

Community Engagement Summary and Materials



General Plan Update

Community Engagement Summary



City of Long Beach General Plan Update 2040: Land Use Element and Urban Design Element

November 2017

LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH



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Introduction

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Introduction

Introduction7



Introduction

The General Plan is the local government's long-term blueprint for the community's vision of future growth. It serves as the constitution of land use for the City; it is the guiding document from which all zoning, regulations and discretionary decision-making flow. The proposed Land Use Element (LUE) and Urban Design Element (UDE), collectively the Plan, provide the implementation path to accommodate the City's obligations for population and employment growth by 2040 while also advancing its aspirational goals for equitable housing and job opportunities throughout the city, open-space, active living, improved design, sustainability and overall quality of life. Unlike prior iterations of the City's General Plan, the proposed LUE and UDE describe areas of the city not just based on their use, such as residential or commercial, but in terms of their look, feel, form and function through what the Plan calls PlaceTypes. Sense of place, the core concept in these Plans, provides a road map to create a sense of place both in private development and in shared public spaces, to establish a place for "community" to happen.

The Plan strikes a balance between being a citywide generalized plan, and being a context and neighborhood specific plan, recognizing that each unique neighborhood in our city is to be cherished and nurtured for all to enjoy. Where the LUE gives overall guidance to the location, height and type of development around the city, the UDE gives further direction about design and how all the different components of development fit together into a cohesive urban fabric. Both the LUE and UDE form the basis for more specific and near-term focused regulations such as specific plans, the Zoning Ordinance and the review of individual development projects.

General Plans are prepared within the statutory requirements found in State Law, population projections dictated to the city as well as current demographic, housing, and economic trends. Public engagement is integral to the planning process, it provides source information to planners to formulate goals and policies appropriate to meet community needs within the framework of what is legal, possible and consistent with good planning practices. The purpose of engagement within a General Plan context is to inform the public of the planning exercise, validate data and assumptions about the city and provide a collaborative forum to devise goals and policies to meet statutory, planning and community needs.

According to the Governor's Office for Planning and Research (OPR) General Plan Guidelines, provided by the State, "inclusive community engagement is a vital component of drafting and updating a General Plan". Inclusivity refers to soliciting a range of perspectives that reflect the diversity of a community, more so than a pure number of participants, though both are important. Given that Long Beach is the second most diverse city in the country, a variety of engagement techniques were needed to reach diverse populations throughout the General Plan update process including:

- » Residents (both renters and homeowners, given that 58% of the Long Beach population is made up of renters)
- » People of all ages including students, young people and seniors
- » Representatives of community groups and associations
- » Business groups and associations
- » Residents that represent the range of diverse backgrounds and experiences that make our city great, including country of origin, sexual orientation, languages spoken at home, and ability status
- » Coordinating governmental agencies

People of different backgrounds have historically experienced government and public processes in different ways, creating a need to conduct targeted engagement for hard to reach communities. For example, African Americans exhibit higher rates of distrust in government due to past experiences in which government broke that trust through past government wrongdoing, such as through the Tuskegee syphilis experiments. 122,129 of Long Beach residents are Foreign-Born (US Census, 2015); Long Beach has the largest Cambodian population outside of Cambodia and over 72,000 residents born in Latin America. Individuals born in other countries have experienced government differently and therefore often have different comfort levels with government, particularly those from countries run as dictatorships. The OPR guidelines call out the importance of understanding cultural norms, and notes that factors such as age, socioeconomic status, fear or distrust in government, predominant language spoken, literacy levels, or lack of comfort having dialogue recorded, must all be considered when developing a variety of public engagement methods to meet the needs of diverse populations. This includes meeting people where they are, both physically (such as through pop-up events and attending existing community meetings) and in terms of how much people are able to engage in the process. For example, a working mother might not have time or capacity to attend a several hour town hall style meeting, but she could perhaps stop by a table for 5 minutes to give feedback, or complete an online or phone survey. Many people have busy schedules and lives, but lack of time to participate in a traditional meeting is a particularly critical issue for those most impacted by the housing crisis, given that it takes working three full time jobs at the minimum wage to afford rent for an average two-bedroom apartment in Long Beach.

It is not possible to reach every resident of the city or for an engagement process to be executed perfectly such that all resident's competing needs and desires are met evenly. Again, all efforts should be made to employ a variety of means for reaching a representative cross-section of people through a multitude of means for getting information to the public, and soliciting feedback from the public, in ways that are culturally, technologically, and linguistically accommodating. The process in this case has been comprehensive and has reached a more than representative sample of the city's residents. By late 2008, over 100 community meetings and events had been held to promote and inform the Plan. Since March 2016, another 58 engagement events and meetings have taken place, in addition to the lengthy public CEQA process conducted from May 2015 to November 2016.

This document provides an overview of the multitude and variety of engagement tools employed throughout the 13 year engagement process thus far for updating the General Plan. The document is organized into three large community engagement phases: Engagement from January 2004 to February of 2017, Engagement from February 2017 to August 2017, and Engagement from August 2017 to October 2017.



January 2004 to February 2017

2



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January 2004 to February 2017

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Engagement from January 2004 to February 2017

Introduction

The entire General Plan must serve the needs and vision of the city's residents; therefore, public engagement and input served as the foundation for developing the LUE and UDE. Preparations began in 2004 with background research, initial engagement to existing neighborhood groups and in 2007, the City ramped-up to an unprecedented engagement effort to establish the vision for the LUE. To involve as many people as possible in the process, the City made extensive efforts to reach the entire Long Beach community. These methods included, but were not limited to the following:

- » Phone banks to contact community groups, neighborhood organizations, and businesses representing the diverse composition of Long Beach.
- » Attendance at community events such as farmers' markets, ethnic festivals, music concerts, car shows, and neighborhood movie nights.
- » Invitations to participate distributed to subscribers to the Long Beach E-notify Website.
- » Distribution of printed information, including the Long Beach 2030 Survey, Long Beach 2030 Fact Sheet (with schedule and location information for the Community Festivals), and Community Festival posters.
- » Focused engagement to hard-to-reach community members by two separate and distinct minority engagement firms, Diverse Strategies for Organizing, and Diversity Research and Consulting Group, under contract to the City (included door-to-door canvassing and "man on the street" surveys at commercial centers and select street intersections).

Long Beach 2030 Survey

The Long Beach 2030 Survey was made available in an online version and as hard copy to be completed by hand. The eight survey questions focused on:

- » Identifying Long Beach qualities that people value,
- » Moving around the city,
- » Protecting and enhancing the environment, and,
- » Balancing new development with the historic assets from the past.

For each survey question, input was systematically analyzed for recurring topics. Frequency counts were then calculated for these topics. The survey results provided a starting place for identifying key community issues.

Public Engagement Summary 2004 to 2010

Engagement Method	Accomplishments
Electronic Communication	<ul style="list-style-type: none"> » Internet website at www.longbeach2030.org, which included project summary, updates, event calendar, and major document depository » Phone hotline describing the current phase of the project, how to obtain and fill out a survey, and voicemail to leave a message for staff call-back
Direct contact	<ul style="list-style-type: none"> » E-mail blasts » Mailing list » Use of existing City engagement lists
City media engagement	<ul style="list-style-type: none"> » City Manager's weekly report » Community Planning monthly bulletin
Advertising	<ul style="list-style-type: none"> » Branding to facilitate project identity and awareness » Multi-lingual fact sheet containing a project summary and description of how to get involved and be heard » Newspaper » Variable message freeway signs » Targeted delivery » Posters distributed to businesses, schools, and other public facilities » Kiosk in City Hall lobby » Mobile "plan van"
Surveys	<ul style="list-style-type: none"> » Prepared in three languages » Internet » Direct mail and hand-outs at events » Personal delivery » Month-long phone bank involving 15 City staff planners contacting 185 organizations, stakeholders, businesses, and individuals during March 2007 » Engagement consulting firms canvassed neighborhoods with predominately minority populations, using bilingual representatives in certain neighborhoods
Events	<ul style="list-style-type: none"> » Festivals » Farmer's Markets » Music Concerts » Car Shows » Movie Nights » Study Sessions » Open House



Festivals

In 2007, there were five large community festivals at which materials were provided in English, Spanish, and Khmer. Spanish-speaking staff were available at all of the events. The Long Beach festivals were designed to be family friendly, offering snacks and refreshments, a children's workshop play area, and a special bicycle raffle.

The festivals had an "open house" format where people could drop in and circulate through sequential activities at their convenience. The first stop was a "timeline wall" depicting Long Beach's past growth, development milestones, evolving technologies for new transportation modes, and housing opportunities. The timeline's purpose was to put participants in a "where we've been and what's next" mindset. Participants then visited nine community livability stations: Live, Move, Work, Play, Shop, Healthy, Heritage, Arts & Culture, and Green. At each station participants were introduced to City planning themes, issues, and information. Each station also provided opportunities for participants to post notes on their perspectives regarding the different community livability factors as well as suggestions for future improvements. The last activity consisted of the chance to "Create Your Own City." In this mapping exercise, people made notes, drew pictures, and used stickers to identify the location and new ideas and directions for different parts of Long Beach and the whole city. At each of these livability stations, participants were first asked to review introductory information to provide a common context. Next, participants engaged in an activity to obtain their visioning input before moving on to the next station. Ideas and comments received from participants were left at each station for all participants to review. All input collected during the community festivals was transcribed and documented. For each question posed at the stations, input was analyzed for recurring topics. Frequency counts of these topics were completed to identify trends and priorities.



June 2, 2007



June 2, 2007



June 9, 2007

Emerging Themes

This input was compiled in late 2007 into an “emerging themes” document that was shared with the public and posted online. Those emerging themes became the vision found in Chapter 1 of the Plan and have remained consistent throughout the Plan’s decade-long development. Throughout 2008, staff conducted detailed analysis of existing physical and economic conditions throughout the city and continued the public engagement process. A map of community connectors (complete streets) and areas of opportunity and special planning was released to the public in October of 2008. This map closely reflects the major areas of change and PlaceTypes map in the draft Land Use Element and maps document.

2008 to 2016

While progress slowed considerably during the Great Recession, the plan development process remained open and collaborative with the public. A full effort to finish the document resumed in 2014. The formal environmental process kicked-off with a citywide scoping meeting held in May of 2015. A complete version of the LUE and UDE was posted online in May of 2015 and iterative changes from that point forward were made based on public comment and inter-agency feedback.

As time progressed, the project name was updated from LB2030 to LB2035 somewhere around 2010, to reflect the updated SCAG RTP/SCS. Again, in January 2016, the project was renamed from LB2035 to LB2040 to reflect the latest SCAG RTP/SCS update that now looks out to 2040.

The Planning Commission served an important role during the entirety of this process. Study sessions were held in October of 2010, February of 2013, June and October of 2015 and in October of 2016. All of these meetings were open to the public and participation included addressing the Commission and through letters and emails to staff.



June 23, 2007



May 19, 2007



October 8, 2008

During 2016, staff held a citywide open-house regarding the plan as well as ten community group meetings. Two council offices also held their own meetings where staff attended and presented the plan for discussion. One group of CSULB students expressed their desire to stay in Long Beach after graduation, but also indicated that their employment opportunities would more likely lie outside of the city (Los Angeles, San Francisco and Irvine were given as examples by the students of cities with attractive job markets and housing options). Because the Land Use Element is a long-term plan, it will have the largest impact on those who are currently young adults. These individuals are searching for jobs and housing and will enjoy the benefits (and costs) of decisions made today for many decades to come. Expanding employment opportunities is a key goal and consideration in all aspects of the LUE. The students also expressed a need for more multifamily housing in proximity to CSULB, a desire that is reflected in the proposed PlaceTypes around the traffic circle.

EIR Process Completed in November 2016

An 18-month public process was conducted to prepare a Program Environmental Impact Report (EIR 03-16) for the draft Land Use Element to be considered in accordance with the California Environmental Quality Act (CEQA) and the CEQA Guidelines. As described by the Governor's Office of Planning and Research, "A key feature of the CEQA process is the opportunity for the public to review and provide input on both Negative Declarations and EIRs." An Initial Study was prepared in May of 2015, and it was determined that a Program EIR would be the appropriate level of CEQA environmental review pursuant to Section 15168 of the CEQA Guidelines.



November 2, 2016



November 2, 2016



November 2, 2016

The Notice of Preparation (NOP) and Initial Study were made available for public comment during a 30-day public review and comment period that started on May 18, 2015 and ended on June 16, 2015. During this NOP comment period, the City received written comments from the South Coast Air Quality Management District (SCAQMD), the Los Angeles County Fire Department, California Department of Transportation – District 7, Office of Regional Planning (Caltrans), County Sanitation Districts of Los Angeles County, and Southern California Association of Governments. In addition, several written comments were submitted by the public, including at a scoping meeting held on May 27, 2015, at the Long Beach Gas & Oil Department Community Room. The purpose of this comment period was to allow the public and responsible agencies the opportunity to provide suggestions on the scope of analysis and environmental issues to be addressed in the EIR.

The Notice of Availability (NOA) and Draft Program EIR were made available for public comment during a 60-day public review and comment period that started on September 1, 2016 and was scheduled to end on November 1, 2016; that comment period was further extended to November 18, 2016. During this Draft Program EIR comment period, the City received written comments from Caltrans, the California Coastal Commission, Los Angeles County Metropolitan Transportation Authority (Metro), Long Beach Unified School District, County Sanitation Districts of Los Angeles County, as well as community organizations and interested individuals. Issues raised in these comment letters addressed potential traffic impacts to the regional transportation system (Caltrans), potential impacts from development occurring within 100 feet of a Metro facility and Transportation Impact Analysis requirements of the State Congestion Management Program (CMP) statute (Metro), project impacts to school facilities (LBUSD), and minor corrections related to future wastewater generation and treatment infrastructure (County Sanitation Districts). Comments from community organizations

and individuals primarily related to height, traffic, congestion, density and concern or support for the overall plan. Some public comments were not related to environmental impact but were still considered for purposes of refining the draft General Plan elements. All substantive environmental issues raised in the Draft Program EIR comment letters have been adequately addressed in the Final Program EIR, which determined that no new significant environmental impacts or issues were raised in the comment letters that would require a recirculation of the Draft Program EIR.

From November 2016 through January 2017, staff and the consultant team worked to finalize the EIR, including responding to each of the 108 written comments provided through the EIR comment period, in order to bring the EIR forward for certification by the Planning Commission. Development of the Program EIR was done in compliance with the provisions of CEQA and the CEQA Guidelines, including robust community engagement throughout the 18-month process. The EIR and all related documents, including the 108 public comments and responses to each comment, can be found at: http://www.lbds.info/planning/environmental_planning/environmental_reports.asp, and are attached here as an Appendix. Additionally, every public comment letter or email received since the EIR comment period ended until November 9, 2017 is attached in the Appendix.

Staff also spent November 2016 to January 2017 revising the draft Land Use and Urban Design Elements based on community feedback to that point, including through the EIR process.

The exhibits on the following pages were presented at the November 2016 workshop on the Land Use and Urban Design Elements workshop.



