



City Council Study Session

June 13, 2017

General Plan: Land Use Element and Urban Design Element

LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH

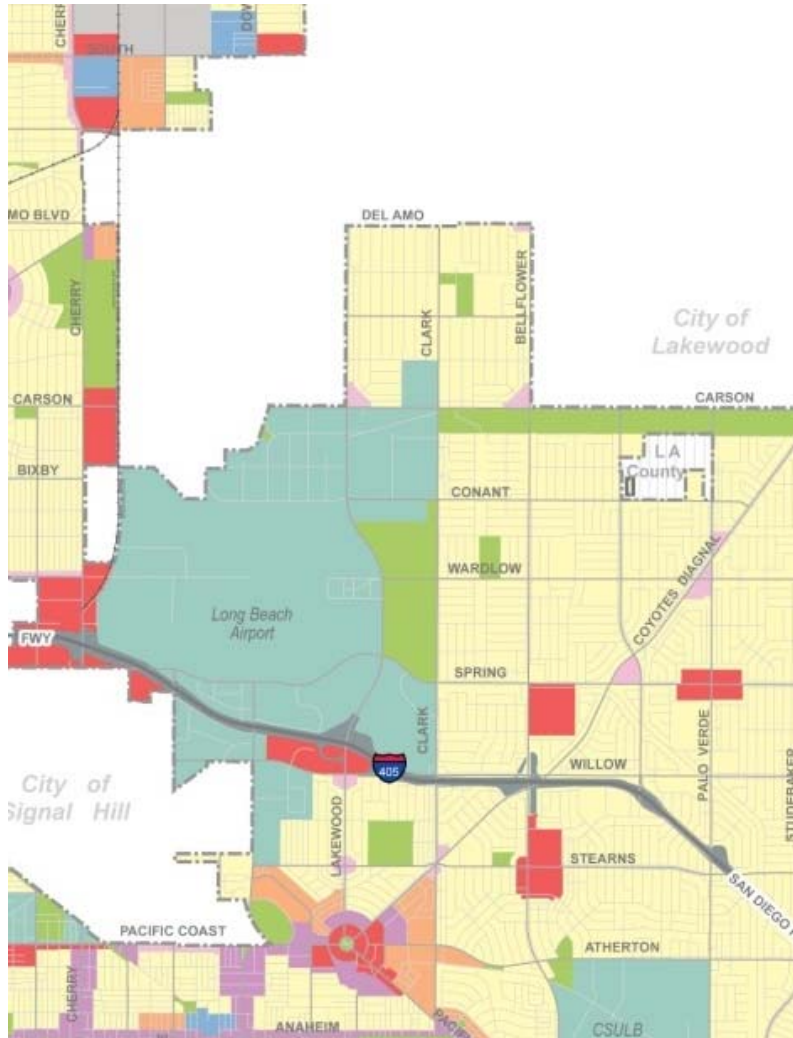


Updating the General Plan Elements

Status of General Plan Elements

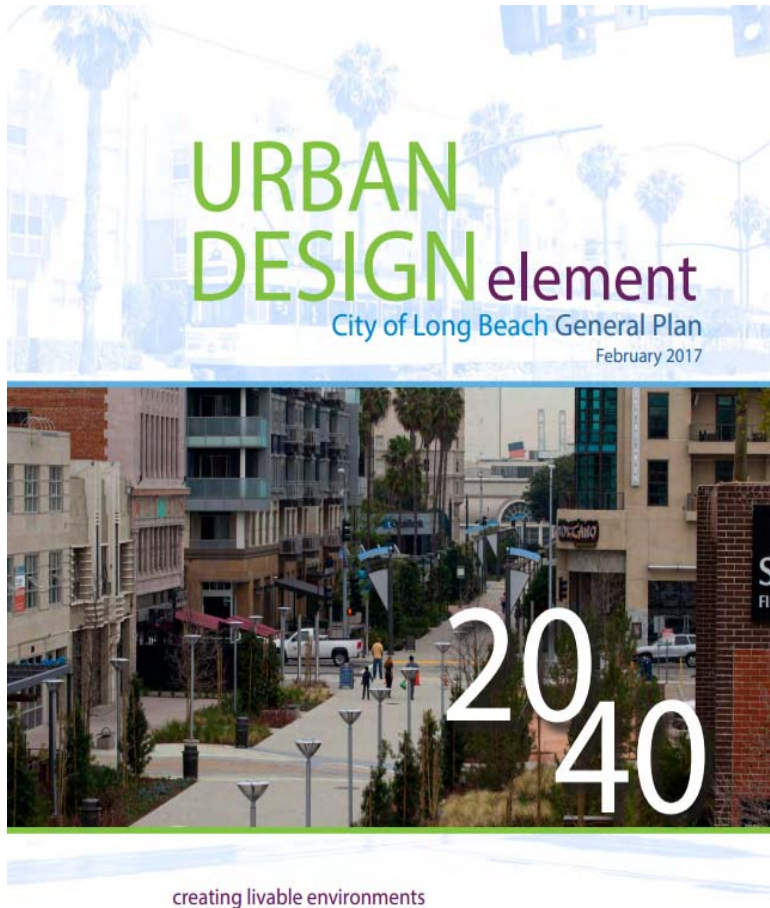
Element	Year of Adoption	Mandatory or Optional	Notes
Conservation	1973	Mandatory	To be updated post 2018
Noise	1975	Mandatory	Planned update in 2017-2018
Public Safety	1975	Mandatory	To be updated post 2018
Scenic Routes Element	1975	Optional	To be replaced by UDE
Local Coastal Plan (LCP)	1980	Optional	To be updated post 2018
Seismic Safety	1988	Mandatory	To be updated post 2018
Land Use	1989	Mandatory	Pending
Air Quality	1996	Optional	Will be replaced by Climate Action and Adaptation Plan to begin in 2017
Open Space	2002	Mandatory	To be updated post 2018
Historic Preservation	2010	Optional	To be updated post 2018
Mobility (Circulation)	2013	Mandatory	To be updated post 2018
Housing Element	2014	Mandatory	Certified by CA HCD, through 2021

