Commissioners and members of the public on appropriate locations to accommodate future population and employment growth while also advancing General Plan goals for open space, active living, improved design, sustainability, and overall quality of life. When providing specific

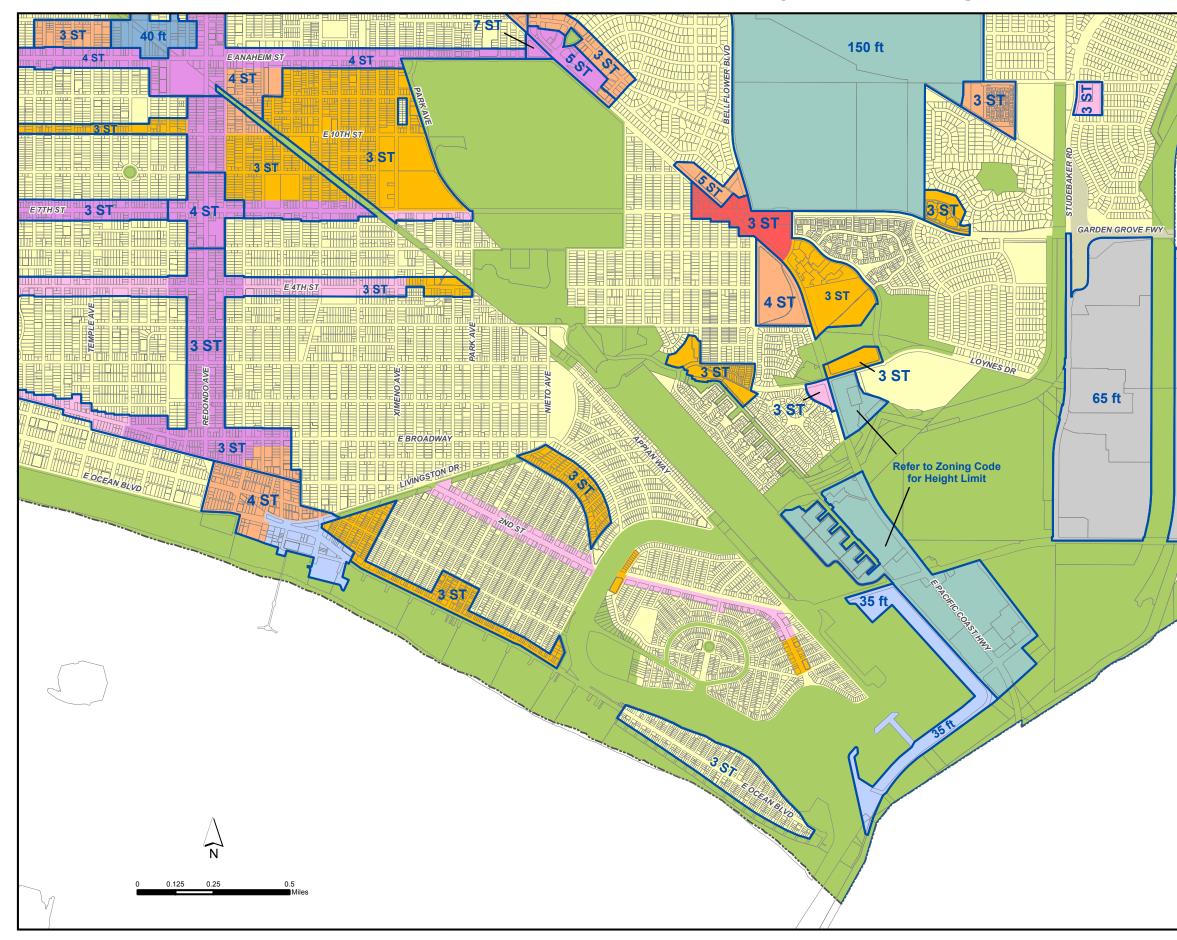
feedback to staff, the Planning Commission should consider the information presented at previous study sessions and the February 2, 2017, public hearing, public comment received to date, and the attached exhibits with optional changes.

The intent of this General Plan update is to create guidance that is Citywide in context and also neighborhood specific in recognizing the unique character of local neighborhoods. By acknowledging the existing defining characteristics of each neighborhood and focusing major changes in land use to specific areas, it is possible to determine appropriate locations for targeted housing and employment growth opportunities. At this study session, staff requests specific feedback from the Planning Commission on the proposed changes to the PlaceType Map and height limits and direction on further study sessions and/or hearings.