Fall 2016 Presentation Boards



COMMUNITY VISION



URBAN DESIGN + LAND USE GOALS

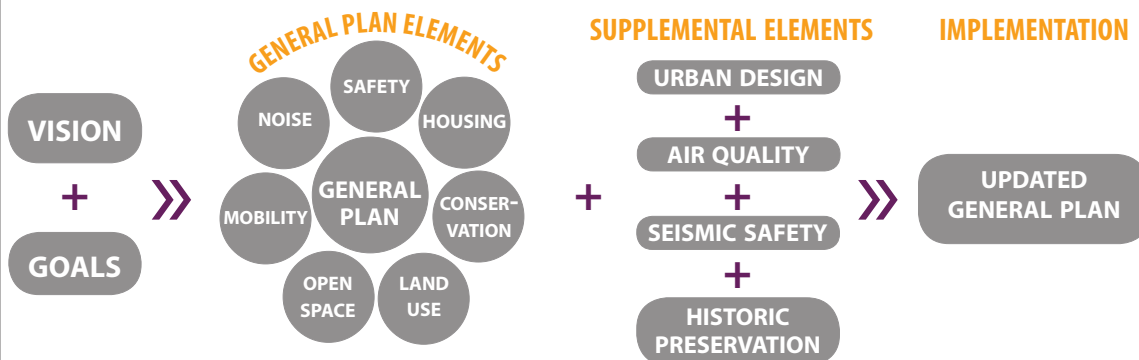
- » Targeted Growth and Mobility
- » Celebrate and Support Diversity
- » Prioritize Green and Healthy Living Approaches
- » Capitalize on Our Regional Strategic Location and Strengths
- » Become a Smarter City
- » Provide Clean and Renewable Energy
- » Build Up Local Businesses and Educational Institutions
- » Improving Industry and Economic Growth for Port
- » Creating Livable Environments
- » Creating Vibrant and Exciting Places
- » Relationship between People and Place
- » Address and Adapt to Climate Change



GENERAL PLAN 101



GENERAL PLAN PROCESS



WHERE DOES THE GENERAL PLAN FIT IN?

THE GENERAL PLAN is a broad, long-range policy document that guides future development

- Is required by state law
- It must accommodate the required amount of population growth the State of California estimates for each City

THE ZONING ORDINANCE is a broad, long-range policy document that guides future development

- Codified in the Long Beach Municipal Code (LBMC), for what can be built where
- Allowable uses on each parcel
- Development standards, parking requirements, etc.

AN ENTITLEMENT is approved from a regulatory body to use or develop land

- Permits required to build, remodel, expand
- Conditional or Administrative Use Permits
- Local Coastal Permits



Fall 2016 Presentation Boards

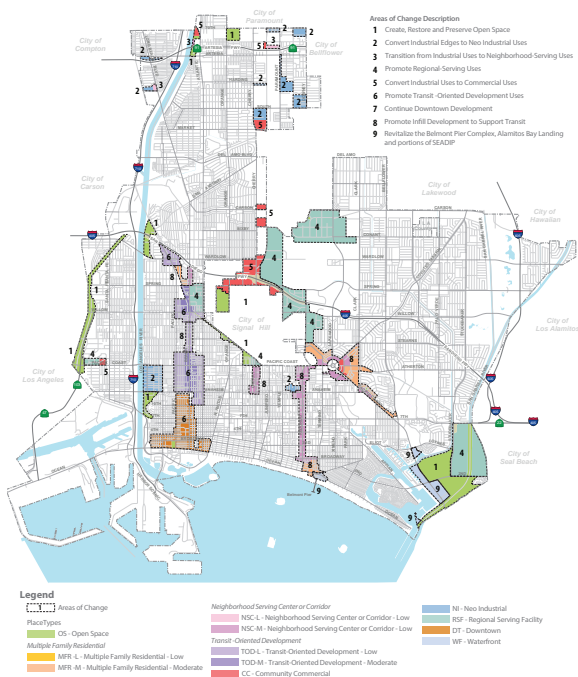
AREAS OF CHANGE

STRATEGIES/GOALS

- » Create, restore, & preserve open space
- » Promote regional-serving uses
- » Promote infill development
- » Continue Downtown development
- » Create Transit- Oriented Development
- » Encourage new employment and/or housing opportunities



Major Areas of Change



LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH



COMMERCIAL

COMMUNITY COMMERCIAL CENTERS AND CORRIDORS



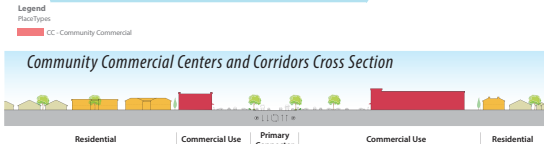
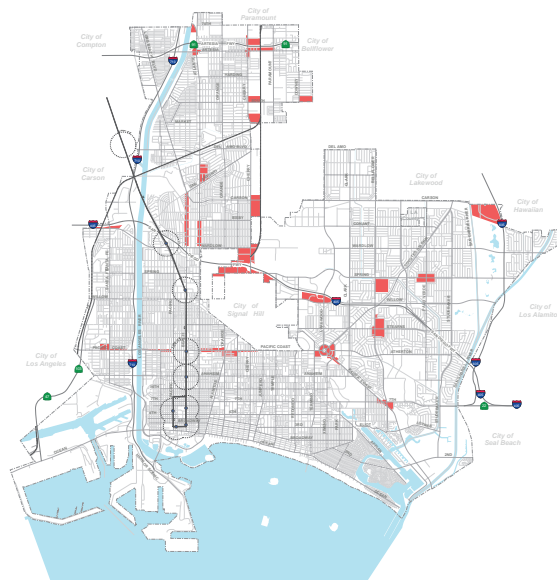
PLACETYPES

- » Community Commercial Centers and Corridors
- » Aims to respect neighboring developments

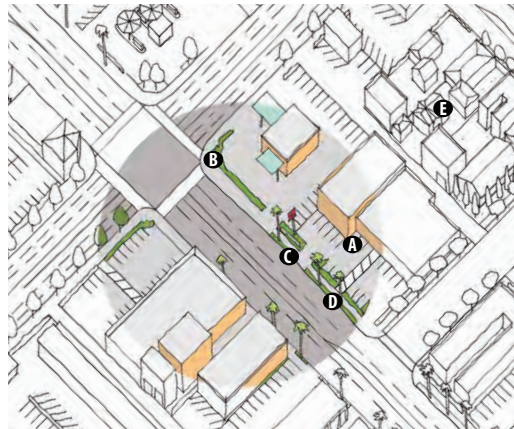
LAND USE

- » Commercial, community-based needs for goods and services
- » No residential uses allowed

Community Commercial Centers and Corridors Placetypes



Urban Design Concepts



Community Commercial Bird's Eye View

- A** Improve sidewalks widths with **future setbacks** at new development.
- B** Provide **landscaping** as **buffer** from surface parking lots.
- C** Minimize curb cuts to increase **pedestrian safety**.
- D** Encourage **streetscape** furnishings and amenities.
- E** **Transition** from commercial to multifamily and single-family residential adjacent to neighborhoods.



COMMERCIAL

NEIGHBORHOOD SERVING CENTERS AND CORRIDORS



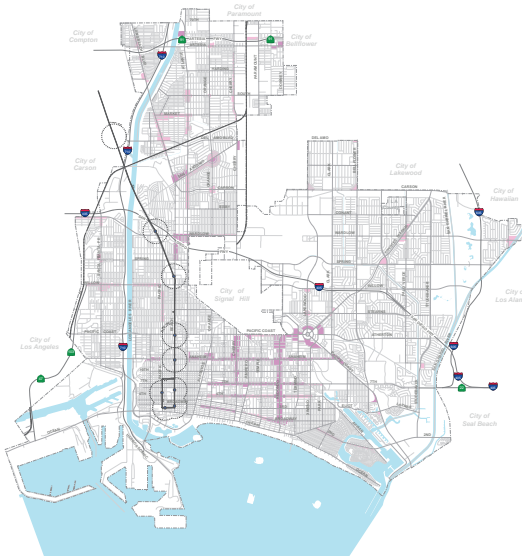
PLACETYPES

- » Neighborhood Serving Centers and Corridors
- » Define edges and transitions
- » Promote mixed-uses

LAND USE

- » Moderate-density apartments and condominiums
- » Neighborhood-serving, moderate-intensity commercial
- » Schools, parks, daycare, senior care, police and fire stations, and libraries

Neighborhood Serving Centers and Corridors - Low and Moderate Placetypes

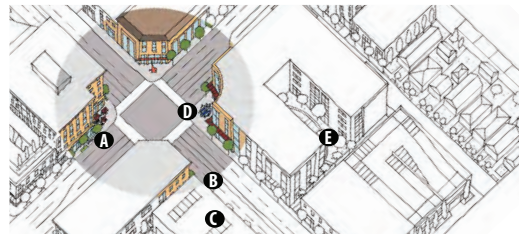


Legend
Placetypes
Neighborhood Serving Center or Corridor - Low
Neighborhood Serving Center or Corridor - Moderate
Neighborhood Serving Center or Corridor - High

Neighborhood-Serving Cross Section - Low and Moderate

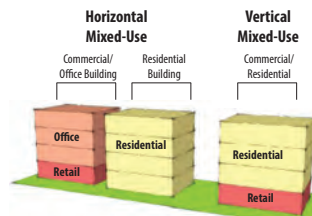


Urban Design Concepts



Neighborhood Commercial Bird's Eye View

- 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 and **bicycle parking** to encourage bicycle usage.
- D** Encourage **streetscape** furnishings and amenities.
- E** Provide courtyards, paseos, and **public spaces**.



DOWNTOWN

PLACETYPES

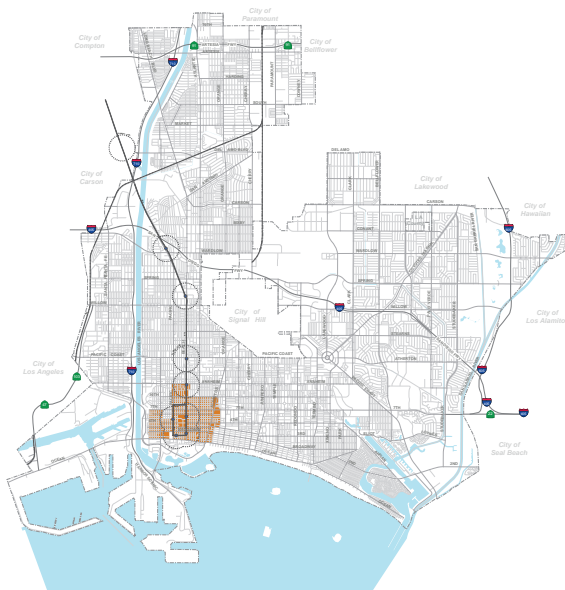
- » Downtown
- » Promote an urbanized downtown core, with a mix of uses, building types, and styles

LAND USE

- » Mix of land uses and housing types
- » Downtown Neighborhood Overlay
- » Community-serving commercial uses
- » Schools, parks, daycare, senior care, police and fire stations, and libraries



Downtown Placetypes



Legend
Placetypes
DT - Downtown



LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH



TRANSIT ORIENTED DEVELOPMENT

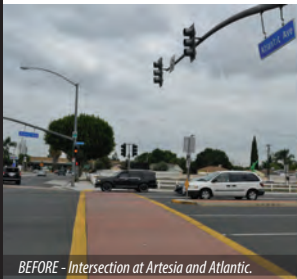


PLACETYPES

- » Transit-Oriented Development (T.O.D.)
- Low and Moderate

LAND USE

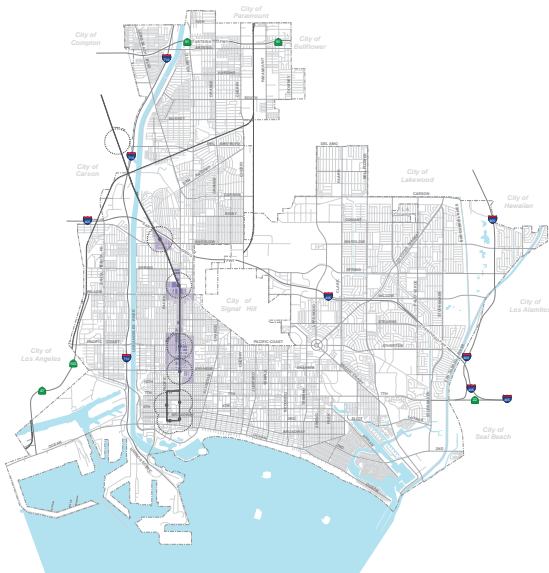
- » Low and moderate urban density apartments and condominiums
- » Community-serving commercial uses
- » Schools, parks, daycare, senior care, police and fire stations, and libraries
- » Encourage high density development within 1/4 mile of local rail stations



BEFORE - Intersection at Artesia and Atlantic.

AFTER - Intersection at Artesia and Atlantic.

Transit-Oriented Development Placetypes

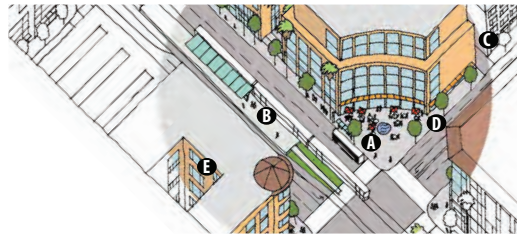


Legend
Place Types
Transit-Oriented Development
TOD-L - Transit-Oriented Development - Low
TOD-M - Transit-Oriented Development - Moderate

Transit-Oriented Development - Low and Moderate Cross Section



Urban Design Concepts



Transit-Oriented Development Bird's Eye View

- A** Ensure neighborhood amenities are within **walkable** proximity (i.e., parks, public facilities, commercial, transit).
- B** Develop **entry** to transit stations.
- C** Provide off-street parking to alleviate on-street parking demands and **bicycle parking** to encourage bicycle usage.
- D** Encourage **streetscape** furnishings and amenities.
- E** Provide courtyards, paseos, and **public spaces**.



BEFORE - Intersection at PCH/Long Beach Blvd.



AFTER - Intersection at PCH/Long Beach Blvd.