What is the Land Use Element?



- The “Constitution” of Land Use
- Provides a map of allowable land uses, building types and heights
- Forecasts jobs and population
- Establishes goals and policies to guide growth and development
- Includes implementation measures to guide future public and private investment and development
- Is the document from which future zoning and entitlement decisions are made
- Is an expression of the City’s ambitions and opportunities

What is the Urban Design Element?



- Citywide standards to elevate design in public and private spaces
- Functions as the glue between individual projects assuring the streets, plazas, promenades, parks and gathering spaces connect and work together
- Tackles scale, transitions, materials, landscaping and other details that allow new development to “fit” within an existing neighborhood context
- Represents a continued shift in the City’s land-use regulations towards high-quality design

Long Beach Today and Tomorrow: A City That Thrives

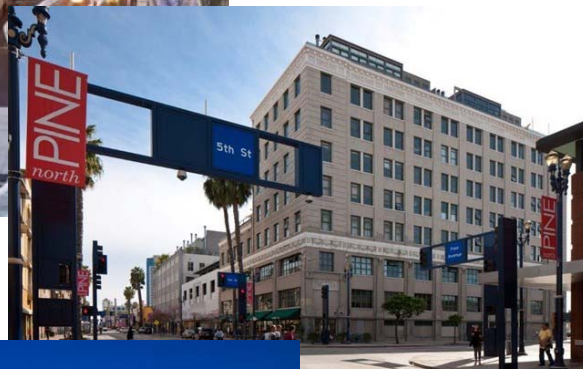


- Long Beach is urban, a metropolis by the sea
- Long Beach is multi-modal, supporting pedestrians, cyclists, transit riders and motorists
- Long Beach is sustainable, shrinking our environmental footprint and improving human health and prosperity

Purpose of the Updates

- **State Law** requires an up-to-date General Plan. The existing Land Use Element was updated in 1989 and has a horizon year of 2000.
- The existing Scenic Routes Element (to become the Urban Design Element) was created in 1975 and never updated.
- The City's existing Land Use Element does not yet reflect the improvements to the City's bicycle, pedestrian and transit infrastructure.
- **Eleven years of public input** and analysis has gone into the proposed update. It reflects the input of thousands of residents, property owners and other stakeholders.
- The plan is necessary to build the economy of tomorrow including cleaner industry, technology, creative, scientific, and engineering jobs.
- The plan is necessary to implement the City's **Economic Blueprint** and provide the opportunity for 28,000 new jobs by 2040.

1989 versus Today



- More than 44,000 new residents, 18,000 more by 2040
- Tripling of throughput at our Port
- Opening and operation of the Metro Blue Line, expansion of the Metro system throughout Los Angeles County
- Major investments in bike and pedestrian infrastructure citywide
- Urban renaissance in Downtown
- New aquarium and investment at the Pike

1989 versus Today



- In 1990 Tim Berners-Lee invented the first “World Wide Web” browser. E-Commerce now accounts for more than 8% of retail sales and its growth continues. Major retailers have announced numerous store closings
- In 2002 the Grove at Farmers Market opened in Los Angeles, beginning a worldwide shift in shopping centers to focus on entertainment and experience and away from traditional malls and strip centers
- The Navy set sail and pulled out, leaving us to plan Villages @ Cabrillo, Port expansion and Long Beach Towne Center.
- Traditional aerospace industry also left, including the loss of the McDonnell Douglas/Boeing 717 facility, and soon the Boeing C-17 facility.