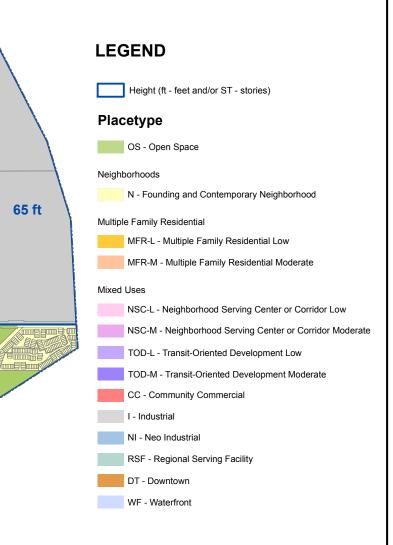


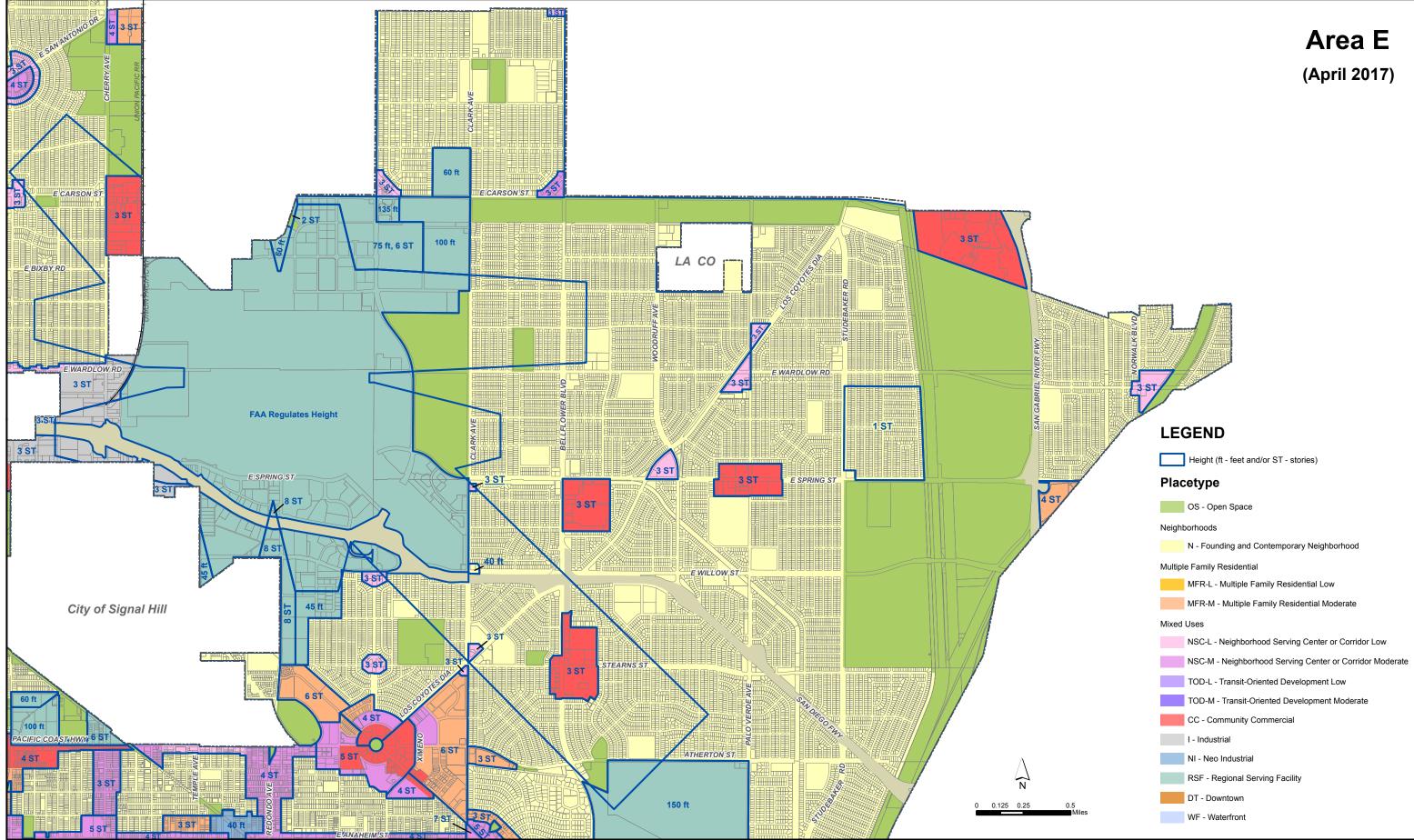






Area D (April 2017)





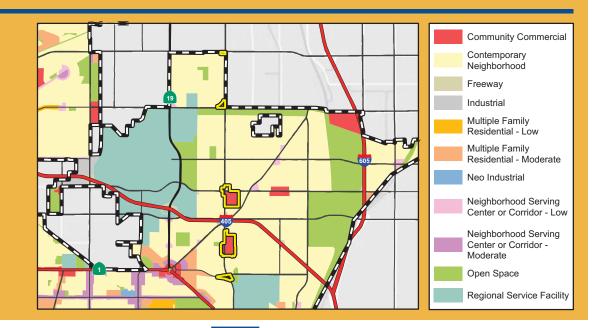


LAND USE ELEMENT OPTIONAL MODIFICATIONS Bellflower Boulevard

Where We are Now

Bellflower Boulevard is a major transportation corridor with predominantly single-family homes, and multi-family housing along the west side in Lakewood Village. Varying scales of commercial uses exist at intersections with major and minor avenues. These sites may be candidates for additional housing via neighborhood-scale mixed use development, up to five stories.

The Mobility Element proposes active transportation improvements along sections of Bellflower Blvd., including intersection improvements at Stearns Street.





- From: Del Amo: NSC-L (3) Carson: NSC-M (3) Spring: CC (3) and N Stearns: CC (3) Atherton: N PCH/7th: CC (3), MFR-L (3), and MFR-M (4)
- To: Del Amo: NSC-M (5) Carson: NSC-M (5) Spring: NSC-M (5) Stearns: NSC-M (5) Atherton: NSC-L (3) PCH/7th: NSC-M (5) and MFR-M (5)

Pros/Cons Analysis

Pros:

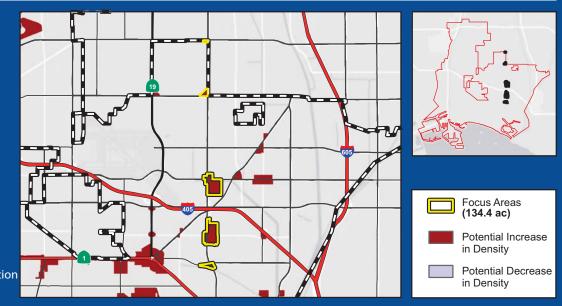
- · Increased housing choice and availability
- \cdot More opportunity for mixed-use, allowing integration of jobs, services and housing
- Goods and services near housing increases choices for residents and creates a more walkable neighborhood • Proximity of housing to large commercial centers