INDUSTRIAL & NEO INDUSTRIAL



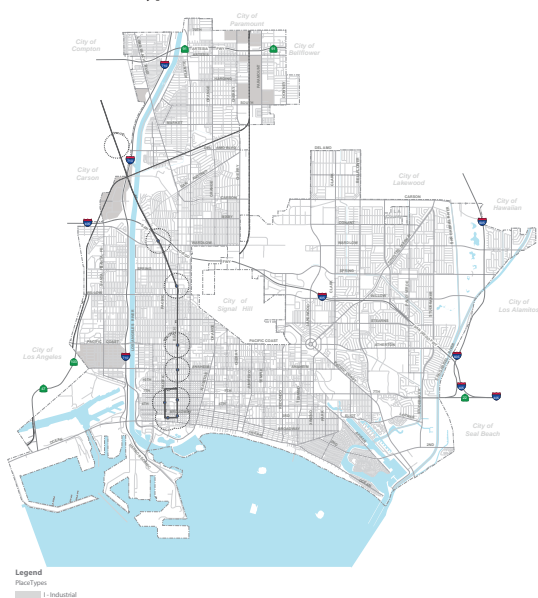
PLACETYPES

- » Industrial
- » Neo Industrial

LAND USE

- » Research and development activities, storage, industrial/manufacturing endeavors, tank farms, and oil drilling; supporting commercial retail
- » Major utility facilities
- » Preservation & protection of industrial
- » Employment centers

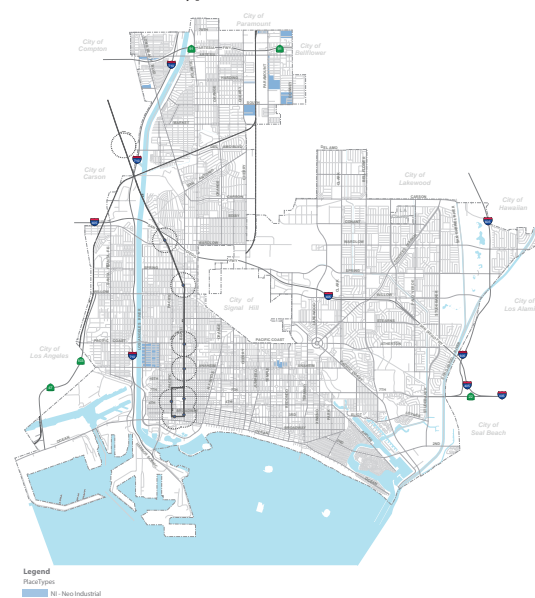
Industrial Placetypes



Industrial Cross Section



Neo Industrial Placetypes



Neo Industrial Cross Section



Fall 2016 Presentation Boards

OPEN SPACE & WATERFRONT

PLACETYPES

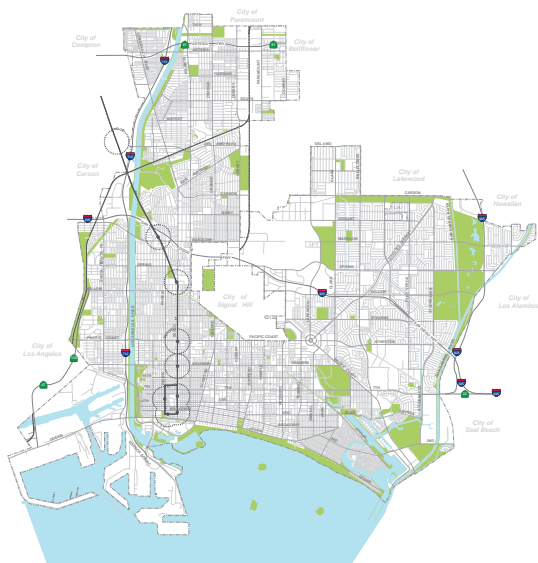
- » Open Space
- » Waterfront

LAND USE

- » Parks, beaches, golf courses, marinas, flood control channels, and basins, rivers, utility right-of-way, oil islands, inland bodies of water, nature preserves, marine habitats, estuaries, wetlands, lagoons
- » Commercial recreation
- » Unique mix of uses dependent upon waterfront area



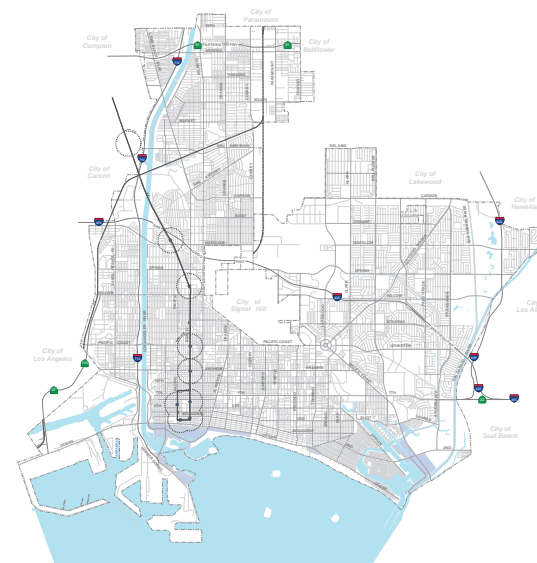
Open Space Placetypes



Legend
Placetypes
OS - Open Space



Waterfront Placetypes



Legend
Placetypes
WF - Waterfront



LONG BEACH
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PLACETYPES

- » Regional need for medical/social services, education, goods/people movement, energy production/distribution, & public utilities
- » Examples: the port, airport and business parks, Douglas Park, Memorial Medical Center, & CSULB

[illegible]

The diagram illustrates a street cross-section with various building types and their associated uses. From left to right, the elements are:

- Mixed-Use:** Represented by a pink building icon.
- Mixed-Use:** Represented by a pink building icon.
- Primary Connector:** Represented by a green building icon.
- Institutional Use:** Represented by a green building icon.
- Side Streets:** Represented by a small orange building icon.

Below the building icons, there are two sets of icons representing different types of streets or connectors: a set of three small squares (one white, two grey) and a set of three small circles (one white, two grey).



- A** Create campus **identity** through streetscape enhancement and architectural treatment.
- B** Provide better **connections** by improving bikeways and pedestrian pass-throughs along shared use alleys.
- C** Enhance and encourage **streetscape furnishings and amenities**, street trees, medians, and parkways.



RESIDENTIAL

MULTIPLE FAMILY LOW AND MODERATE

PLACETYPES

- » Multiple Family - Low and Moderate
- » Focus on quality of design & materials

LAND USE

- » Duplex, triplex, and garden apartments
- » Neighborhood-serving, low-intensity commercial
- » Schools, parks, daycare, senior care, police and fire stations, and libraries



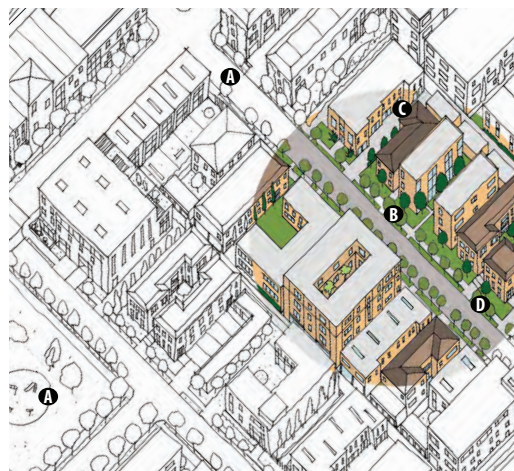
Multiple Family Residential - Low and Moderate Placetypes



Multiple Family Cross Section - Low and Moderate



Urban Design Concepts



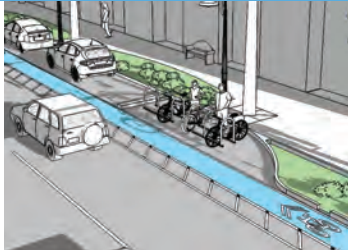
Multiple Family Residential Bird's Eye View

- A** Ensure neighborhood **amenities** are within a **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 and bicycle parking facilities to encourage bicycle use.
- D** Encourage **streetscape** furnishings and amenities.



Fall 2016 Presentation Boards

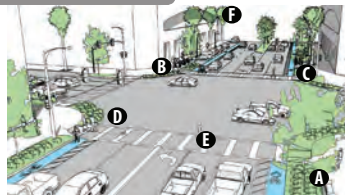
STREET TYPES



REGIONAL, BOULEVARD, & MAJOR AVENUE



BEFORE: Streets designed around an auto-oriented environment.

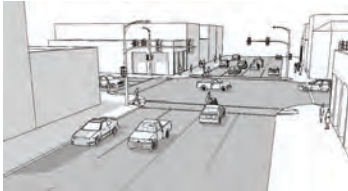


AFTER: Transform streets to include a variety of public spaces, creating a walkable environment.

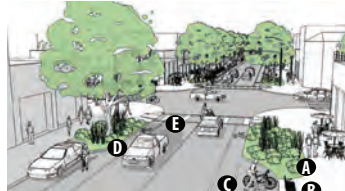
Urban Design Concepts

- A** Sidewalk **widening** increases usable space for **pedestrians**, bicycle parking, and planted bulb-outs.
- B** Enhanced furnishings, landscaping, and building facade add vitality to corridors and create **identifiable streetscapes**.
- C** **Bike** corrals or bike share stations can replace one parking space and can be installed near corners.
- D** Flow-through planters in bulb-outs treat storm-water run-off in high density urban areas and **prevent puddling** at crosswalks.
- E** Paint crosswalks for **high-visibility** crosswalk treatment. Incorporate pedestrian refuge at center median, when appropriate.
- F** **Enhance** the street corridor with consistent street tree planting.

MINOR AVENUE & NEIGHBORHOOD COLLECTOR



BEFORE: Streets are designed to transport people, goods, and services to neighborhoods and serve as routes.

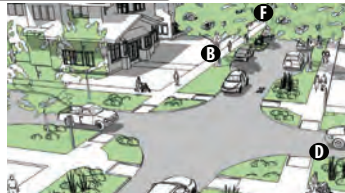


AFTER: Transform streets to include a variety of public spaces, creating a walkable and bicycle-friendly environment.

LOCAL STREET



BEFORE: Streets are designed to provide access to individual residences and are generally two-lanes.



AFTER: Streets can be transformed to increase walkability, safety, and improved character.



URBAN DESIGN

Gateway feature at Promenade Square.



Linden Avenue Historic District wayfinding sign.



The Pike at Rainbow Harbor along Shoreline Drive.



Tourists orient themselves at The Pike at Rainbow Harbor.



Walkway between buildings.



Westside Tower, an iconic and landmark feature.



WHAT IS URBAN DESIGN?

- » Relationship between People and Places
- » Gathering Spaces
- » Enhanced Pedestrian Spaces
- » Connectivity and Linkages
- » Building Form and Character as it Relates to the Street and its Surroundings
- » Acknowledges the Importance of Historical Context and Existing Development Patterns
- » Spaces between Buildings

Multi-modal transportation opportunities.



Dining in parklet stall along the street.



The Promenade's engaging spaces.



Bicycle lane connectivity.



Drought tolerant landscaping.



LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH



February 2017 to August 2017

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February 2017 to August 2017

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Engagement from February 2017 to August 2017

February 2, 2017 Planning Commission Hearing

On February 2, 2017, after a 12 year plan development process that included 118+ community engagement events, multiple ways to provide feedback, and a robust CEQA public process, staff presented the proposed Land Use and Urban Design Elements and the Program EIR 03-16 to the Planning Commission, and asked that they recommend that the City Council certify Final Program EIR 03-16 and adopt the Proposed Land Use Element and Urban Design Element to the General Plan, superseding the existing adopted Land Use Element and Scenic Routes Element. Staff presented a summary of the community engagement process, both draft plans; and the EIR process, alternatives and findings.

At that meeting, the Commission declined to approve the plan and instead directed staff to explore options for increasing density outside of the Downtown and Transit-Oriented Development (TOD) core areas. Commissioners specifically wanted staff to do further engagement in particular with the Wrigley community, given that the majority of the 28 people who provided public comment at the meeting were from the Wrigley neighborhood and expressed concerns that the plan unfairly burdened their area of the city through proposed density allowances focused around Metro Blue Line Stations proposed for transit-oriented development PlaceTypes. The Chair of the Commission stated that she “agree(d) with some of the speakers that density should be allocated across the city in a more equitable way” and specifically directed staff to “look at transportation corridors to utilize for adding density besides light rail, like along Bellflower and Lakewood Boulevard” given their proximity to the College. Additional direction was given, “don’t just look at the Blue Line, look at the bus lines as well” and to look in particular around schools. A motion was made and approved to have staff conduct at least one more study session to look for potential mixed use corridors throughout the city to more equitably distribute height and density.

April 6, 2017 Planning Commission Study Session

Based on direction from the Planning Commission, from February to March 2017, staff analyzed citywide corridors to assess them for capacity to accommodate potential height and density and produced a memo which presented maps, photographs and staff analysis of the potential corridors on locations where additional density and height could be suitable throughout the city. On April 6, 2017, the Planning Commission held a special study session on the Land Use Element at the Michelle Obama Library in North Long Beach. An outside facilitator was brought in to identify and clarify what changes the Planning Commission wished to see in the document and maps. The facilitator walked through the framework, vision goals of the Plan to gauge for consensus. The Planning Commission again confirmed that they agreed with the overall goals and policy frameworks of the Plan, that they were not directing that the Downtown Plan nor the Midtown Specific Plan be reconsidered and rather were seeking that staff refine individual PlaceType and height designations on other parcels for purposes of more broadly distributing growth. In particular, the Commission made suggestions for spreading density to the East Side, specifically at the Town Center site and at locations along Lakewood Boulevard where apartment buildings already exist.

In addition to map related issues, the Planning Commission directed staff to conduct additional engagement with the Wrigley neighborhood residents. Staff conducted additional public engagement, including engagement intended specifically for the Wrigley neighborhood, throughout May and June 2017.

General Engagement

Staff developed an updated set of engagement materials, including a new web page, flyer, and survey. As of June 8, 2017, the new Land Use Element web page had received 1,194 hits, and the City's homepage, on which the Land Use Element information has been featured since early May, gets approximately 60,000 visits per month.

Staff shared the survey, web page, and opportunities to attend engagement events through an email blast to over 3,100 individuals who had expressed interest in the Land Use Element and/or Urban Design Element process over the past 10+ years. The survey, flyer and web link were also distributed as part of engagement events throughout May and early June as described below.

The Long Beach 2040 General Plan survey was provided on the website in English, Spanish, and Tagalog. The survey provided photographs of several examples of projects that would typically be built under the existing General Plan and zoning regulations, contrasted with projects that would more likely be developed under the proposed Land Use and Urban Design Elements. The survey asked which of two contrasting options the respondent would rather see in their neighborhood. The survey also asked respondents to identify and rank challenges in Long Beach today and anticipated challenges for the future, including the need for housing and quality jobs.

Of the 283 survey respondents, there was representation from across the City, with the largest number of respondents from the Wrigley area (90806) and the Downtown Long Beach/Alamitos Beach area (90802).

Updated City website for Land Use and Urban Design Elements



Survey results are summarized below. Full survey results were included in the commission's June 15, 2017 packet.

- » The rising cost of housing was the issue respondents most commonly identified to be true about the City of Long Beach.
- » Ten questions provided two photos or images and asked respondents: "Which would you rather see in your neighborhood?" The two images showed a development representative of today's General Plan and Zoning, compared to a project likely to be developed under the new Land Use and Urban Design Elements. Survey respondents (82%) overwhelmingly selected the option that would be supported through the draft Land Use and Urban Design Elements.

- » The survey listed several challenges that the General Plan works to address. Top challenges that respondents identified as most important to them, in order, were:
 1. Preserving/protecting our environment for the future
 2. Encouraging jobs within our city
 3. Ability to walk to businesses that meet your daily needs (restaurants, grocery stores, retail, etc.)
- » The most frequently selected strategies respondents believed would make their neighborhood safer, in order, were:
 1. Activation of underutilized spaces (vacant lots, school yards, etc.) for community uses and programs
 2. Better or more lighting on the streets and by front entrances
 3. More opportunities for me to get to know my neighbors and community (neighborhood festivals and activities)
- » When asked what would make the city more appealing for those who plan to stay in Long Beach through 2040, respondents identified, in order:
 1. Additional local job opportunities
 2. Trails, open space, and recreational uses
 3. More housing choices
 4. Close and easy access to transit (trains and buses)

These issues of community concern are advanced by the Land Use Element and Urban Design Element. The two proposed Elements work together to expand and diversify the housing supply, directly relating to the housing cost issue identified by survey respondents. The visual preference survey aligns with the concepts in the Urban Design Element and local job opportunities are the focus of the policies and proposed PlaceTypes in the plan. A primary goal of the Land Use Element is employment growth. Full buildout of Douglas Park, gradual reconstruction of commercial strips to neighborhood-serving mixed-use buildings, the transition to clean neo-industrial uses and continuation of job creation at the port, airport and downtown are the anchors of the approach proposed in the Land Use and Urban Design Elements.

LUE/UDE Survey Responses by Zip Code

Zip Code	Number of Survey Respondents
90806	54
90802	53
90807	35
90810	28
90813	21
90803	20
90804	17
90815	14
90808	14
90805	13
90814	7

Targeted Engagement:

Pop-Up Events and Group Meetings in Wrigley:

Based on feedback at the February and April Planning Commission meetings, staff conducted targeted engagement in and around the Wrigley Area throughout May and June. Staff conducted five pop-up events in the Wrigley area, including at the Wardlow Metro Station, the Dana Branch Library, and in front of three local businesses. Staff worked with the 7th District Council office to email local residents alerting them of the pop-up events. Staff shared information about the plan with passers-by at the pop-up events, distributed flyers with more detailed information, collected survey responses, and shared a link to the online survey for those who did not have enough time to complete it in person. Staff generally received positive response from members of the public, and feedback is reflected in the summarized survey responses.