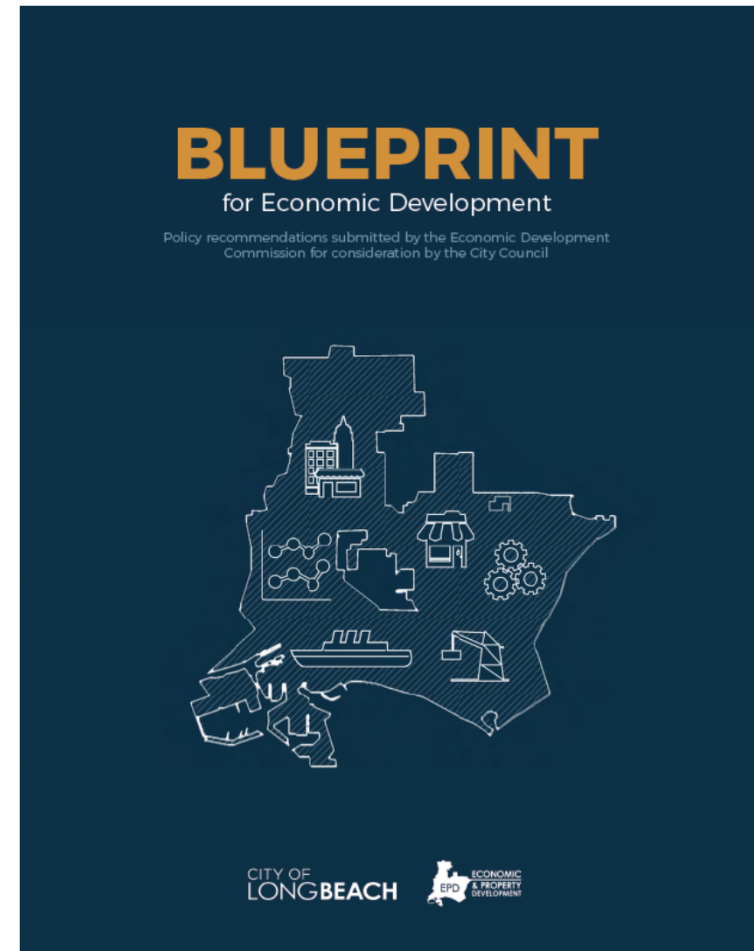
Employment Base Needs

- 28,000 new jobs are needed by 2040
- 77% of City Residents currently commute out of the City
- Employment has improved only 3.7% since 2009, lagging the state (12%), and region (7.6%)
- The Land Use Element and Urban Design Element are consistent with the Economic Blueprint
- The full buildout of Douglas Park, refreshed neo-industrial, port growth and better leverage of the airport are all part of the solution
- A robust construction sector from rebuilding our City also needs to part of the solution



Consistency with the Economic Blueprint

- Economic Blueprint calls for reducing the cost of development and the average days to approval for entitlements. This reform requires an up-to-date General Plan and zoning code.
- Economic Blueprint calls for increasing citywide real estate investment. This proposed General Plan calls for modest growth citywide, more intense growth near transit and sustained homebuilding and job growth over time.
- Economic Blueprint calls for modernizing the land use regulations, entitlement and permitting process to reflect new economic opportunities. Adoption of the General Plan is a necessary precursor to these reforms.
- Economic Blueprint calls for more Specific Plans and development streamlining. The adoption of the General Plan is an important first step in this effort.