Proximity to LBCC and CSULB campuses

Cons:

- · High VMT profile and lack of high-quality transit
- · Lack of active-transportation amenities
- Low likelihood of redevelopment (gas station contamination, successful commercial shopping centers)
 Some parcels located within the Long Beach Airport flight path

Increased height limit in some areas is unlikely to yield additional dwelling units beyond the current designatior
 Would require major roadway realignment with right-of-way acquisition (Iron Triangle)





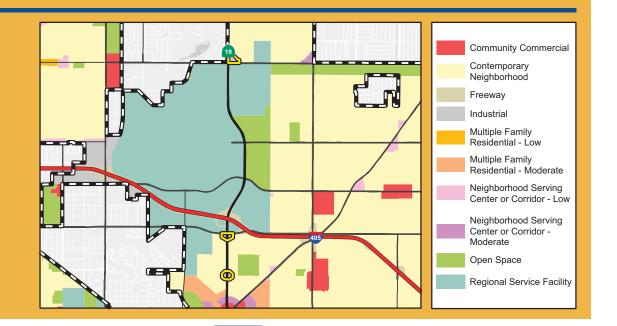


LAND USE ELEMENT OPTIONAL MODIFICATIONS Lakewood Boulevard

Where We are Now

Lakewood Boulevard borders the western edge of the Eastside area and terminates at the southern end of the Traffic Circle. Varying scales of commercial uses exist at intersections with east-west corridors. These sites may be candidates for additional housing as neighborhood-scale mixed use development, up to five stories.

The Mobility Element classifies Lakewood Boulevard as a Regional Corridor, carrying high volumes of vehicular traffic.



Looking Ahead - Proposed Change

From: Carson: NSC-L (3) Willow: NSC-L (3) Stearns: NSC-L (3)

To: Carson: NSC-M (5) Willow: NSC-M (5) Stearns: NSC-M (5)

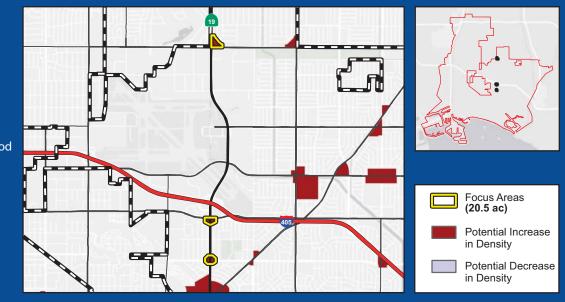
Pros/Cons Analysis

Pros:

- · Increased housing choice and availability
- More opportunity for mixed-use, allowing integration of jobs, services and housing
- · Goods and services near housing increases choices for residents and creates a more walkable neighborhood
- Proximity to LBCC and CSULB campuses
- · Proximity to employment center (Douglas Park)

Cons:

- High VMT profile
- Lack of high-quality transit
- \cdot Lack of active-transportation amenities
- \cdot Parcels near Willow are in close proximity to the freeway (human health risk)
- · Some parcels located within the Long Beach Airport flight path





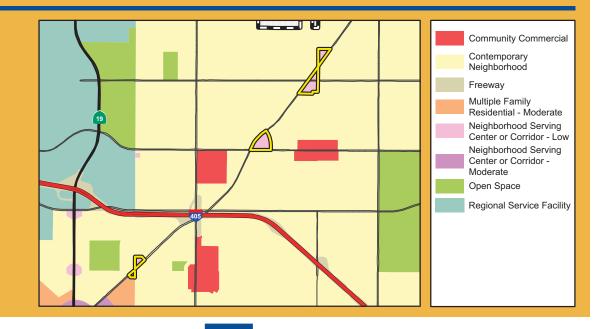


LAND USE ELEMENT OPTIONAL MODIFICATIONS Los Coyotes Diagonal

Where We are Now

Los Coyotes Diagonal runs southwest to northeast through the Eastside area. Smaller-scale commercial strips exist at key intersections along the corridor. These sites may be candidates for additional housing via neighborhood-scale mixed use development, up to five stories.

The Mobility Element proposes active transportation improvements along sections of Los Coyotes Diagonal, including intersection improvements at Studebaker Road and Carson Street.



Looking Ahead - Proposed Change

From: Clark: NSC-L (3) Spring: NSC-L (3) and N Wardlow: CC (3)

To: Clark: NSC-M (5) Spring: NSC-M (5) Wardlow: NSC-M (5)

Pros/Cons Analysis

Pros:

- · Increased housing choice and availability
- · More opportunity for mixed-use, allowing integration of jobs, services and housing
- Goods and services near housing increases choices for residents and creates a more walkable neighborhood
 Los Coyotes Diagonal forms islands that are not directly adjacent to single-family homes

Cons:

- · High VMT profile
- \cdot Lack of high-quality transit
- \cdot Lack of active-transportation amenities



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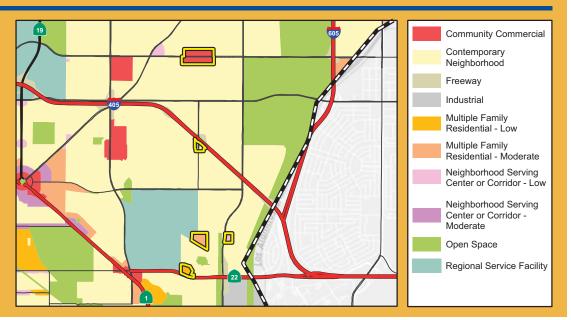




LAND USE ELEMENT OPTIONAL MODIFICATIONS Palo Verde Avenue

Where We are Now

Properties at the Spring and Stearns intersections on Palo Verde are developed with commercial shopping centers. The two areas adjacent to CSULB are developed with apartments and the area at Palo Verde and Studebaker is developed with a commercial center and church.