Staff also conducted three small group format meetings with individuals from the Wrigley area who were identified by the 7th District Council Office as community members interested in having the opportunity to dive deeper into concerns about the draft Plan. Attendees were generally supportive of the draft Plans and provided some suggestions for what else should be included in the plan. Ideas and concerns include:

- » Eco-tourism as a strategy in the Land Use Element in order to link the LA River, Dominguez Gap and other wetlands, and the beach front while creating a stronger tourism draw for the city
- » Support use of shipping containers to build more housing
- » Re-imagine the Long Beach Golf Learning Center as a site that should become public open space or community space
- » Equitable, even distribution of growth across the city
- » Need for more local jobs



Pop-Up Engagement in Wrigley

Other concerns for Wrigley area included:

- » Safety, parking, and retaining the historic character of the Wrigley area
- » Belief that the area does not need and would not benefit from change
- » Preserving neighborhood character and limit noise, pollution and parking concerns
- » Creating strong guidelines and policies on buffer zones between high density PlaceTypes and Founding/Contemporary Neighborhood PlaceType
- » Opposed to additional densities around Wardlow Station
- » Development could gentrify the neighborhood and create other adverse impacts to air quality

Council District 5:

The 5th District Council Office held a drop-in event on June 9, 2017, where constituents could stop by to ask questions about all of Development Services' lines of business. Staff answered questions about the overall Land Use Element and a number of specific questions regarding parcels in East Long Beach. Participants expressed concerns regarding traffic congestion and traffic safety, particularly around neighborhood schools. Participants also expressed general apprehension regarding any development at the intersection of Spring Street and Palo Verde Avenue with specific opposition to the proposed 3-story height maximum. Several individuals noted their support for the Planning Commission suggested changes at the Long Beach Town Center from commercial to mixed-use.

Environmental Justice:

Given the input provided at recent Planning Commission meetings regarding the need for strong environmental justice language and protections in the Land Use Element, staff provided a presentation on the Land Use Element at the May 12, 2017 community meeting held by East Yards for Environmental Justice. Staff provided the flyer and survey copies and answered questions for residents and members. East Yards members were excited about the recent strengthening of the Green Zones concept in the draft Land Use Element.

Student Feedback:

Recognizing that the draft Land Use Element looks out to the year 2040, specific engagement was targeted at students and young adults at an event on June 6, 2017. Major concerns included the need for well-paying jobs so students can stay in Long Beach after they graduate, more housing options that are affordable for students, more high-quality transportation options and the desire for more local destinations so people can walk or bike to nearby food, entertainment or shopping destinations.



Wardlow Station Engagement



June 2017 Engagement



June 2017 Engagement

Attendees expressed their excitement about some of the recent changes in Long Beach, such as the new Michele Obama library which provides an important, safe community space, and new bicycle infrastructure on Atlantic and Artesia. Other community needs included local gardens, which can increase sustainability and create community.

Feedback on Housing and Homelessness:

Staff invited attendees of the recent Long Beach Summit on Homelessness, which took place in April, to discuss the connections between issues around homelessness and housing and the Land Use Element. Attendees at this June 7, 2017 event were generally supportive of the Land Use Element. Staff heard some common priorities and concerns from those who attended, including that multiple attendees stated that they and others they know who are working to address homelessness see housing as the greatest hurdle, including housing supply and affordability.



June 2017 Engagement Event

August 2017 to October 2017

4



4

August 2017 to October 2017

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Engagement from August 2017 to October 2017

Introduction

Planning staff presented the updated plan to the Planning Commission for their consideration on August 17, 2017. The Planning Commission was unable to make a motion to move the plan forward and instead requested additional public meetings; staff believed it was time for the plan to be considered by the City Council. After further reflection and input from City management, staff understood additional discussion was necessary.

On August 25, 2017 the City issued a press release announcing four additional workshops for the public to learn about the plan and provide feedback. Staff held four large community workshops in September and October of 2017 to facilitate additional community discussion regarding the Land Use Element. Staff promoted these workshops through email blasts, phone calls, website updates, paid print media advertisements, as well as earned and paid social media placements. The workshops were successful in engaging over 1,000 total attendees, many of whom attended multiple workshops, and providing the opportunity for feedback through surveys, written comments, discussions at open house style stations organized by topic and town hall question and answer forums.

Additionally, staff conducted targeted outreach to supplement the four citywide workshops; in order to reach a more inclusive and representative segment of the Long Beach population.

Targeted Meetings and Pop-Up Events

Planning staff hosted and attended multiple targeted engagement events, both in response to invitations from a variety of community, business and resident groups, and in order to reach out to populations that are not traditionally involved or may not participate in community events. The intent of the engagement process was to better reach a broader audience more reflective of the entire city's demographics and interests. The Governor's Office for Planning and Research (OPR) General Plan Guidelines calls for a variety of meeting types and methods for a public engagement process in order to ensure a process that is as inclusive and representative as possible. Inclusivity refers to getting a range of perspectives that represent the diversity of a community. Given that Long Beach is the second most diverse city in the county, with over 70% of the population represented by communities of color, this is especially important. The Public Participation Handbook (Creighton, 2005), provides rationales for using a variety of engagement methods and tools. It is important to get both information to the public, and solicit feedback from the public, and to provide a range of ways to do so, so that those who have more time to dedicate to the process can do so, but those for example who work multiple jobs to make ends meet could participate in a shorter, interactive way that still solicits meaningful input. Interactive meetings are strongly encouraged in most situations, and institutions are generally advised to "avoid the public comment meeting format" when possible (Creighton, 2005).

Real Estate Industry Forum: “The Truth about the Land Use issue in East Long Beach”

At the request of the 5th District Council Member, on September 15, 2017, staff presented an overview of the draft Land Use Element to a group of real estate professionals in East Long Beach. Staff provided an in-depth presentation and answered questions. These included concerns over a misconception that local churches would be forcibly taken and turned into low-income housing, and concerns how the Founding and Contemporary Neighborhood PlaceType will protect their neighborhoods. Overall, attendees appreciated the information and expressed that they were better informed for attending.

Latinos in Action Health Fair

On September 16, 2017, staff attended the Latinos in Action Health Fair at Peace Park in Central Long Beach. Staff manned a booth with information regarding the Land Use Element and General Plan Update. The majority of interaction with the public was regarding general questions and to provide brief summaries of the plan. Additionally, staff proactively sought public input by means of comment cards and surveys. Some attendees expressed their support of the Land Use Element for its ability to create more local jobs. Others offered support of walkable neighborhoods with access to goods and services.

El Dorado Park Estates

On the evening of September 20, 2017, at the invitation of the 5th District Council Member, staff attended the El Dorado Park Estates Community Meeting at Newcomb Academy. Staff provided a brief overview, answered questions and provided clarifying information over misconceptions that the plan would eliminate any parking requirements and would allow unlimited density, amongst other misconceptions. Planning staff was able to provide additional background information on why there is a lack of parking in older neighborhoods where most residences were built before parking requirements were put

in place in 1953. Staff stayed after the meeting to answer additional questions from interested residents.

East Anaheim

On September 26, 2017, Planning staff attended the East Anaheim Business Association (Zafaria group) meeting. Approximately 30 business leaders were in attendance. Staff presented a brief overview of current projects in the area as well as an update of the General Plan Land Use Element. Some members expressed concern over the proposed height as well as parking along the corridors. Others were supportive after understanding how nonconforming rights work and the impact of employing current parking regulations. Attendees asked about how to stay involved and were given information about the 4 citywide workshops and the opportunity to provide written comments.

Coalition of Business Associations (COBA)

On the morning of October 4, 2017, Planning staff attended the Coalition of Business Associations (COBA) meeting. This group represents the major business improvement associations in the City of Long Beach. Staff provided an overview and update regarding the General Plan Land Use Element. COBA members discussed their support for bringing new investment into the city and continuing recent positive development trends. There was an extensive discussion about positive momentum in Long Beach business districts, as well as future opportunities for business growth. Some members expressed concern regarding the height of proposed mixed-use PlaceType adjacent or near historic districts. Another concern was the impact of Neo-Industrial uses on existing more-traditional industrial uses. Members discussed how they can become involved in the process and make written comments. Staff provided written materials for members to take back to different business owners in their respective Business Improvement District.



First Fridays at Bixby Knolls

On October 6, 2017, staff and consultants attended the First Fridays event in Bixby Knolls. Staff provided information regarding the Land Use Element and General Planning information at a table on Atlantic Avenue. Over 100 individuals spoke with staff at the event. Many respondents were unfamiliar with the Land Use Element. Responses ranged from indifference to excitement, support, and opposition to growth and height. Most respondents agreed that recent developments, trends, and changes in Long Beach were positive.

Coalition for a Healthy North Long Beach

On October 9, 2017, staff attended the quarterly meeting for the Coalition for a Healthy North Long Beach, a group of North Long Beach residents convened by the Healthy Eating and Active Living (HEAL) Zone program. Staff presented an overview of the draft Land Use Element and answered questions related to safety, street trees, and the upcoming citywide workshops. There was also an interest in how to reduce the negative impacts of vacant lots, policies for which is given in the draft Land Use Element in addition to a newly adopted Vacant Lot Registry and Urban Agriculture Incentive Zones for the city, which the group would like to get more involved with. One comment related to community benefit agreements for future projects.

Housing and Homelessness Concerns of LGBTQ+ Youth

On October 10, 2017, staff partnered with The Center to hear from LGBTQ+ youth and staff from The Center to discuss the draft Land Use Element as it relates to housing issues and concerns related to those at risk of homelessness or who experience temporary homelessness. Staff from The Center noted how common it is to have youth experience severe overcrowding, housing insecurity, and homelessness. They noted how difficult housing cost choices can be when youth have to balance critical needs, including access to an accepting and supportive community,

services such as those provided at The Center, and medical costs, with the prospect of being forced to live elsewhere due to high cost of housing and lack of available housing. Attendees shared how ubiquitous couch surfing and temporary homelessness is in this community. Attendees cited the “amazing arts and culture” scene in Long Beach and would like to see more spaces for creative people of color and more diversity among local business owners.

Bicycle Round Table Meeting

Staff attended the October 11, 2017, Bicycle Roundtable meeting, which was convened by Public Works Mobility staff. Staff presented a brief overview of the plan, answered questions and heard comments, and encouraged attendees to participate further through upcoming public workshops and submit written comments. Attendees noted the importance of hearing from voices from West Long Beach, youth, and other under-represented populations, stating, “lamenting that it did not seem to them that the people who have attended the first two workshops represent the City.”

**WEDNESDAY
OCTOBER
11
6:00 PM**

**LONG BEACH
BICYCLE
ROUNDTABLE**

Bixby Park Community Center | 130 Cherry Ave. Long Beach 90802

Agenda

- Introductions
- Bikeway Project Updates
 - 6th Street Bicycle Boulevard
 - Daisy Bicycle Boulevard
 - 15th Street Bicycle Boulevard
 - Broadway and 3rd Cycletrack
- Bike Share Update
- Land Use Element Update
- Bike Station Update
- Bike Camp Pilot
- Beach Streets and Tour of Long Beach Update
- Bike Counts

The Bicycle Roundtable is an ongoing conversation on how the City, local advocates and health organizations can better collaborate to continue to improve biking Citywide.

Long Beach Commercial Real Estate Council

On the morning of Friday, October 13, 2017, Planning staff presented to the Long Beach Commercial Real Estate Council. Planning staff presented an overview of the draft Land Use Element and Urban Design Element, discussed proposed changes along corridors, then answered questions. The attendees were generally supportive of the draft plan, recognized potential opportunities for investment and reinvestment, supported opportunity for future development within strategic commercial corridors, and noted the importance of having 3-5 story opportunity areas to encourage development and investment. Attendees noted the need for both more jobs and housing. One attendee pointed out that the plan should encourage replacement of nonconforming properties.

The Mayor's Affordable Housing Task Force

On October 16, 2017, members of the Mayor's Affordable Housing Task Force met with Planning staff to discuss the Land Use Element and its role in supporting housing supply, development and affordability. In addition to discussing the role of the Land Use Element in creating housing supply, attendees noted the importance of creating economic opportunity more broadly, such as creating space for more jobs and creating housing opportunity for California State University, Long Beach students to stay in Long Beach after graduation. They also noted that homelessness, affordable housing, and the need for an updated Land Use Element are all related. Attendees expressed their desire to see inclusionary housing as part of the LUE. The group noted that there is a gap between the type of housing being developed; a small amount of restricted low-income housing is being built, while the rest of the housing supply is being developed as luxury housing. They also expressed their frustration and disappointment that the public meetings had been "hostile" up to that point, and suggested additional ways to engage large employers, major institutions, the faith-based community, and more.



Naples Business Association

Planning staff attended the Naples Business Association meeting on October 18, 2017. This group is composed of business and property owners on Naples Island. Planning staff provided an overview and update regarding the General Plan Land Use Element, including a history of the City's growth, the need to continue to accommodate for modest growth, and the goal to improve the number and quality of jobs. After hearing about the plan, including the Mixed-Use PlaceType for 2nd Street, the commercial corridor through Naples, the members were supportive that the plan would encourage reinvestment.

Health Equity Discussion

The City's Office of Equity facilitated a meeting on October 18, 2017 regarding equity considerations in the Land Use Element. Representatives of 16 community organizations and resident associations attended, including East Yards for Environmental Justice, Building Healthy Communities Long Beach, VoiceWaves, the Long Beach Coalition for Good Jobs, North Pine Neighborhood Alliance, LAANE, Walk Long Beach, CSULB, and more. Attendees expressed their overall support for the Land Use Element, especially policies regarding health equity, environmental justice, and access to healthy foods. Others showed their support for complete neighborhood concepts and opportunities for aging in place.

Attendees pointed out that Long Beach is a tenant-majority City with a housing crisis. They expressed their frustration with the LUE public workshops, noting they and people they work with did not feel safe speaking in those forums. Attendees expressed disappointment that the workshops thus far had been hostile and, "that they did not seem reflective of a functional democracy where different voices could be expressed." Attendees noted that the City's current zoning and density distribution is inequitable and does not support environmental or racial equality.

LBCC Student Meeting

On October 23, 2017, Planning staff heard from Long Beach City College Students through their "Contemporary Health Issues" course. The group discussed ways in which, "where you live affects your health," after discussing that there is a 7-year difference in life expectancy from one part of Long Beach to another. The group specifically discussed the role of land use planning in providing access and opportunity to healthy foods, places to be physically active, complete and walkable neighborhoods, quality housing, transportation and jobs, which are all supported by the Land Use Element and are considered "social determinants of health" that have a significant impact on health outcomes. Attendees noted the severe lack of

affordable housing outside of the Downtown area for students, entry level professionals, as well as seniors and veterans. The group discussed the 2015 LA County Department of Public Health report that provides evidence that housing (specifically the lack of sufficient housing supply, stability and quality), is the most significant social determinant of health in the County. The group discussed trade-offs between taller buildings and having more housing and was supportive of mixed use. The group discussed opportunities to improve health through the draft Land Use Element, with particular interest in the idea of using vacant lots for community gardens or new housing, better quality parks, and safe and well-maintained sidewalks and streets. When asked how the City could better engage young people, people of color, and other groups who have not been as strongly represented in the Citywide meetings, a student noted, "everyone else is at work," and appreciated that Planning staff came to their class to get feedback.

LGBTQ+ Seniors at The Center

On Wednesday, October 25, 2017, a group of seniors who receive services at The Center met with Planning staff to discuss the draft Land Use Element, with a specific focus on housing concerns for Seniors. When asked what their favorite thing is about Long Beach, most shared that it is the diversity of the City, people and neighborhoods. Others shared how much they value the City's inclusiveness and acceptance, but noted that is at stake with the rising cost and lack of affordable housing. They noted that the density allows them to walk to their destinations, interact with others, and have a higher quality of life. Several noted that they support mixed use, and particularly want access to grocery stores, banks, and quality public transportation. Access to groceries was a huge topic, not just the proximity of stores, but quality and price, as well as the need for grocery delivery services.