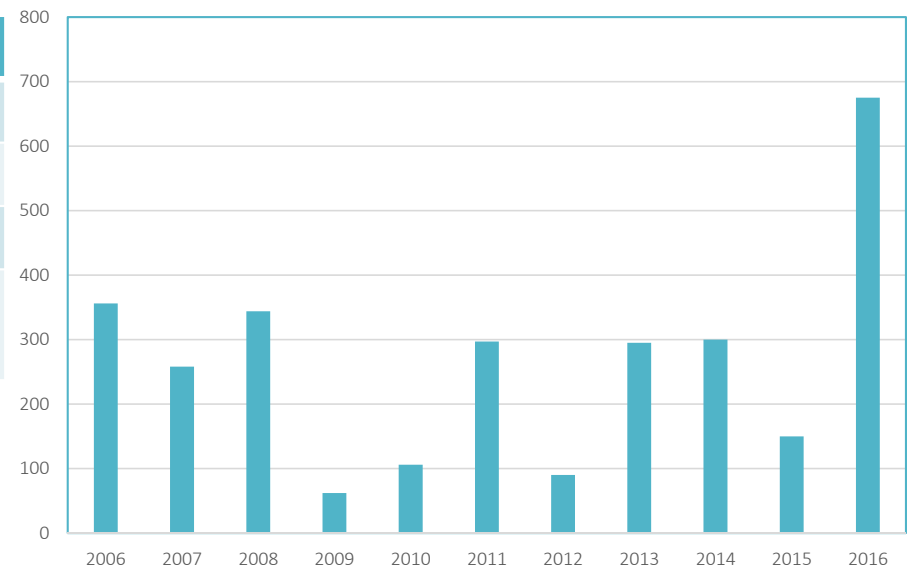
Housing Production

- Required by the state to accommodate our assigned Regional Housing Needs Assessment (RHNA) growth target
 - RHNA is not a production requirement, it is a production goal. That current goal is 783 new units per year.

RHNA 2014-2021

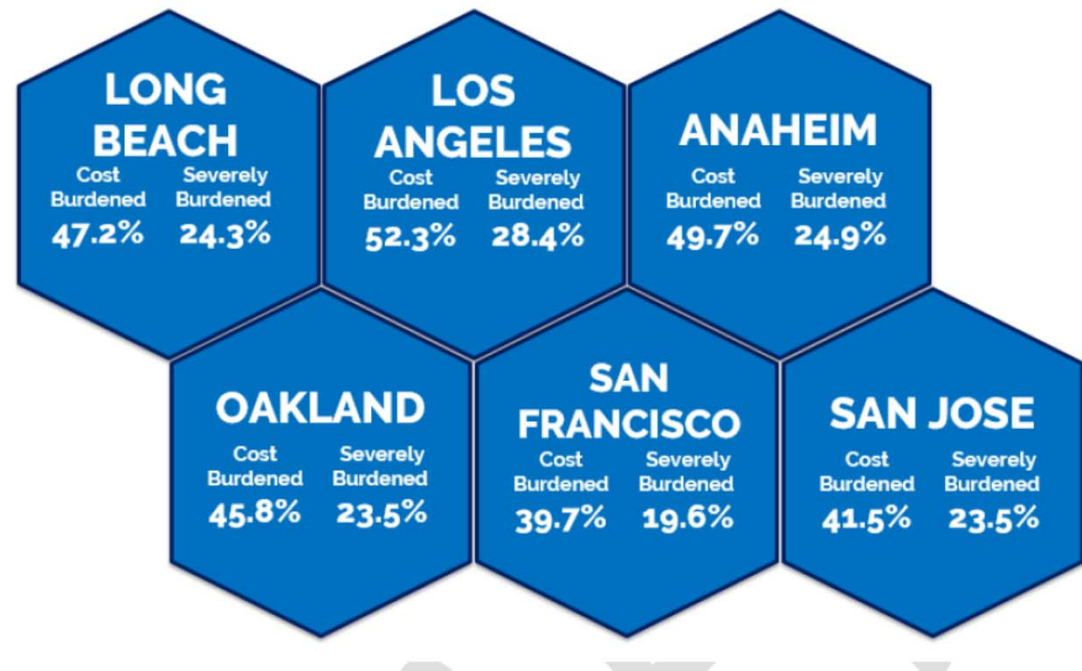
Category	AMI	Unit Goal
Very Low Income	Up to 50% AMI	1,773 units
Low Income	51% to 80% AMI	1,066 units
Moderate Income	81% to 120% AMI	1,170 units
Above Moderate Income	More than 120% AMI	3,039 units