Looking Ahead - Proposed Change

From: Spring: CC (3) Stearns: N (2) Anaheim/7th: MFR-M (3) and NSC-L (3)

To: Spring: NSC-M (5) Stearns: NSC-L (3) Anaheim/7th: MFR-M (5) and NSC-M (5)

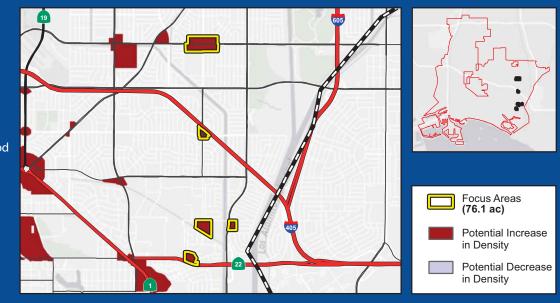
Pros/Cons Analysis

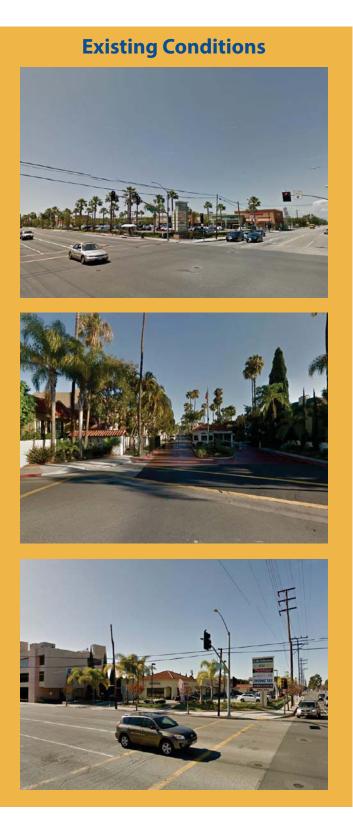
Pros:

- · Increased housing choice and availability
- · More opportunity for mixed-use, allowing integration of jobs, services and housing
- · Goods and services near housing increases choices for residents and creates a more walkable neighborhood
- · Proximity of housing to large commercial centers
- Proximity to CSULB campus

Cons:

- High VMT profile
- \cdot Lack of high-quality transit
- \cdot Lack of active-transportation amenities
- \cdot Low likelihood of redevelopment (large commercial shopping centers at Spring)



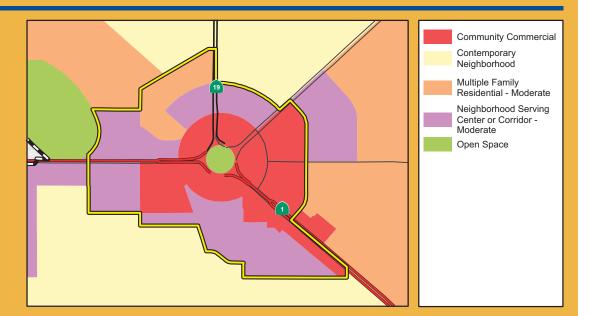




The Traffic Circle is a major roundabout where PCH, Lakewood Boulevard, and Los Coyotes Diagonal meet. The immediate area is developed with auto-oriented commercial uses with large surface parking lots. There are multi-family residential developments along Atherton, with single-family residential neighborhoods to the north and south.

The draft LUE promotes infill development and a future of highquality multi-family housing served well by transit.

The Mobility Element proposes traffic calming measures at the Traffic Circle by reducing vehicle speeds and introducing more active transportation infrastructure.





Looking Ahead - Proposed Change

From: CC (5), NSC-M (4), MFR-M (4)

To: All CC to NSC-M, consistent height (6) across entire area. MFR-M (6) at Clark/Atherton.

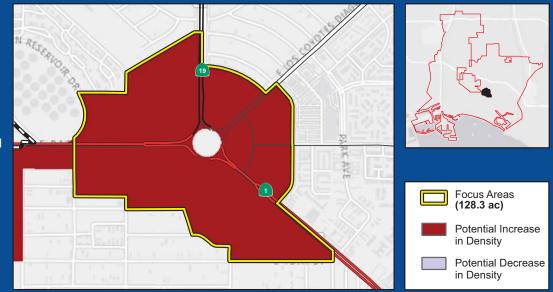
Pros/Cons Analysis

Pros:

- · Increased housing choice and availability
- More opportunity for mixed-use, allowing integration of jobs, services and housing
- · Goods and services near housing increases choices for residents and creates a more walkable neighborhood
- · Proximity of housing to large commercial centers
- Proximity to LBCC and CSULB campuses

Cons:

- · High VMT profile
- · Lack of high-quality transit
- \cdot Lack of active-transportation amenities
- \cdot Low likelihood of redevelopment (recent improvements)
- · Predominantly developed with auto-oriented uses and an over-concentration of drive-through facilities



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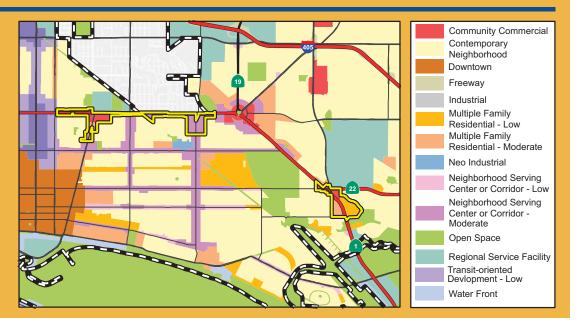
LAND USE ELEMENT OPTIONAL MODIFICATIONS Pacific Coast Highway

Where We are Now

Atlantic to Cherry: Primarily developed with auto-oriented commercial uses including strip retail centers, car dealerships, auto repair, and motels. Limited residential uses exist in buildings up to two stories. Two major educational campuses anchor the corridor: Polytechnic High School at Atlantic, and Long Beach City College, Pacific Coast Campus at Orange.