Several attendees suggested the importance of rent control and tenant rights. One participant noted that although he has been concerned

over potential displacement as many properties are changing hands Downtown, now that he sees the condition of abandoned properties, he is glad people do not have to continue living in those conditions. Attendees noted the importance of safe sidewalks and cited multiple incidents of seniors tripping and getting hurt. Attendees were glad to learn about the Urban Design Element, and particularly emphasized the need for plenty of lighting both for safety and due to the higher rates of depression in older adults. One attendee stated that new housing opportunity sites should be distributed equally across all nine Council Districts, and that if she and other seniors who need housing want to live in Bixby Knolls or the East Side, they should have that opportunity to do so.

Long Beach OLOC Chapter

On Saturday, October 28, 2017, Planning staff was invited to join the monthly meeting for the Long Beach OLOC Chapter (Older Lesbians Organizing for Change). The meeting took place at Bixby Towers. A common theme was an emphasis on the importance of diversity of the City and the importance of having a community with a large lesbian population which makes Long Beach feel safe, open and accepting. One attendee advocated for housing with banks or other businesses at the ground floor, like she used to have access to when living in East Coast cities like Washington DC, Boston and New York. After learning more about Mixed Use, she determined that should be a PlaceType along major streets and corridors like Atlantic Ave. Multiple attendees agreed that all of Atlantic Ave should have PlaceTypes that ensure people are within walking distance to both housing and businesses, and that the neighborhood needs to be safe. Another pointed out the negative impact of cracker boxes, such as in the neighborhoods in Alamitos Beach, and a discussion ensued about how the proposed Land Use and Urban Design Elements help ensure those same problems would not happen again.

The top issue for another attendee was making sure there is a safe way to get around without driving. Another noted that she moved to Long Beach in part because she likes the emphasis on bicycling and likes to bicycle regularly. One attendee expressed concerns with some of the notifications she received on NextDoor in her East Long Beach neighborhood; which she perceived as having racist and classist undertones. Another noted that a mix of housing types is good, especially for different ages.

Beach Streets Uptown

On October 28, 2017, Planning staff participated in the Beach Streets event in Uptown. A booth was staffed in Houghton Park that provided attendees with information regarding the Land Use Element and broader City services and initiatives. Visitors to the booth were generally supportive of bringing new development to the City particularly in the Uptown area. Many visitors asked about upcoming development of the Houghton Park Community Center and private development at the Atlantic and Artesia successor agency site. Most stakeholders were excited about these near-term new developments.

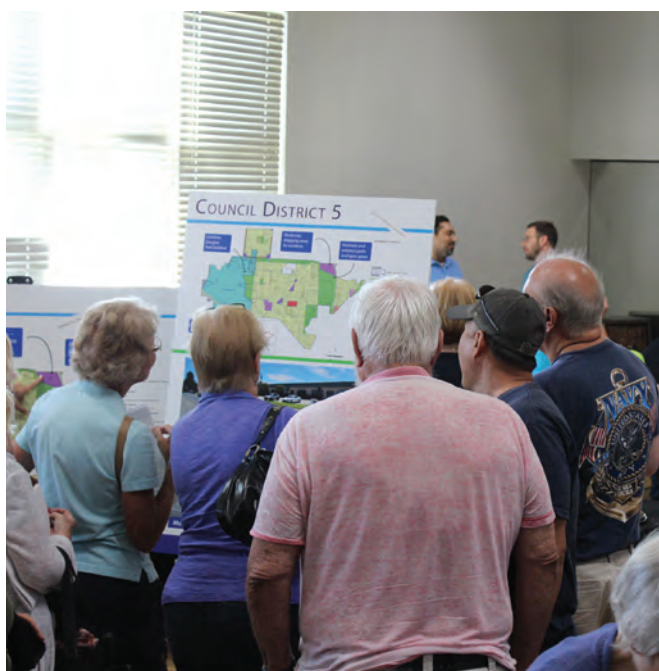


Workshop 1: Saturday, September 30, 2017

The first Land Use Element Workshop for this round of outreach was held at the Veterans Park Community Center and had approximately 500 people in attendance over the course of the afternoon with attendees having to wait outside at the door multiple times due to fire code restrictions. The original intent of the workshop was to host seven staffed stations with boards outlining the proposed content, background information, district-specific maps in the Draft Land Use Element, the CEQA process, and a comment station. The workshop was set up so that attendees could visit each station where they could engage in a one-on-one discussion with staff and facilitators to ask questions and provide feedback and suggestions. Several attendees arrived early to establish an arrangement differing from the planned agenda. Staff adapted quickly to recognize this preference and proceeded with a town hall format. At this question and answer session, Planning staff answered questions regarding the Land Use Element's role in the overall General Plan for approximately three hours. Most attendees made it clear they wanted nothing to change, expressed discontent with having renters in their neighborhoods, and saw no need for an updated Land Use Element.



Workshop 1 Photos



Workshop Materials and Accommodations

While the original intent and format of the workshops was the open house format, staff accommodated in both town hall and open house style formats and planned for both formats after the first workshop. The workshops were organized in order to respond to a variety of learning styles, language proficiencies, comfort levels with public speaking, and pre-existing knowledge of the plan. Staff answered questions in a town hall format in addition to providing a separate area with opportunities for one-on-one conversations at individual stations with boards that provided further details. Handouts included draft maps, FAQs, flyers, and overview information that were provided in all English, Spanish, Khmer, and Tagalog. Additionally, in-person translators were available as well as American Sign Language sign interpreters. Participants were encouraged to submit written comments on City provided comment cards and provide feedback on an online survey made available with iPads. Light refreshments were provided at each meeting.

Staff also made themselves available prior to the meeting start times, as attendees arrived as early as two hours prior to each workshop. In some cases, staff stayed up to three hours after the anticipated end time to ensure every attendee was responded to. After the large turnout at the first workshop, adjustments were made to facility arrangements to ensure workshop spaces were large enough to accommodate participants.



Workshop 2: Wednesday, October 4, 2017

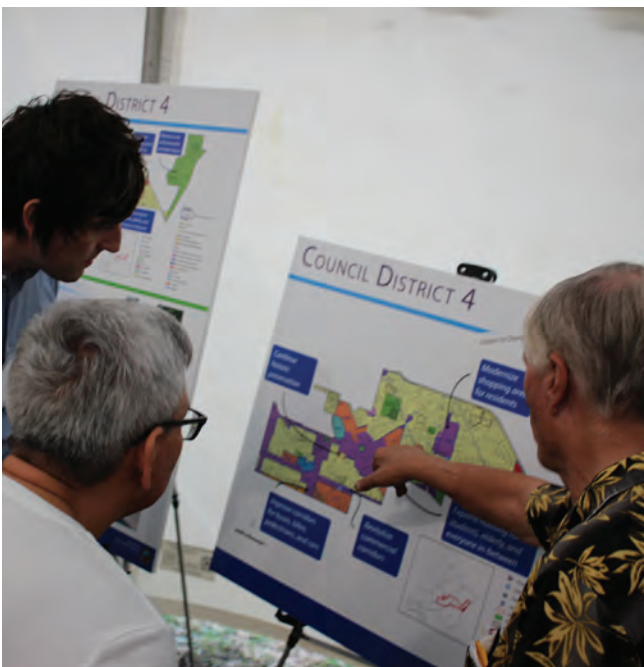
Workshop 2 was held at the Whaley Park Community Center. Responding to Workshop 1 participant's desires, City staff reformatted the workshop to host a formal town hall on the Community Center's main stage, supported by topic and district-specific boards in a 300-person tent adjacent to the Center.

Self-organized community groups were provided space to set up tables near check-in where they distributed independent surveys and information packets that challenged the City's obligation to update the General Plan. They largely opposed the Draft Land Use Element on the basis that they believe it will lead to overcrowded neighborhoods, with large out-of-scale developments that add excessive traffic and insufficient parking.

During the workshop City staff attempted to acknowledge and address many of the fears and concerns expressed at Workshop 1 in a PowerPoint presentation and a Q&A session that followed. Approximately 700 people attended the event and were able to ask questions directly to City staff in the town hall using comment cards and via microphone. Concerns were expressed over increased traffic, density, long term maintenance of infrastructure, fear of declining property values, lack of trust with city staff and lack of clarity as to why the updated was necessary. Each question card and comment card submitted at the workshop are included in the Appendix of this document. Staff committed to staying until every question was answered, and stayed on stage answering questions for nearly four and a half hours.



Workshop 2 Photos



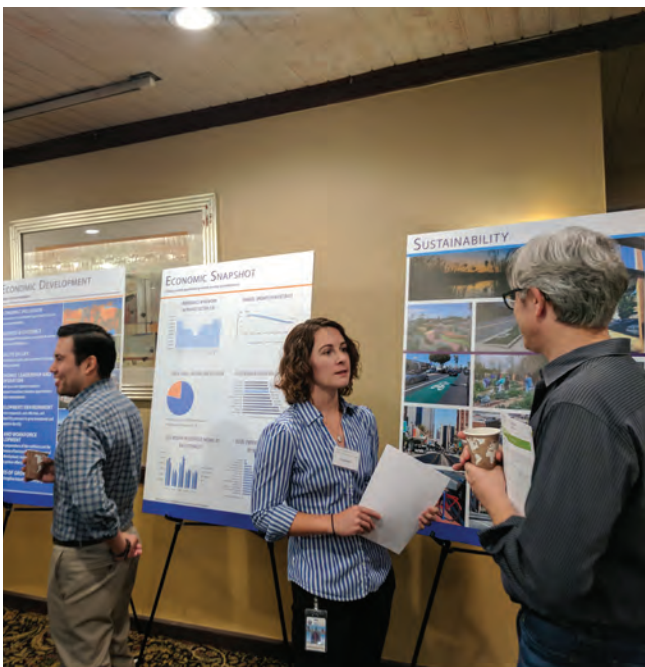
Workshop 3: Saturday, October 14, 2017

Workshop 3 was held at the Best Western Golden Sails Hotel. Similar to Workshop 2, this event included a town hall format in a 600-person capacity room, where a short presentation by staff addressed the overall scope and role of the General Plan and Land Use Element, followed by Q&A with very similar questions, concerns and many of the same attendees from Workshop 2. Questions and comments again centered around concerns over the impacts of new development on neighborhoods, such as for parking, traffic, property values, and crime rates. Overall discontent was expressed for the idea of allowing any additional density, particularly for any kind of multi-family housing.

In addition, an adjacent room was set up in an open house format with stations and staff available to provide more detailed information on district maps, background information, CEQA review process, and more. Attendees who participated in the open house format asked detailed questions, reviewed the draft maps for their neighborhoods, filled out comment cards and completed surveys. Each question card and comment card submitted at the workshop are included in the Appendix of this document.



Workshop 3 Photos



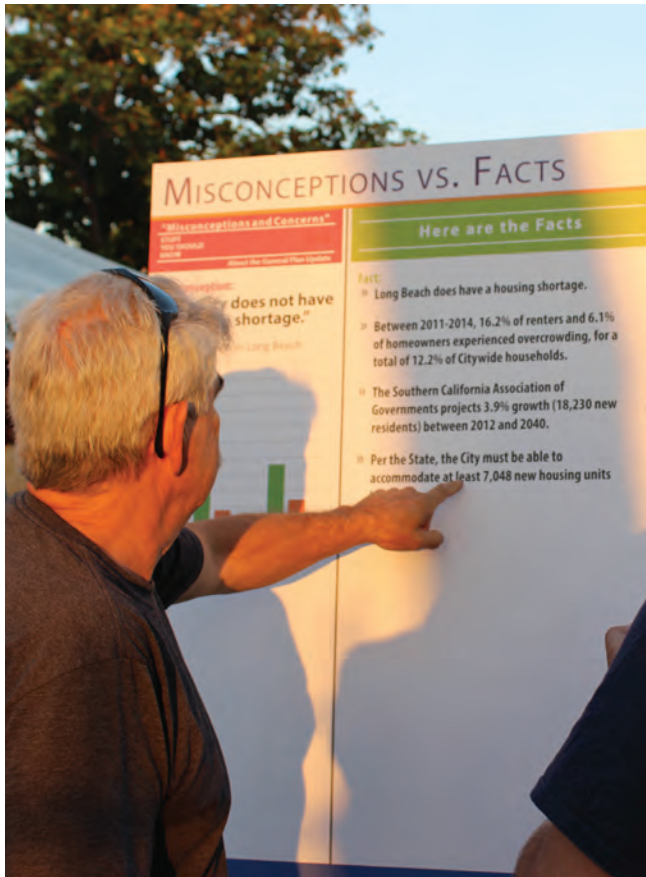
Workshop 4: Wednesday, October 18, 2017

The fourth and final workshop of the series was originally scheduled to take place at the Expo Arts Center, but was relocated due to roofing construction and to accommodate a greater number of participants. Staff rented 2 large tents and hosted the workshop at Scherer Park. A free shuttle was provided from the Expo Arts Center to Scherer Park for anyone who was not aware of the change in venue. Participants were notified of the upcoming workshop and venue change by way of a press release, social media updates, LinkLB notification, large signs near the Expo Center and the City project website. The event featured a 500-chair tent where a public presentation, town hall, and Q&A session was held. Despite efforts to address previously expressed concerns, some attendees felt that the City should not approve a new Land Use Element. Concerns remained allowing future growth and a variety of housing options along major corridors and centers will decrease the value, privacy and small neighborhood character of many areas of Long Beach.

A separate tent was also set up to accommodate the open house format that included various display boards and district-specific stations. Given the close proximity of the town hall and open house tents, a good number of attendees visited both areas. Several attendees at the open house format expressed support for the plan and in particular noted the need for additional housing. Multiple attendees at the open house format noted they were not comfortable speaking up in the town hall format. Each question card and comment card submitted at the workshop are included in the Appendix of this document.



Workshop 4 Photos



Summary of the 4 Citywide Workshops:

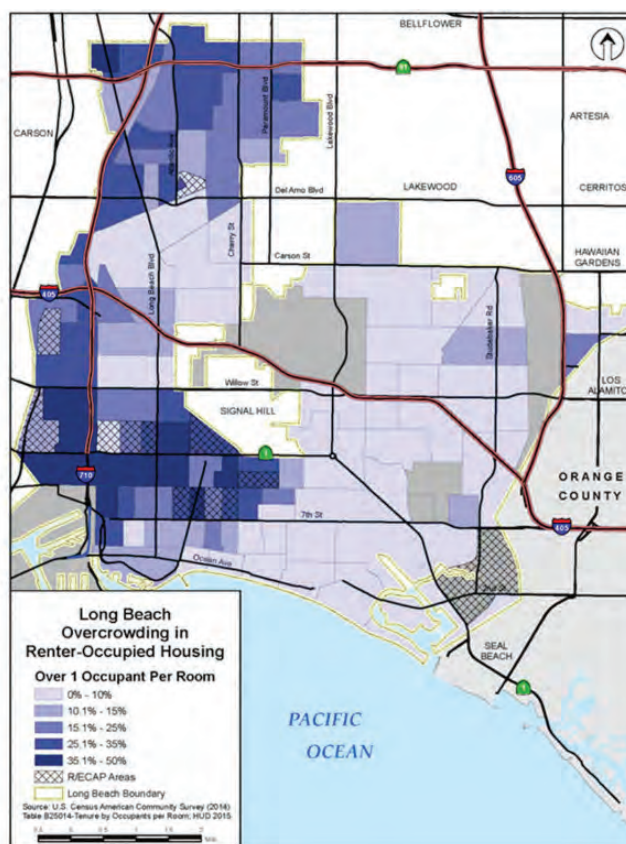
Of the 930 workshop attendees who signed-in with the City, 58% of attendees provided home addresses within Council Districts 4 and 5. 55 names appeared 2 or more times on the sign-in sheets, indicating attendees who came to multiple workshops. 159 people (17%) of those who signed in provided the same address as at least one other attendee.