New Housing Starts 2006-2016

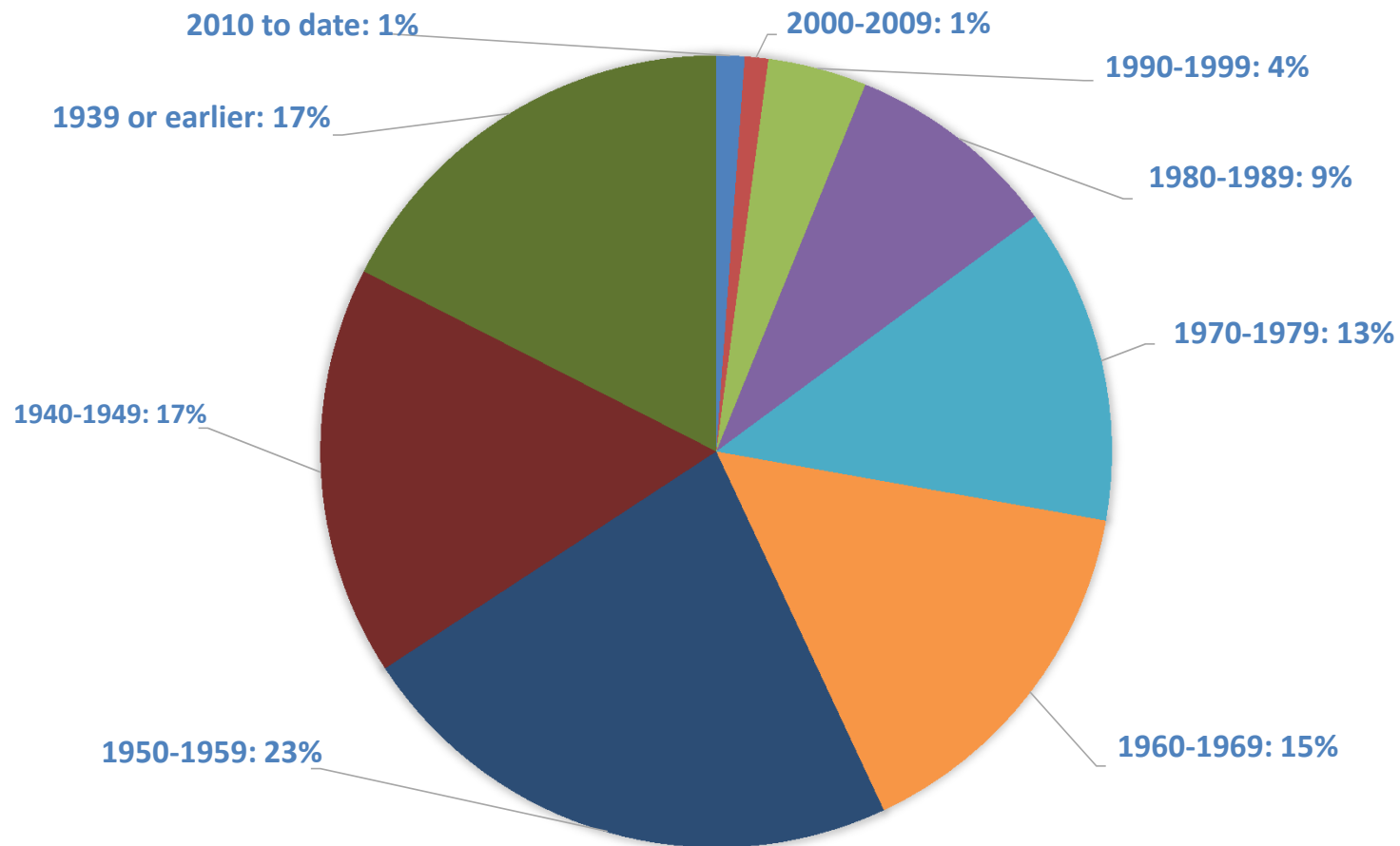


Rent Burdens in California

- Lack of housing supply can lead to overcrowding – 12% of all households in Long Beach are overcrowded (similar to County rates).
- Lack of sufficient housing supply drives up the price of housing. In Long Beach, 47.2% of Long Beach Renters are considered housing burdened



Age of Existing Housing Stock



How Do We Accomplish These Goals of Housing and Job Creation?

- Moderate growth throughout the City
- Concentrated growth near transit and in Downtown.
- Increased height and density.



Placetypes: Residential



Single-Family Neighborhood



Multi-Family Neighborhood



Neighborhood-Serving Centers and
Corridors, Mixed-Use, and Transit-Oriented Development