Cherry to Grand: This area is primarily developed with strip retail centers and small commercial centers.

7th to Colorado: This area is developed with commercial centers and apartments.





Looking Ahead - Proposed Change

- From: Atlantic to Cherry: CC (4) Cherry to Grand: NSC-M (4) and NSC-L (4) 7th to Colorado: CC (3), MFR-L (3), and MFR-M (4)
- To: Atlantic to Cherry: NSC-M (5) Cherry to Grand: NSC-M (5) 7th to Colorado: CC (5), MFR-M (5), and MFR-M (5)

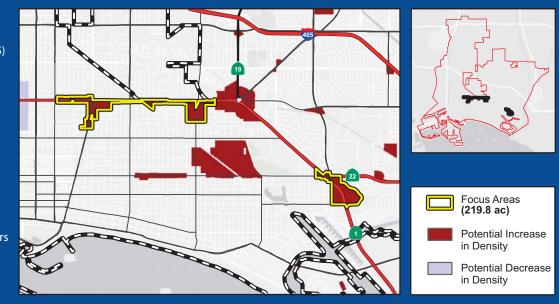
Pros/Cons Analysis

Pros:

- Increased housing choice and availability
- Goods and services near housing increases choices for residents and creates a more walkable neighborhood • Proximity of housing to large commercial centers
- Proximity of Housing to raige commercial cert
 Proximity to LBCC and CSULB campuses
- Proximity to LCCC campus
- Promotes mixed-use and neighborhood-serving commercial uses over auto-oriented commercial uses

Cons:

• Some parcels are suitable for Community Commercial development and small auto-oriented shopping centers • Lack of City control over PCH (State Highway)





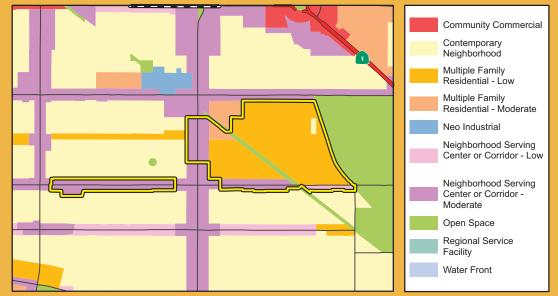


E. 7th Street is a major east-west corridor classified as a Boulevard in the Mobility Element. Long Beach Transit is prioritizing improved transit service along the corridor.

Cherry to Obispo: Existing development is a mix of low-intensity residential and commercial uses. Rose Park and Rose Park South historic districts are immediately adjacent on the north and south sides of this section of the 7th Street corridor. Further east there are single-family homes and apartment buildings up to four stories spread throughout.

Redondo to Ximeno: Existing development is more commercial and mixed-use in character. Single-family and multi-family homes are interspersed with low-intensity commercial. The Belmont Heights historic district is immediately adjacent to the south side. Most buildings are single-story or two-story, with the exception of a four-story apartment building at Grand.

Ximeno to Park: The area between the greenbelt right-of-way and Recreation Park is developed with one- and two-story commercial and multi-family residential uses.





Looking Ahead - Proposed Change

- From: Cherry to Obispo: NSC-M (3) Redondo to Ximeno: NSC-M (3) Ximeno to Park: NSC-L (3)
- To: Cherry to Obispo: NSC-M (4) Redondo to Ximeno: NSC-M (4) Ximeno to Park: NSC-M (4)

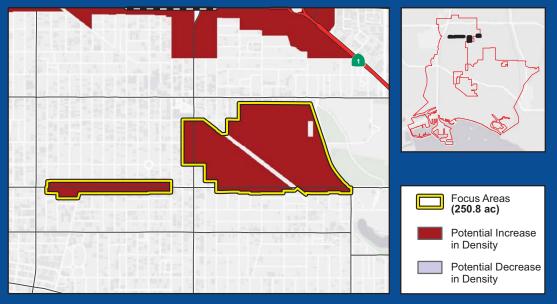
Pros/Cons Analysis

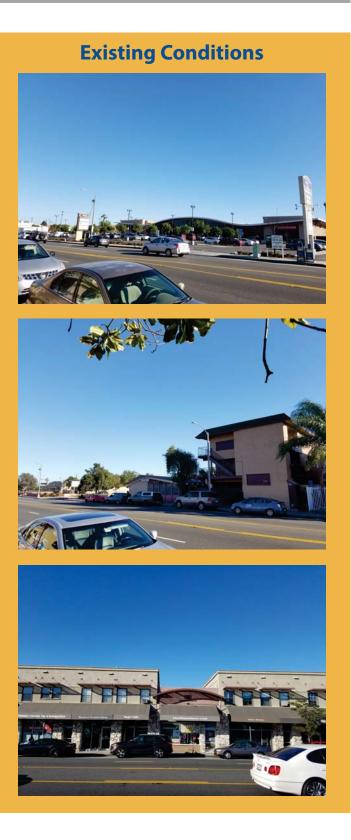
Pros:

- · Increased housing choice and availability
- · More opportunity for mixed-use, allowing integration of jobs, services and housing
- · Goods and services near housing increases choices for residents and creates a more walkable neighborhood · Provides incentive for redevelopment

Cons:

- · Some parcels abut historic districts
- · Increased height limit may not yield additional dwelling units beyond the current designation



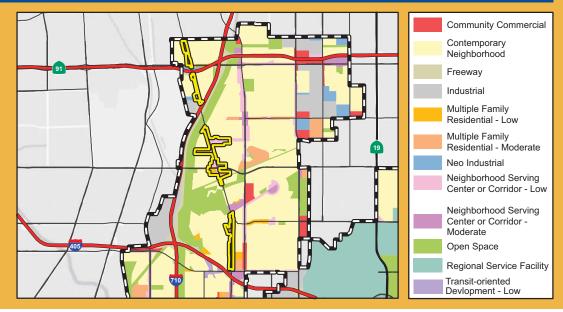




LAND USE ELEMENT OPTIONAL MODIFICATIONS Long Beach Boulevard

Where We are Now

Long Beach Blvd is classified in the Mobility Element as a Boulevard, characterized as a long-distance, medium-speed, multi-modal corridor that should have more intensive land use oriented to the street, wide sidewalks, and narrower travel lanes. The most northerly portion is currently developed with a mix of residential and commercial uses, in one- and two-story buildings, though there is one three-story building and a few residential units found along the corridor. From Wardlow to San Antonio development is predominantly commercial, with a mix of heights from one-story, several two- to three-story, a few five-story, and one ten-story building (Long Beach Towers). Virginia Road, between Roosevelt to San Antonio, is developed with several three-story apartment buildings among single-family homes. These sites may be candidates for additional housing via neighborhood scale mixed-use development, up to five stories.





Looking Ahead - Proposed Change

- From: Victoria to 70th: NSC-Low (3), MF-Mod (3) 710 to Rancho Los Cerritos: NSC-Low (3), MF-Mod (3) Wardlow to San Antonio: CC (3) Virginia: MFR-L (3)
- To: Victoria to 70th: NSC-Mod (4) 710 to Rancho Los Cerritos: NSC-Mod (5) and MF-Mod (5) Wardlow to San Antonio: CC (5) Virginia: MFR-M (5)

Pros/Cons Analysis

Pros:

- \cdot Increased housing choice and availability
- More opportunity for mixed-use, allowing integration of jobs, services and housing
 Given the number of vacant or underutilized parcels along the corridor, allowing for increased height and density is likely to result in desired development

Cons:

• Increased height limit in some areas is unlikely to yield additional dwelling units beyond the current designation for some parcels with insufficient lot depth







Atlantic Avenue is classified as a Major Avenue in the Mobility Element and serves as a major route for the movement of traffic within the City and as a connector to neighboring cities. Atlantic Ave is currently developed with a mix of uses including residential, commercial, and institutional. All buildings are one- or two- stories, with the exception of one three-story residential development. The southerly section considered here is currently developed with Carmelitos Housing Community, a 700+ unit public housing development owned and operated by Los Angeles County Housing Authority.

The draft LUE currently proposes three- to four-story Neighborhood Serving Corridor PlaceType, but these sites may be candidates for additional housing via neighborhood scale mixed-use development, up to five stories.

The Mobility Element proposes Atlantic Ave as a Bike Boulevard and proposes streetscape enhancements to support all modes of travel, including through shade trees and decorative crosswalk treatments.





Looking Ahead - Proposed Change

- From: UP ROW: MFR-M (3) UP ROW to Artesia: NSC-L (3)and NSC-M (4) 91 to 70th: NSC-M (3) and CC (3)
- To: UP ROW: MFR-M (4) UP ROW to Artesia: NSC-M (4) and NSC-M (5) 91 to 70th: NSC-M (4) and CC (4)

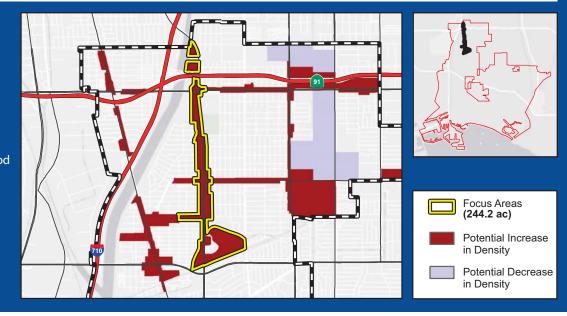
Pros/Cons Analysis

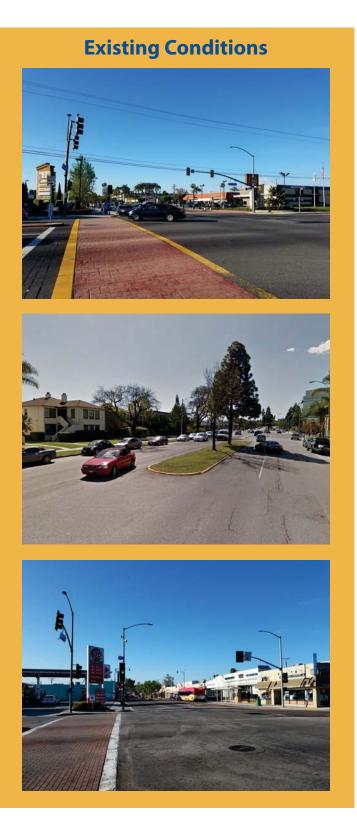
Pros:

- · Increased housing choice and availability
- More opportunity for mixed-use, allowing integration of jobs, services and housing
 Goods and services near housing increases choices for residents and creates a more walkable neighborhood
 Given the number of vacant or underutilized parcels along the corridor, allowing for increased height and density is likely to result in desired development