Council District	# Attendees	% Attendees
1	20	2%
2	43	5%
3	123	13%
4	229	25%
5	308	33%
6	31	3%
7	45	5%
8	45	5%
9	13	1%
Other*	73	8%
Total	930	100%

*Other refers to those who provided no address provided or live outside the city.

Despite the range of opportunities to provide input at the four workshops, many people notified Planning staff that they were uncomfortable with the overall tone and actions from the attendees and were therefore not comfortable participating. Many participants chose to express their opinions by booing, yelling, interrupting staff, and not complying with Fire Marshall orders. Staff was told that this type of divisive environment did not encourage civil discourse, particularly from those attendees who had differing opinions from the louder voices. Staff attempted to maintain an inclusive, civil and respectful environment by reminding participants of this goal, maintaining a level-headed tone, and ensuring that every question was addressed to the best of their ability.

Attendance was inversely related to those most impacted by the housing crisis; those who participated most in the workshops came from council districts 3, 4 and 5, where overcrowding rates for renter-occupied housing are the lowest in the city:

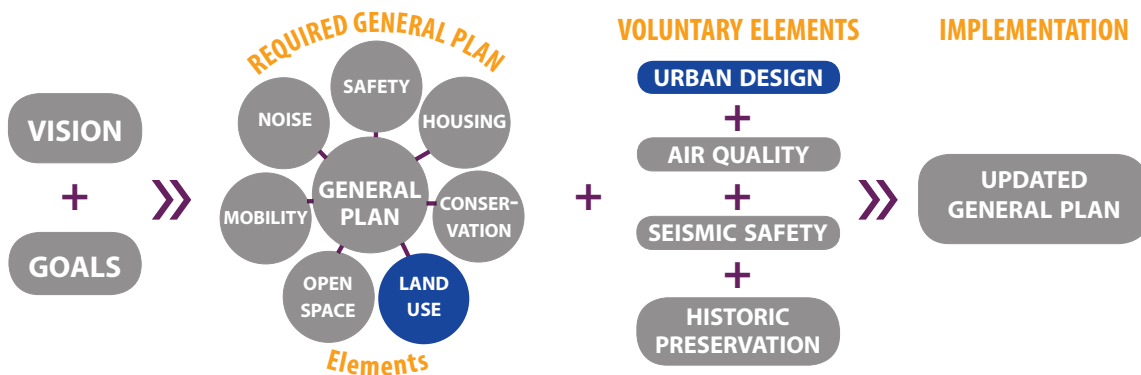


The exhibits on the following pages were presented in the open house format at each workshop, with a staff member present to explain each board or answer questions.

GENERAL PLAN BASICS



GENERAL PLAN PROCESS



HOW THE CITY REGULATES DEVELOPMENT

THE GENERAL PLAN is a broad, long-range policy document that guides future development.

- Required by State law.
- It must accommodate the required amount of population growth the State of California estimates for each city. Long Beach is projected to grow to 484,485 residents by the year 2040 (an increase from 466,255 in the year 2012).

THE ZONING ORDINANCE is a regulatory document establishing what can be built where.

- Codified in the Long Beach Municipal Code (LBMC).
- Identifies allowable uses, development standards, and parking requirements for each parcel.
- Must be consistent with the General Plan.

AN ENTITLEMENT is approved from a regulatory body to use or develop land.

- Entitlements are required to build, remodel, or expand a land use.
- For example: Site Plan Review, Conditional Use Permits, or Local Coastal Permits.

GENERAL PLAN REQUIREMENTS

A General Plan is a long-range policy document required by State law, which sets forth the goals, policies, and directions a City will take to achieve the vision of the community over the next 20 years.

The **LONG BEACH GENERAL PLAN** was last updated in 1989 and the way we live and work has changed since then.



PROTECTING PARKS AND OPEN SPACES

CREATING MORE LOCAL JOBS



ENSURING ACCESS TO EDUCATION OPPORTUNITIES



PROVIDING ACCESS TO GOODS AND SERVICES

PROVIDING SAFE, QUALITY PLACES TO LIVE

GREENHOUSE GAS REDUCTIONS (AB 32)



PROVIDE AFFORDABLE HOUSING (HOUSING ELEMENT)



PROVIDE HOUSING FOR FUTURE POPULATIONS (HCD)

REDUCE DRIVING AND CONGESTION (SB 743)



OFFERING ACCESSIBLE TRANSIT

PROVIDE HOUSING NEAR PUBLIC TRANSIT (SB 743) (HCD)



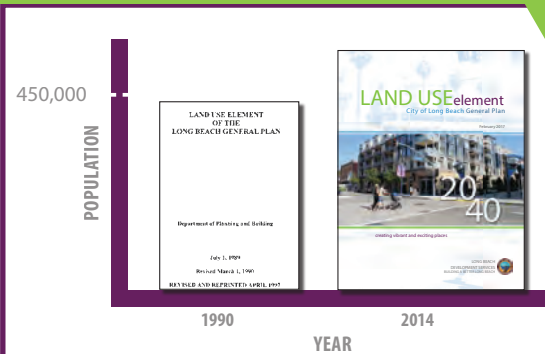
LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH



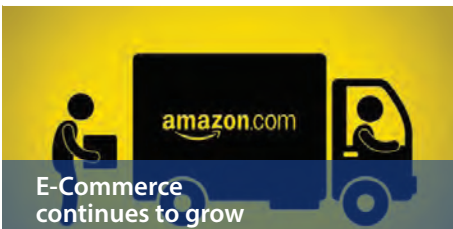
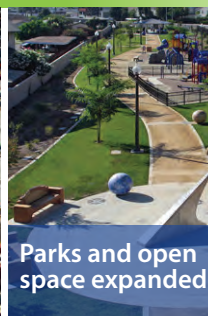
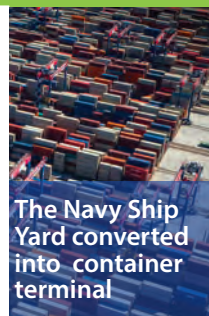
Fall 2017 Presentation Boards

WHAT HAS CHANGED SINCE 1989?

POPULATION, INFRASTRUCTURE, AND PHYSICAL ENVIRONMENT



CHANGES IN HOW WE LIVE, WORK, AND SHOP



SUSTAINABILITY



SUSTAINABILITY CONCEPTS

- » Address environmental justice through programs and infrastructure investments to reduce compound health risks.
- » Promote transit-oriented development.
- » Promote active transportation.
- » Preserve, protect, restore and reconnect with natural resources.
- » Increase access to parks and open spaces.
- » Promote sustainable development patterns and design strategies.
- » Increase number of trees throughout City.
- » Resolve air, soil, and water pollution.
- » Ensure long-range planning processes consider impacts of sea level rise.
- » Promote green energy generation.

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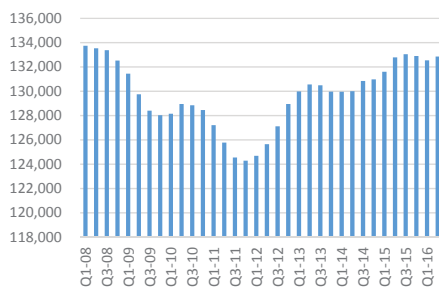


Fall 2017 Presentation Boards

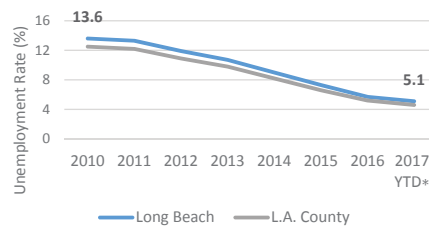
ECONOMIC SNAPSHOT

Creating economic opportunities for workers, investors, and entrepreneurs.

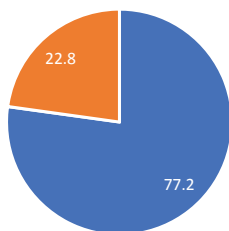
INDIVIDUALS WHO WORK IN PRIVATE SECTOR (LB)



ANNUAL UNEMPLOYMENT RATE

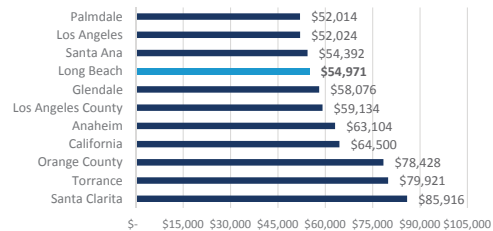


LABOR FORCE: INFLOW AND OUTFLOW

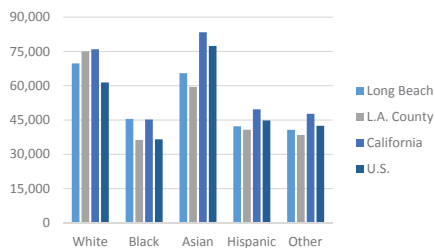


- Living in LB but employed outside
- Living and employed in LB

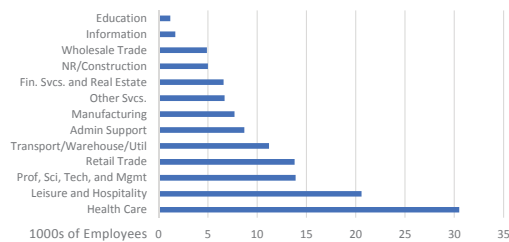
2015 MEDIAN HOUSEHOLD INCOME



2015 MEDIAN HOUSEHOLD INCOME BY RACE/ETHNICITY



TOTAL PRIVATE EMPLOYMENT BY INDUSTRY



Source: Economic and Property Development Blueprint for Economic Development

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ECONOMIC DEVELOPMENT

VISION: A CITY OF OPPORTUNITY

The purpose of the Blueprint for Economic Development is to advance a 10-year vision of Long Beach as "the City of opportunity for workers, investors, and entrepreneurs."

ECONOMIC INCLUSION

Increase access to economic opportunities in low-income communities.

BUSINESS ASSISTANCE

Build a supportive economic ecosystem to start and grow successful business.

QUALITY OF LIFE

Grow businesses, jobs, and investment that support a thriving economy.

ECONOMIC LEADERSHIP AND COOPERATION

Integrate local and regional economic development to enhance business opportunities and global connectedness.

DEVELOPMENT ENVIRONMENT

Create more responsive, cost-effective, and streamlined City processes to grow investment and development in the City

JOBS AND WORKFORCE DEVELOPMENT

Ensure the preparedness of the workforce and the competitiveness of business through alignment of economic development, training, education and community partner efforts.

ENGINES OF GROWTH

Grow and strengthen industry and emerging sectors.



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Fall 2017 Presentation Boards

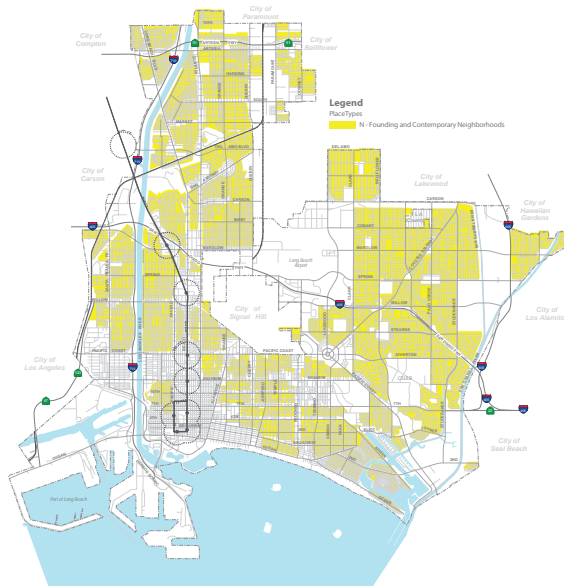
SINGLE-FAMILY RESIDENTIAL

FOUNDING & CONTEMPORARY NEIGHBORHOODS

- » Minimal changes are proposed for existing single-family neighborhoods.
- » Continue historic preservation.
- » Protect and enhance established neighborhoods.
- » Preserve and enhance streetscape.
- » Promote new development that is designed to respect the existing neighborhood characteristics.



Founding and Contemporary Neighborhood Placetype



Urban Design Concepts



Founding and Contemporary Bird's Eye View

- A** Enhanced **connections** and **accessibility**.
- B** **Preserve** and enhance streetscape.
- C** Ensure neighborhood **amenities** are within a **walkable** proximity (e.g., parks, public facilities, commercial, transit).

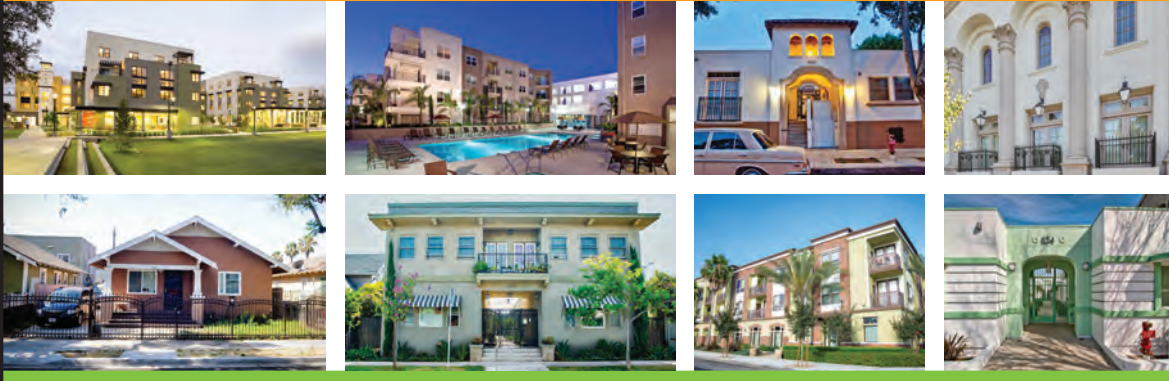
Founding and Contemporary Neighborhood Cross Section



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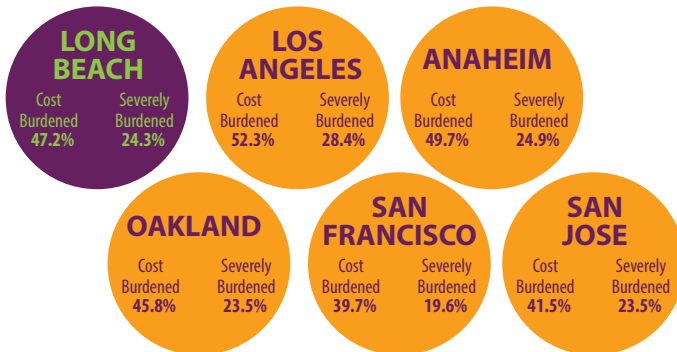
HOUSING NEEDS



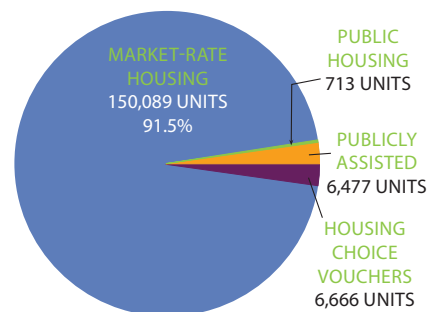
WHY DO WE NEED MORE HOUSING?