Placetypes: Commercial, Industrial, Neo-Industrial



Community Commercial Centers and Corridors



Industrial



Neo-Industrial

Placetypes: Special Categories



Regional-Serving Facility



Waterfront

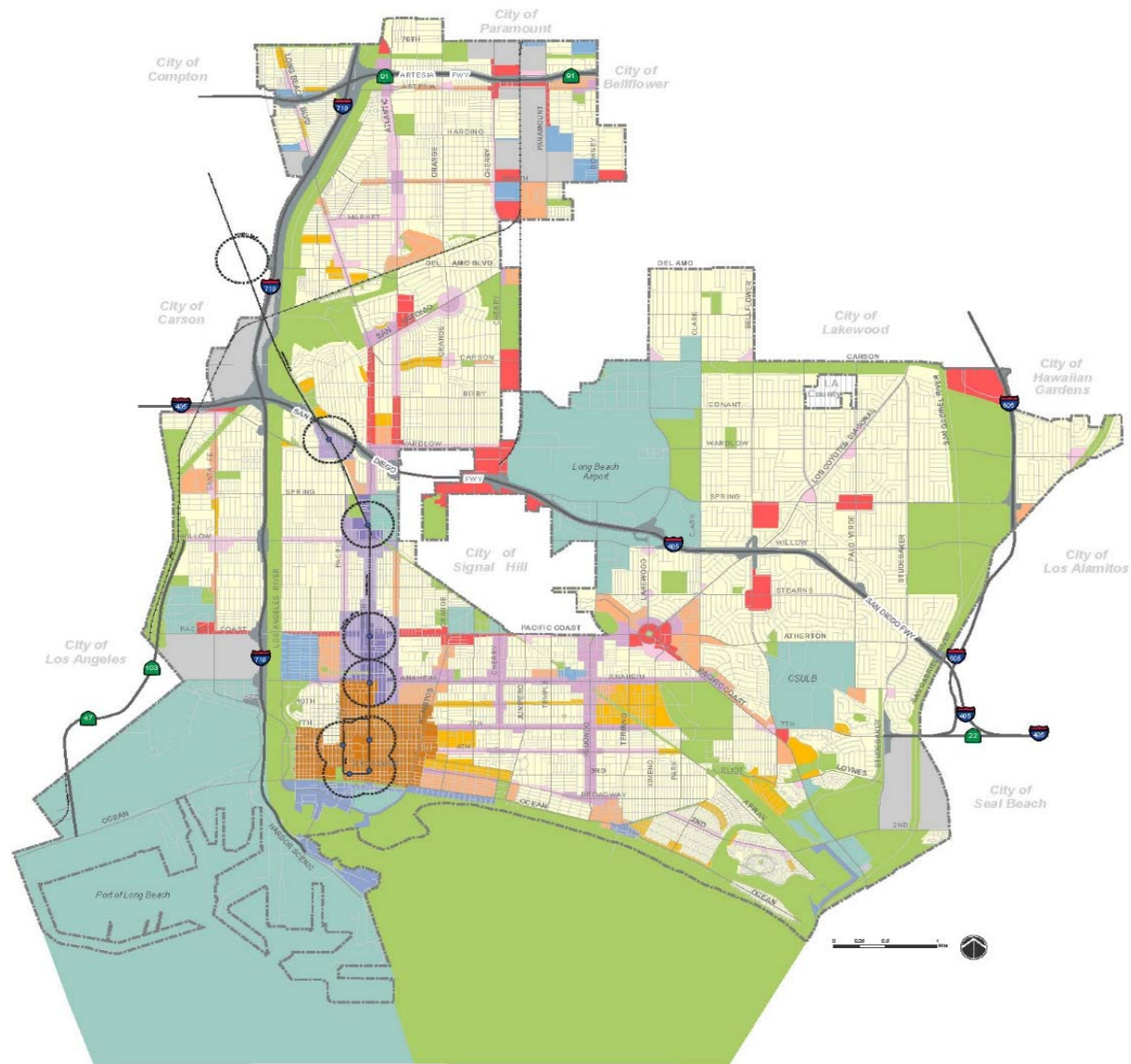


Downtown



Open Space

Proposed PlaceTypes

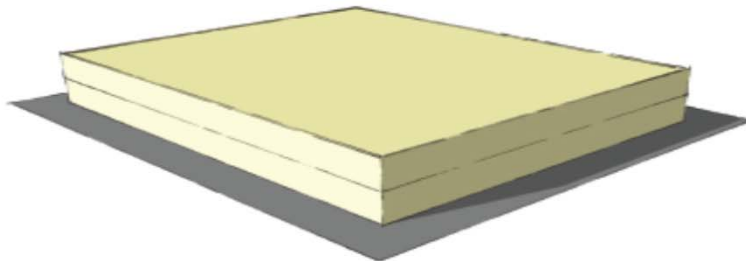


Understanding Height and FAR

2.0 Floor-Area Ratio (FAR)

2-Story Height Limit

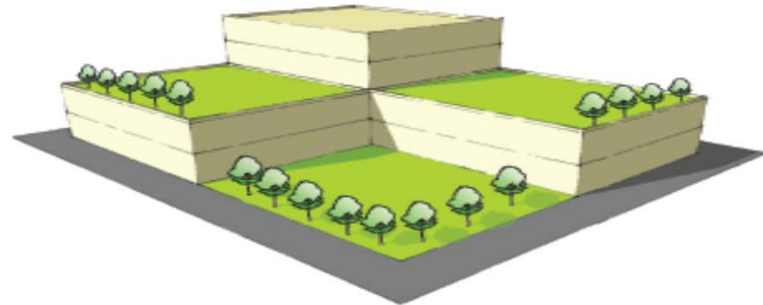
- Lot Size: 50,000 Square Feet
- Building Size: 100,000 Square Feet
- Lot Coverage: 100%