Cons:

· Some parcels located in close proximity to the 91 and/or 710 freeways (human health risk)







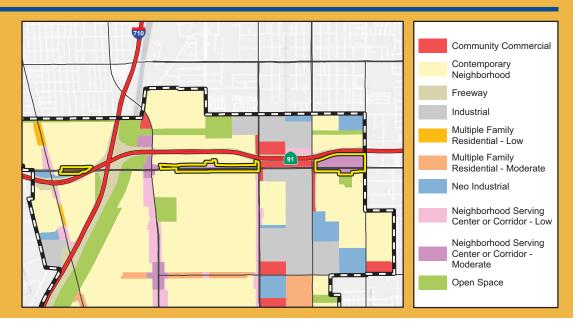
LAND USE ELEMENT OPTIONAL MODIFICATIONS Artesia Boulevard

Where We are Now

Areas between Atlantic Ave. to Cherry Ave. are currently developed with a mix of retail and multifamily dwellings up to two stories. Areas between Paramount to Downey are a mix of single-family and multifamily residential uses.

The draft LUE has identified limited retail opportunities along the corridor. Going forward, the proposed strategy in this area of North Long Beach is to consolidate commercial uses into nodes at major corridor intersections.

The Mobility Element classifies Artesia Boulevard as a Major Avenue and proposes Complete Streets improvements.





Looking Ahead - Proposed Change

- From: Atlantic to Cherry: NSC-L (3) and NSC-M (4) Paramount to Downey: NSC-M (4) Alameda to Butler: MFR-L (3)
- To: Atlantic to Cherry: NSC-M (5) Paramount to Downey: NSC-M (5) Alameda to Butler: MFR-M (4)

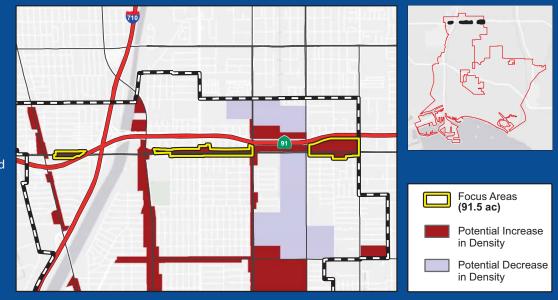
Pros/Cons Analysis

Pros:

- · Increased housing choice and availability
- More opportunity for mixed-use, allowing integration of jobs, services and housing
 Goods and services near housing increases choices for residents and creates a more walkable neighborhood

Cons:

· Some parcels on the south side of Artesia Blvd.do not have an alley separating them from properties designated as Founding and Contemporary Neighborhood



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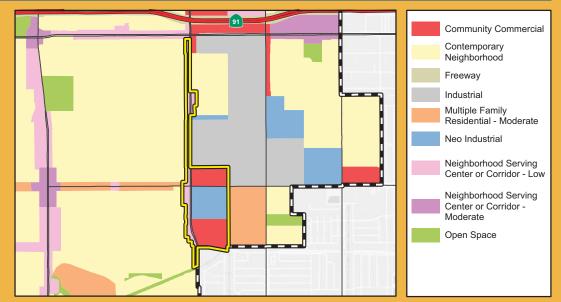






Cherry Avenue, from the Union Pacific right-of-way to State Route 91, is developed with heavy industrial and large-scale commercial areas on the east side, and multi-family residential and street-oriented commercial uses on the west side. Though the area between Cherry Avenue and the UPRR is predominantly industrial and commercial, the Cherry Manor neighborhood is on the east side of Cherry Avenue between E. Curry Street and E. 65th Street.

The draft LUE recommends improved edge treatments between industrial and residential areas by introducing neo-industrial and commercial uses. Cherry Avenue is classified as a Major Avenue in the Mobility Element.





Looking Ahead - Proposed Change

From: NSC-L (3) CC (3)

To: NSC-M (4) NSC-M (4)

Pros/Cons Analysis

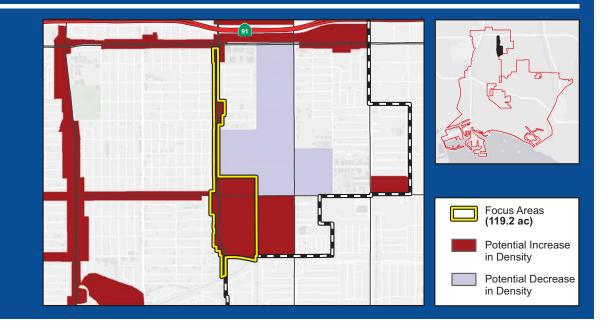
Pros:

 \cdot Increased housing choice and availability

More opportunity for mixed-use, allowing integration of jobs, services and housing
 Goods and services near housing increases choices for residents and creates a more walkable neighborhood

Cons:

 \cdot Some existing commercial centers in close proximity to industrial uses and the 91 freeway (human health risk)



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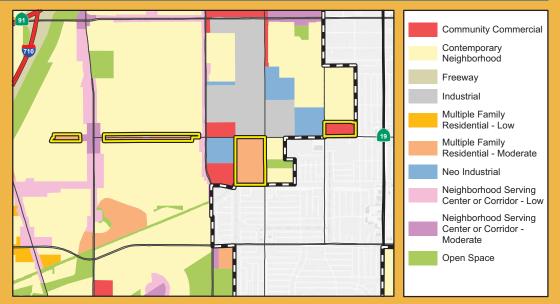






Dairy to Cherry: This area is currently developed with multi-family dwellings, predominantly two stories but up to four stories on some sites. Single-story retail is interspersed between the residential uses. The draft LUE proposes to facilitate the development of new multi-family housing along corridors such as South Street between commercial nodes and centers. The Mobility Element classifies this segment of South Street as a Minor Avenue, and proposes signalization improvements.