- » Required by State to accommodate growth target (Currently 881 new units per year)
- » Land Use Element last updated in 1989 (44,000 new residents since then)
- » Natural births and declining deaths #1 cause of population growth
- » Lack of housing supply leads to over-crowding
- » Lack of sufficient housing increases the price of housing
 - 47% of renters and owners in Long Beach are "housing cost burdened" (spending more than 30% of household income on housing costs)
 - 23% of renters and owners in Long Beach are "severely burdened" (spending more than 50% of household income on housing costs)

RENT BURDEN



EXISTING AFFORDABLE HOUSING



Source: Long Beach Development Services Housing and Neighborhood Services Bureau Revenue Tools and Incentives for the Production of Affordable and Workforce Housing



Fall 2017 Presentation Boards

URBAN DESIGN

WHAT IS URBAN DESIGN?

- » Relationship between people and places.
- » Beautiful, vibrant, and exciting places.
- » High quality building materials.
- » Connectivity and linkages.
- » Relationship of building form and character to the street and its surroundings.
- » Acknowledges the importance of historical context and existing development patterns.
- » Purposefully designed spaces between buildings.



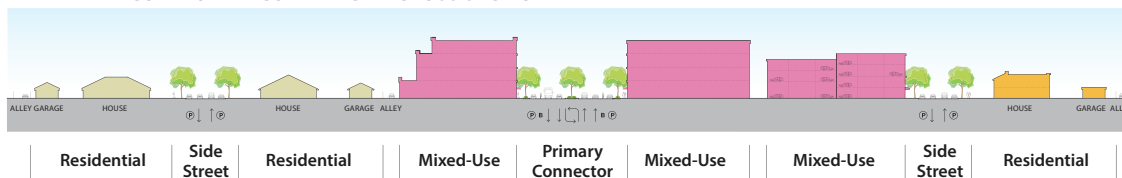
HEIGHT TRANSITIONS

RESPECT EXISTING SINGLE-FAMILY NEIGHBORHOODS

- » **TRANSITIONS:** Transition from more intense to less intense development.
- » **MASSING:** Step down building massing from moderate to low.
- » **FORM:** Scale a building's form (e.g., height and massing) to the primary street it fronts - taller buildings on large boulevards or smaller buildings on narrow streets.
- » **PRIVACY:** Respect the privacy concerns of adjoining properties by strategically locating windows, balconies, and active outdoor spaces.



EXAMPLE COMMUNITY COMMERCIAL CROSS SECTION



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PLACETYPES

RESIDENTIAL

MULTIPLE FAMILY- LOW AND MODERATE DENSITY

- Duplex, triplex, and garden apartments
- Neighborhood-serving, low-intensity commercial
- Schools, parks, daycare, senior care, police and fire stations, and libraries



INDUSTRIAL AND NEO-INDUSTRIAL

- Research and development activities, storage, industrial/manufacturing endeavors, tank farms, and oil drilling; supporting commercial retail
- Major utility facilities
- Preservation and protection of industrial
- Employment centers



OPEN SPACE AND WATERFRONT

- Parks, beaches, golf courses, marinas, flood control channels and basins, rivers, utility right-of-way, oil islands, inland bodies of water, nature preserves, marine habitats, estuaries, wetlands, lagoons
- Commercial recreation
- Unique mix of uses dependent upon waterfront area



OTHER PLACE TYPES

- Founding and Contemporary Neighborhoods
- Community Commercial Centers and Corridors
- Neighborhood-serving centers and corridors
- Downtown
- Transit Oriented Development
- Regional Serving



Fall 2017 Presentation Boards

COUNCIL DISTRICT 1

SEPTEMBER/OCTOBER 2017
LEGEND

x ft or x ST Height (ft - feet and/or ST - stories)

Placetype

OS - Open Space

Neighborhoods

N - Founding and Contemporary Neighborhood

Multiple Family Residential

MFR-L - Multiple Family Residential Low

MFR-M - Multiple Family Residential Moderate

Mixed Uses

NSC-L - Neighborhood Serving Center or Corridor Low

NSC-M - Neighborhood Serving Center or Corridor Moderate

TOD-L - Transit-Oriented Development Low

TOD-M - Transit-Oriented Development Moderate

CC - Community Commercial

I - Industrial

NI - Non Industrial

RSP - Regional Serving Facility

DT - Downtown

WF - Waterfront

Fire Station

Library

Police Station

Train Stations

Historical Districts

Parks

Schools

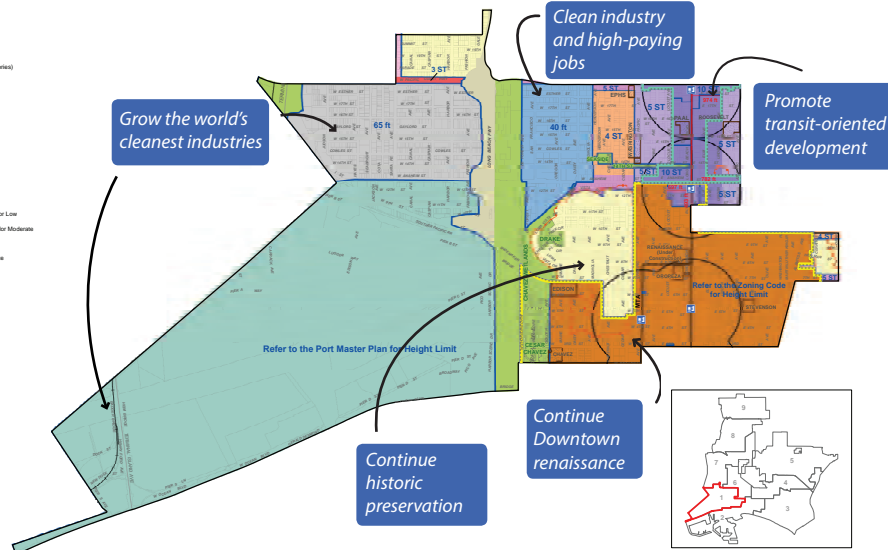
PD-1 (SEADP)

SP-1 (Midway)

PD-10 (Downtown Plan)

N

0 100 200

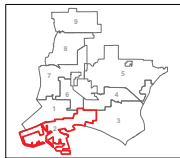


OUTDATED MOTEL TRANSFORMED TO HIGH-QUALITY SHOPPING AND HOUSING

LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH

COUNCIL DISTRICT 2

SEPTEMBER/OCTOBER 2017

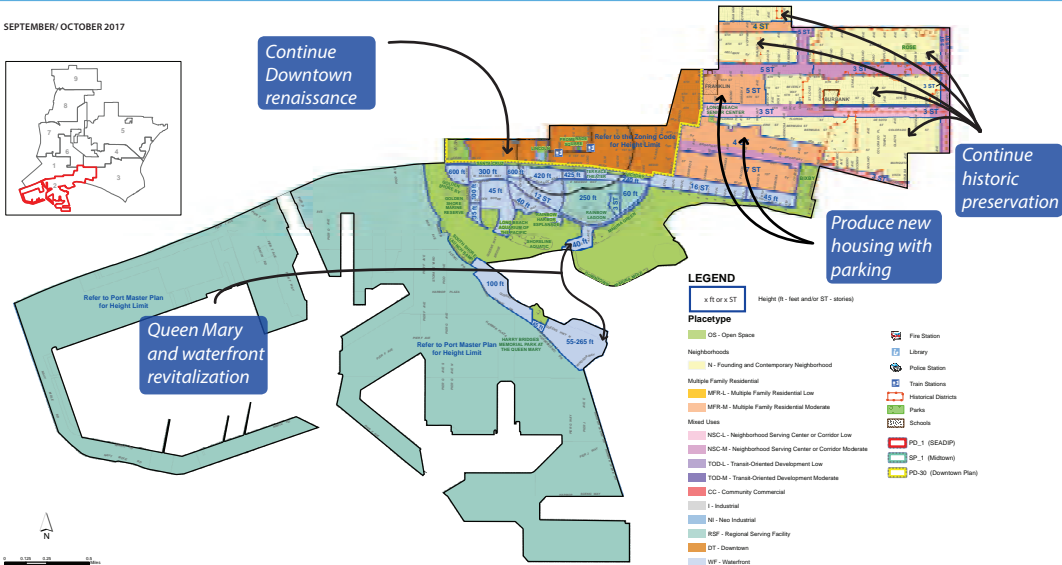


Continue
Downtown
renaissance

Queen Mary
and waterfront
revitalization

Produce new
housing with
parking

Continue
historic
preservation



NEW DINING, SHOPPING, AND HOUSING OPPORTUNITIES ON A MAJOR BUS CORRIDOR

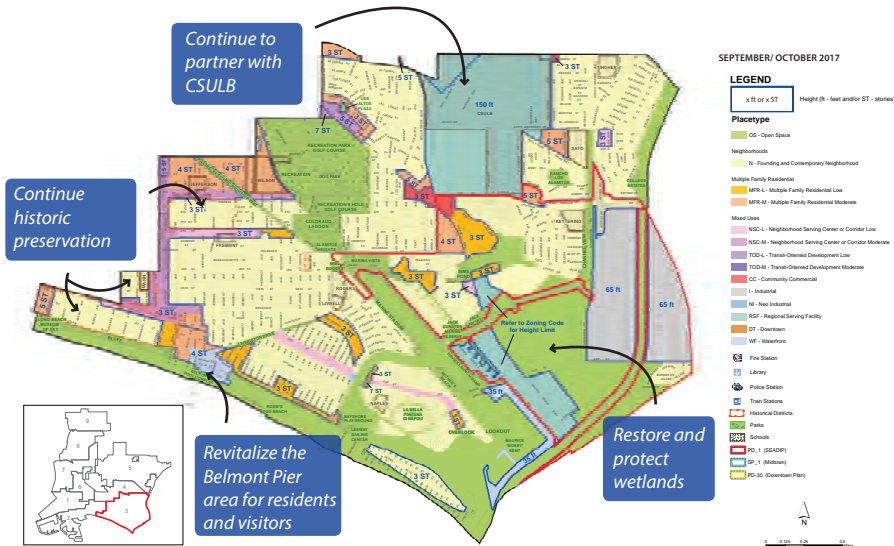


LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH



Fall 2017 Presentation Boards

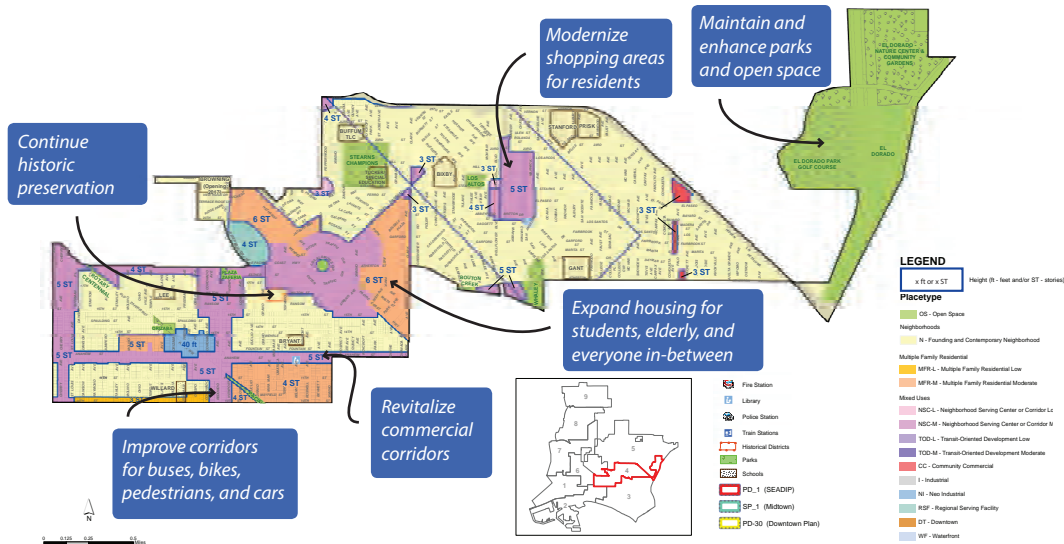
COUNCIL DISTRICT 3



REPLACE OUTDATED USES WITH SUSTAINABLE MIXED-USE RESIDENCES



COUNCIL DISTRICT 4

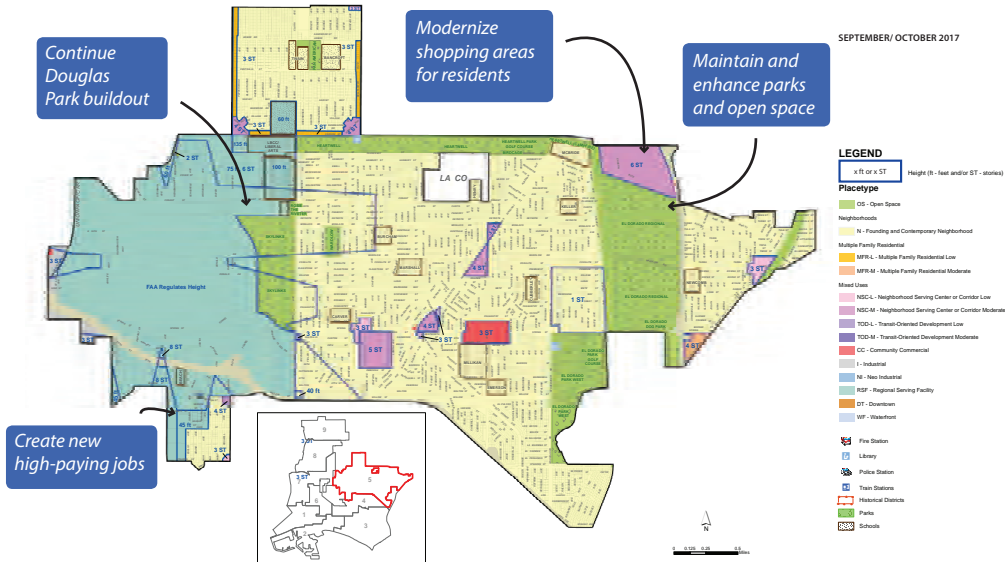


TRANSFORM APARTMENT LIVING TO REFLECT TODAY'S PREFERENCES AND NEEDS



Fall 2017 Presentation Boards

COUNCIL DISTRICT 5



GROWING OUR ECONOMY WITH HIGH-WAGE JOBS FOR CITY RESIDENTS



LONG BEACH
DEVELOPMENT SERVICES
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COUNCIL DISTRICT 6

SEPTEMBER/OCTOBER 2017

LEGEND

x ft or x ST Height (ft - feet and/or ST - stories)

Placetype

OS - Open Space

Neighborhoods

N - Flamingo and Contemporary Neighborhood

Multiple Family Residential

MFR-L - Multiple Family Residential Low

MFR-M - Multiple Family Residential Moderate

Mixed Uses

NSCL - Neighborhood Serving Center or Corridor Low

NSCM - Neighborhood Serving Center or Corridor Moderate

TOD-L - Transit-Oriented Development Low

TOD-M - Transit-Oriented Development Moderate

CC - Community Commercial

I - Industrial

NI - New Industrial

RSP - Regional Serving Facility

DT - Downtown

WP - Warehouse

Fire Station

Library

Police Station

Train Station

Historical Districts

Parks

Schools

HOV 3 (Beltway)

HOV 3 (Downtown Plan)

Revitalize commercial corridors for residents

Continue historic preservation

Maintain and enhance parks and open space

Expand housing and access to goods and services for residents through transit-oriented development