2.0 Floor-Area Ratio (FAR)

4-Story Height Limit

- Lot Size: 50,000 Square Feet
- Building Size: 100,000 Square Feet
- Lot Coverage: 75%
- More Open Space Opportunities



Why Height Matters

- State requirement to accommodate population growth
- Resolving non conformity: existing 3-4 story buildings along corridors
- Reminder: allowable density versus what actually gets built
 - Timeline
 - Incentives
 - Costs
- Additional fixed costs for 2+ stories
 - Elevators etc.
- Nodes along corridors in order to maintain founding/contemporary residential neighborhoods

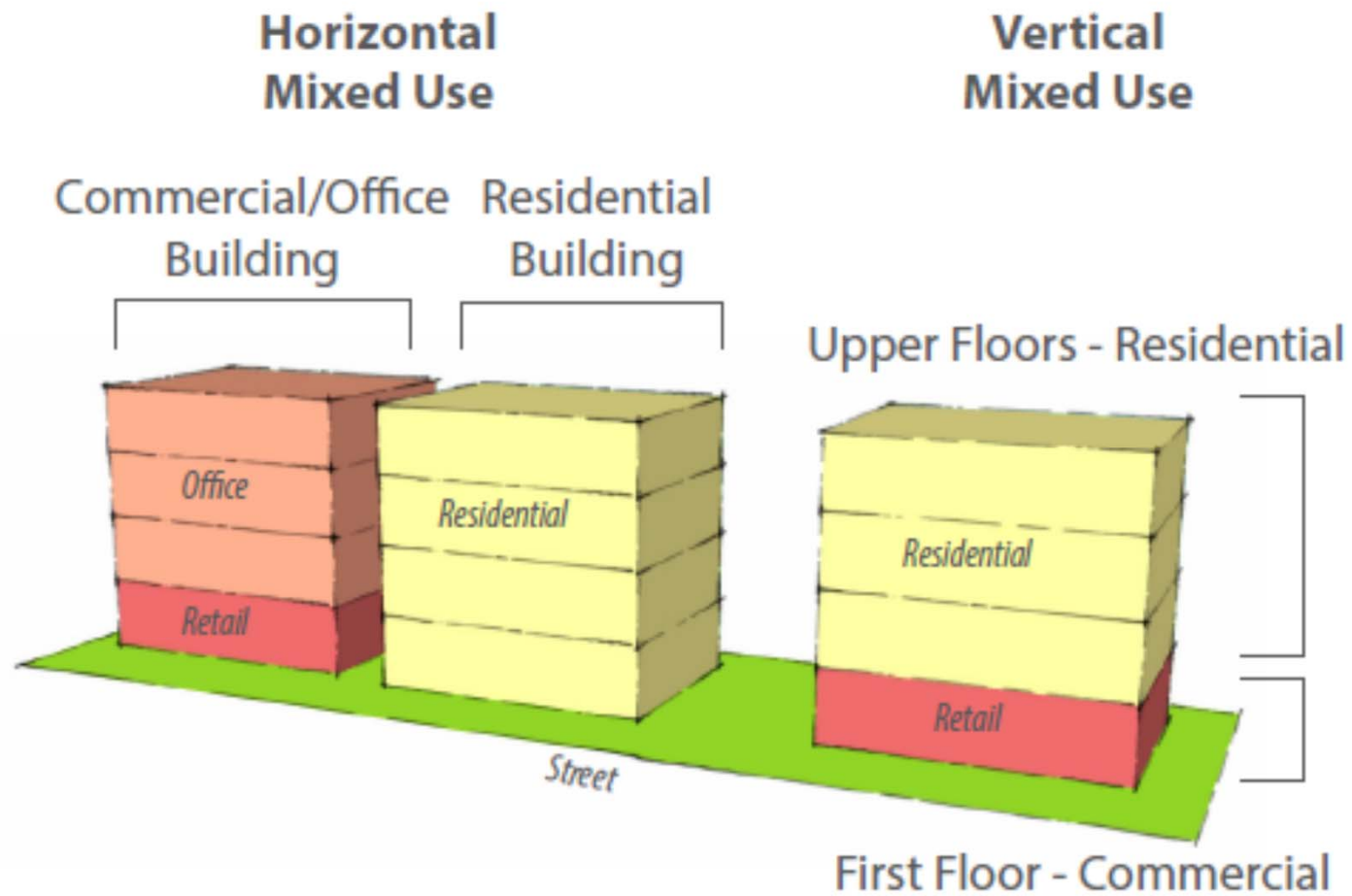


Two-story, low-scale apartment building adjoining a Founding Neighborhood PlaceType in Bixby Knolls.