South and Downey: The area is developed with one-story commercial uses. **South and Paramount:** This area has a few one-story commercial developments along South Street west of Paramount Boulevard. The rest of the area to the south and west is developed primarily with two-story, multi-family residential uses. The City of Lakewood borders the southern portion of this area.







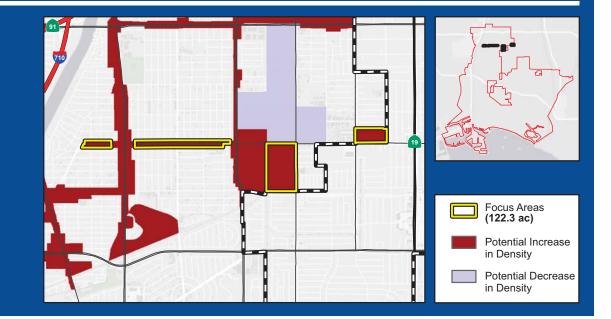
- From: Dairy to Cherry: MFR-M (3) and NSC-L (3) South and Downey: CC (40 ft) South and Paramount: MFR-M (3)
- To: Dairy to Cherry: MFR-M (4) and NSC-M (4) South and Downey: NSC-M (4) South and Paramount: MFR-M (4)

Pros/Cons Analysis

Pros: • Increased housing choice and availability

Cons:

 \cdot Some parcels are suitable for Community Commercial development and small auto-oriented shopping centers







Areas between 25th and 28th are lined with several medical-related uses and other commercial retail. PCH and 20th is developed with mixed-use one-story commercial and two-story apartments. Existing uses between Anaheim and PCH include a Middle School, one- to two-story housing, and the 14th St. Park.



Looking Ahead - Proposed Change

From: 28th to 31st: MFR-M (5) 25th to 28th: TOD-Low (5) PCH to 20th: TOD-Low (5) Anaheim to PCH: TOD-Low (5)

To: 28th to 31st: MFR-L (3) 25th to 28th: NSC-L (3) PCH to 20th: MFR-M (4) Anaheim to PCH: MFR-M (3)

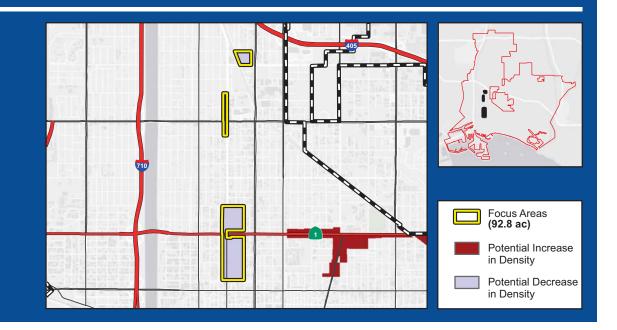
Pros/Cons Analysis

Pros:

- · Modifications reflect public comments
- · Some Land Use Element goals can be achieved with Multiple-Family instead of TOD

Cons:

- \cdot TOD is a better opportunity because of the proximity to transit
- TOD is a preferred designation near the LBCC campus
- · Reduced height and change to MFR or NSC may decrease likelihood of redevelopment
- TOD would provide opportunities for goods and services for nearby residents



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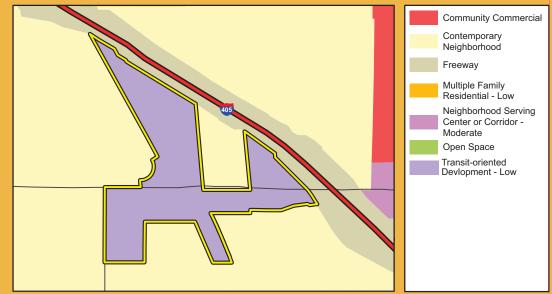




LAND USE ELEMENT OPTIONAL MODIFICATIONS Wardlow Station

Where We are Now

The Wardlow Metro Station is located on the Blue Line near the Wrigley neighborhood on Pacific Place at Wardlow Road. Existing development in the immediate station area consists of several large assisted living, nursing homes, and other medical-related facilities. Established singlefamily residential neighborhoods exist beyond the station area.



Looking Ahead - Proposed Change

From: TOD-L (4)

To: MFR-L (3)

Pros/Cons Analysis

Pros:

· Modifications reflect public comments

 \cdot Some of the Land Use Element goals can be achieved with Multiple-Family instead of TOD

Cons:

• TOD is a better opportunity because of the proximity to transit • Limits future housing choice and availability

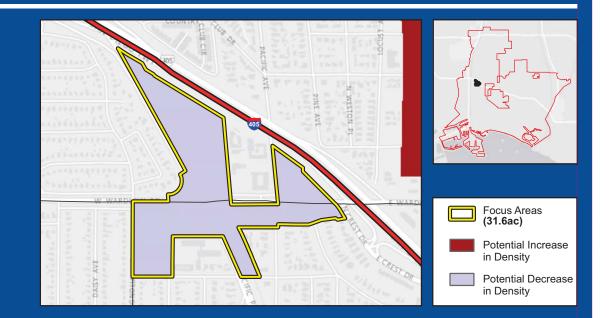
 \cdot Disincentive for redevelopment of aging housing stock

· Impact on VMT

 \cdot Lack of conformity with RTP/SCS

· Inhibits Metro joint development and call funding

 \cdot Conflicts with TOD/Downtown Pedestrian Master Plan



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