Three-story townhomes.

Understanding Mixed Use



This is Not the Future



Also Not the Future



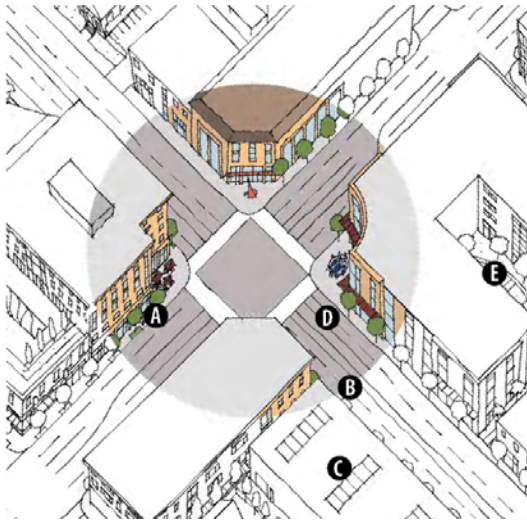
Our Plans Should Promote This



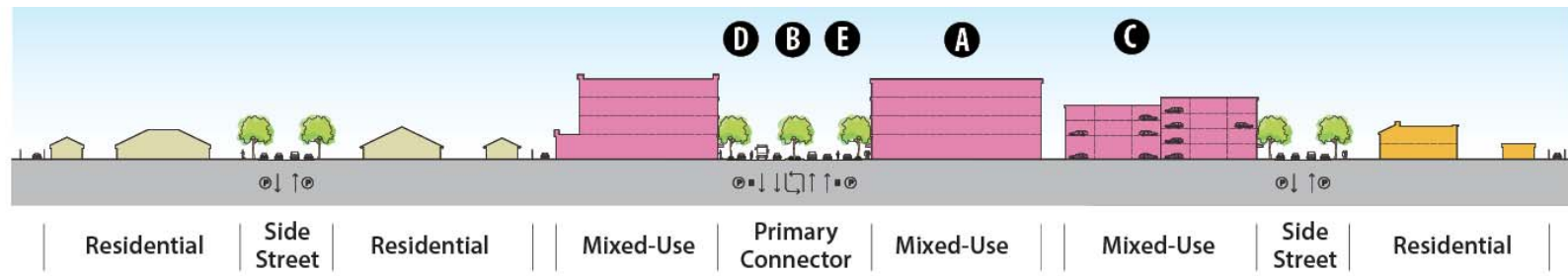
Not this



Neighborhood-Serving Mixed-Use Corridors



- A** *Ensure neighborhood amenities are within walkable proximity (i.e., parks, public facilities, commercial, transit).*
- B** *Preserve and enhance streetscape character and connections.*
- C** *Provide off-street parking to alleviate on-street parking demands. Provide bicycle parking facilities to encourage bicycle use.*
- D** *Encourage streetscape furnishings and amenities.*
- E** *Provide courtyards, paseos, and public plazas.*



Example of Redevelopment Potential



- Storefronts placed close to the street provide large, glazed openings and entries
- Ground floor ceiling heights are higher than floors above to support commercial activity
- Gallery provides colonnade and shelter along Long Beach Boulevard
- Urban Design Streetscape elements include: sidewalk widening with bicycle parking and planted bulb-outs, enhanced crosswalk treatment, and uniform street trees

Benefits of Denser Mixed-Use Development

- Building development fixed costs as well as some operational costs are shared across different user groups.
- Proximity of uses to transit, bike and pedestrian infrastructure and daily needed goods and services decreases auto usage.
- Combining employment, goods, services and gathering places creates complete communities and sense of place.
- Development of vacant and under-utilized sites alleviates visual clutter and blight.
- Concentration of activity creates “eyes on the street” that improves the perception and reality of safety.

Next Steps

- Final Refinements: Final Draft Summer 2017
- Planning Commission: Consider Recommendation to City Council: Fall 2017
- City Council: Final Consideration and Possible Adoption: Late 2017
- Implementation: Immediately After City Council Adoption

Questions/Comments?