Promote local business growth and revitalization



REPLACE COMMERCIAL WITH SUSTAINABLE MIXED-USE RESIDENCES



LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH



Fall 2017 Presentation Boards

COUNCIL DISTRICT 7

SEPTEMBER/ OCTOBER 2017

LEGEND

x ft or x ST Height (ft) - feet and/or ST - stories

Placetype

OS - Open Space

Neighborhoods

N - Founding and Contemporary Neighborhood

MFR-L - Multiple Family Residential Low

MFR-M - Multiple Family Residential Moderate

MFR-H - Multiple Family Residential High

Mixed Uses

NSC-L - Neighborhood Serving Center or Corridor Low

NSC-M - Neighborhood Serving Center or Corridor Moderate

TOD-L - Transit-Oriented Development Low

TOD-M - Transit-Oriented Development Moderate

CC - Community Commercial

I - Industrial

NI - New Industrial

RSP - Regional Serving Facility

DT - Downtown

WF - Warehouse

Fire Station

Library

Police Station

Train Stations

Historical Districts

Parks

Schools

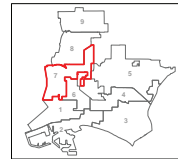
PD-1 (SEADIP)

SP-1 (Midtown)

PD-30 (Downtown Plan)

N

0 0.5 1 1.5 2

Revitalize Santa Fe
as a "Main Street"
for the WestsideSupport
transit ridershipContinue
historic
preservationPromote affordable
workforce housing
and servicesEnhance and
expand parks
and open space

GRADUALLY TRANSFORM STREETS TO ENABLE NEW VALUABLE USES WITH ATTRACTIVE FRONTAGES

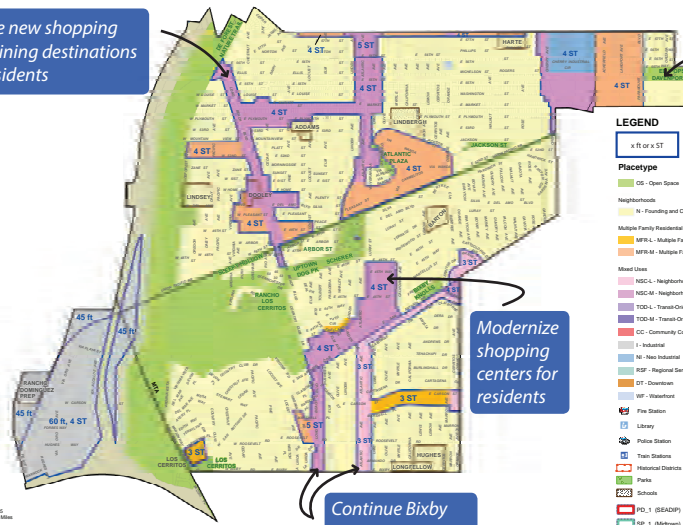
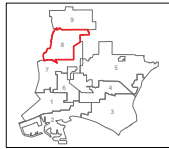
LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH

COUNCIL DISTRICT 8

SEPTEMBER/ OCTOBER 2017

Create new shopping
and dining destinations
for residents

Maintain and
enhance parks and
open space



LEGEND
x ft or x ST Height (ft - feet and/or ST - stories)

Placetype

OS - Open Space

Neighborhoods

N - Founding and Contemporary Neighborhood

Multiple Family Residential

MPF-A - Multiple Family Residential Low

MPF-M - Multiple Family Residential Moderate

MPF-H - Multiple Family Residential High

Most Uses

NSC-A - Neighborhood Serving Center or Corridor Low

NSC-M - Neighborhood Serving Center or Corridor Moderate

NSC-H - Neighborhood Serving Center or Corridor High

TOD-A - Transit Oriented Development Low

TOD-M - Transit Oriented Development Moderate

TOD-H - Transit Oriented Development High

CC - Community Commercial

I - Industrial

NI - New Industrial

RSP - Regional Serving Facility

ST - Downtown

WT - Warehouse

Fire Station

Library

Police Station

Train Stations

Historical Districts

Parks

Scenic

PD-1 (SEADP)

SP-1 (Midtown)

PD-30 (Downtown Plan)

Modernize
shopping
centers for
residents

Continue Bixby
Knolls renaissance



CREATE PEDESTRIAN-FRIENDLY HOUSING WITH NEIGHBORHOOD-ORIENTED BUSINESSES



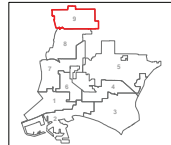
LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH



Fall 2017 Presentation Boards

COUNCIL DISTRICT 9

SEPTEMBER/ OCTOBER 2017



Remove nuisance
uses and revitalize
commercial corridors

Link schools, parks, and
commercial corridors for
community development

Develop Atlantic as the shopping
and dining destination for Uptown

Create new high-paying,
clean industry jobs

LEGEND

x ft or x ST

Height (ft): feet and/or
ST - stories

Placetype

CS - Open Space

Neighborhoods

N - Founding and Contemporary Neighborhood

Multiple Family Residential
MFR-L - Multiple Family Residential Low
MFR-M - Multiple Family Residential Moderate
MFR-H - Multiple Family Residential High
NSC-L - Neighborhood Serving Center or Corridor Low
NSC-M - Neighborhood Serving Center or Corridor Moderate
NSC-H - Neighborhood Serving Center or Corridor High
TOD-L - Transit-Oriented Development Low
TOD-M - Transit-Oriented Development Moderate
TOD-H - Transit-Oriented Development High
CC - Community Commercial

Industrial
I - Industrial
NI - New Industrial
RSF - Regional Serving Facility
DT - Downtown
DT - Downtown
Fire Station
Library
Police Station
Train Station
Historical District
Parks
Schools
PD-1 (BEADP)
SP-1 (Midtown)
PD-30 (Downtown Plan)



TRANSFORM COMMERCIAL CORRIDORS TO HAVE HIGH-PAYING JOB CENTERS



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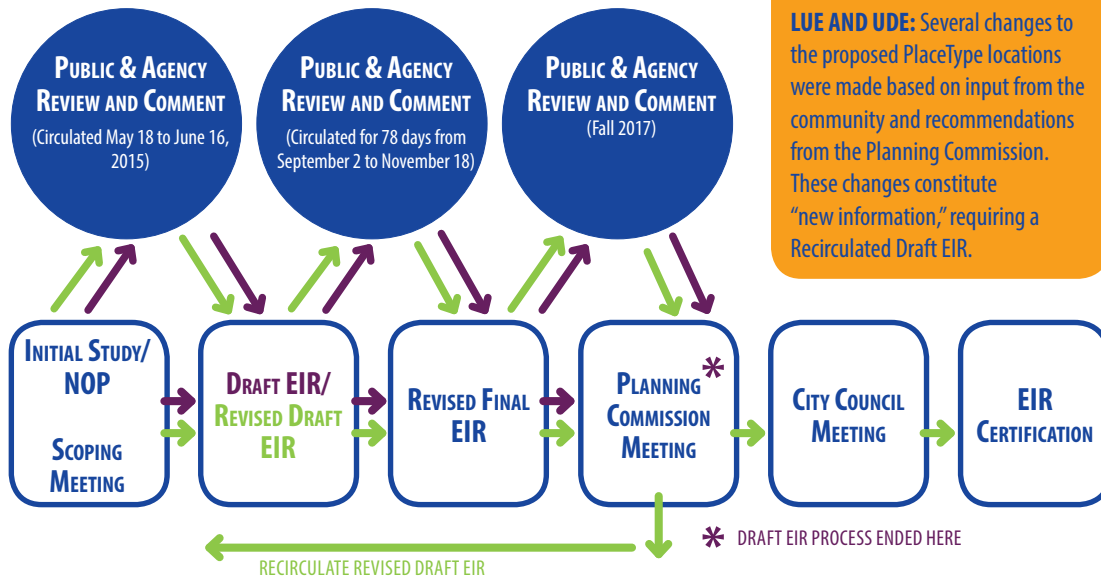
CALIFORNIA ENVIRONMENTAL QUALITY ACT

The **CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)** of 1970 is the State's landmark environmental law. It requires the agency responsible for approving a project (the Lead Agency) to conduct an environmental review of the project.



CEQA analyzes environmental impacts of development on the natural and human environments and develops measures to reduce these impacts. It fosters transparency and public participation, allowing public review and participation at several points throughout the process (i.e., scoping process, document public review periods, and public hearings). The Long Beach General Plan Land Use Element (LUE) and Urban Design Element (UDE) are considered a project under CEQA.

ENVIRONMENTAL IMPACT REPORT (EIR) PROCESS CIRCULATED EIR/RECIRCULATED EIR



CEQA requires recirculation of an EIR when significant new information is added after public notice is given of the availability of the Draft EIR, but before the certification of the EIR. New information can include changes to the project or environmental setting, additional data or other provided information.



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Fall 2017 Presentation Boards

JOIN THE CONVERSATION!

We want to hear from you. Utilize any of the following methods to provide clarification, discuss your ideas, and give input on Long Beach's future.



FILL OUT A COMMENT CARD

In the last 18 months, the City has held over 38 workshops and meetings. We welcome your additional input at the next community workshop!



POST ON SOCIAL MEDIA!



TELL YOUR FRIENDS!



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Survey Results

Surveys continue to provide an alternative strategy for reaching the community at large. During August 2017 and October 2017, the City conducted two online surveys. For each survey question, input was systematically analyzed for recurring topics. Frequency counts were then calculated for these topics. While statistical sampling techniques were not used, the survey results provide major themes and issues.

Fall 2017 Survey #1

Staff developed a new survey for fall 2017 engagement. The survey had 151 responses in English and 4 responses in Spanish. Of the 149 survey respondents who provided their zip code, responses were received from the following, with the highest participation from the 90802 (Downtown/Alamitos Beach) 90808 and 90815 (North East Long Beach) zip codes and the lowest participation from 90810 (West Long Beach), 90813 (Central Long Beach), 90803 (Southeast Long Beach):

LUE/UDE Survey #1 Responses by Zip Code

Zip Code	Number of Respondents	Percent of Respondents
90802	38	26%
90803	4	3%
90804	12	8%
90805	10	7%
90806	6	4%
90807	8	5%
90808	25	17%
90810	4	3%
90813	13	9%
90814	7	5%
90815	22	15%
Total	149	100%

Although only 25% of the Long Beach population is ages 50 or over (US Census), nearly half of the survey respondents (70 of the 150 respondents) were ages 50+. Although 58% of the city's residents are renters, only 30% of respondents reported being renters, while 63% of respondents shared that they own their home. 70% of respondents reported using a car the most often for transportation, while 21% reporting walking as their main form of transportation, and 7% who use bicycling as their main form of transportation.

In one question, respondents were provided 9 challenges that the General Plan seeks to address, and respondents were asked to check all that the challenges that are important to them. 8 of the 9 challenges were important to more than half of the respondents, and the top 3 most important challenges to respondents were, in order: preserving the existing character of single family neighborhoods; protecting historic landmarks and districts; and preserving and protecting our environment for future generations. When provided with a list of 9 pieces of information and asked which were true for the City of Long Beach, the largest number of respondents correctly answered that housing costs have risen 40% for an average two-bedroom apartment/house in Long Beach since 2012. This shows how many people recognize the severity of the housing crisis in the city.

The survey listed the 9 major goals the Land Use Element seeks to achieve and asked respondents to rank whether they agree, strongly agree, disagree, strongly disagree or feel neutral about each goal.



LUE/UDE Survey #1 Responses Agree/Disagree with Goals

Goal	Number of Respondents Who Strongly Agree or Agree	Percent of Respondents Who Strongly Agree or Agree
Safe and Secure Environments	129	84%
Environmental Health and Sustainability	117	76%
Recreational Facilities and Open Space	116	76%
Access to Quality Goods and Services	111	73%
Healthy and Active Neighborhoods	110	72%
Enhanced Mobility Choices	85	56%
Housing Opportunities and Housing Quality	85	56%
Industry and Economic Growth for the Port	81	53%
Shared Economic Prosperity	74	48%

The largest number of respondents agree or strongly agreed with the goal of safe and secure environments; fewer than half of the respondents agreed with the goal of shared

economic prosperity. When asked to select which of the 9 goals was most important, the largest number of respondents selected safe and secure environments, followed by housing opportunities and housing quality:

LUE/UDE Survey #1 Responses to Which is the Most Important Goal

General Plan Update Goal	Number of Respondents	Percent of Respondents
Safe and Secure Environments	51	35.66%
Housing Opportunities and Housing Quality	31	21.68%
Environmental Health and Sustainability	18	12.59%
Healthy and Active Neighborhoods	15	10.49%
Shared Economic Prosperity	12	8.22%
Recreational Facilities and Open Space	10	6.99%
Industry and Economic Growth for the Port	5	3.50%
Access to Quality Goods and Services	4	2.80%
Enhanced Mobility Choices	1	0.68%

When asked “Think about yourself, your family, or your friends who plan to stay in Long Beach through 2040, what would make the City more appealing for them?” Two options tied for the highest score; 51.35% selected both “additional local job opportunities” and “trails, open space and recreational uses. The next most commonly cited priority was “more housing choices”. The fewest respondents (13.51%) selected that they wanted nothing to change between now and 2040.

Full results of both the English and Spanish surveys are attached in the Appendix, including individual responses to open ended questions, such as what people like about the General Plan and areas they have concerns over.

LUE/UDE Survey #1 Responses to What would make the City more appealing

What would make Long Beach More Appealing through 2040?	Percent Who Agree
Additional local job opportunities	51%
Trails, open space, and recreational uses	51%
More housing choices	32%
Close and easy access to transit (trains and buses)	30%
Pedestrian and bicycle infrastructure	29%
Other (please specify)	27%
Entertainment venues, movie theaters, museums and gathering spaces	26%
New restaurants	26%
Apartment/condo options close to retail and restaurants	24%
New retail options	20%
Nothing – I want nothing to change	14%



Fall 2017 Survey #2

Staff revised the survey to provide more open-ended questions and remove content some stakeholders felt to be leading in nature. 378 respondents filled out the revised survey, all in English though it was provided in Spanish as well. Over half (54%) of the respondents were from the 90815 or 90808 zip codes (East Long Beach):

LUE/UDE Survey #2 Responses by Zip Code

Zip Code	Number of Respondents	Percent of Respondents
90802	24	6%
90803	26	7%
90804	18	5%
90805	13	3%
90806	13	3%
90807	19	5%
90808	82	22%
90809	0	0%
90810	1	0%
90811	0	0%
90812	0	0%
90813	15	4%
90814	24	6%
90815	121	32%
Other*	22	6%
*Other refers to those who provided a zip code outside the City or left the zip code field blank		

57% of survey respondents were ages 50 or older, while again 25% of the Long Beach population is ages 50 or over (US Census). 84% of respondents reported owning their home, while only 10% of respondents were renters despite making up 58% of the city's population. 83% of respondents

use a car as their primary mode of transportation, while 10% walk, 4% bike, and 1.3% take the bus or blue line as their most frequently used mode of transportation.

In one question, respondents were provided 9 challenges that the General Plan seeks to address (described in more detail than in the previous survey) and respondents were asked to check all that the challenges that are important to them. 5 of the 9 challenges were important to more than half of the respondents, and the top 3 most important challenges to respondents were, in order were: protecting the existing character of single-family neighborhoods; where new development is located; and preserving and protecting our environment for future generations. Only 32% of respondents felt it was important to encourage jobs within our city, and only 23% felt that availability of quality housing to meet everyone's needs is important.

LUE/UDE Survey #2 Responses to Challenges

Goal	Number of Respondents Who Agree it is Important	Percent of Respondents Who Agree it is Important
Protecting the existing character of single-family neighborhoods	304	80.42%
Where new development is located	256	67.72%
Preserving and protecting our environment for future generations	231	61.11%
Protecting historic landmarks and districts	222	58.73%
What new development should look like	192	50.79%
Enhancing how we (cars, buses, bikes, and pedestrians) move around the City	145	38.36%
Encouraging jobs within our City	120	31.75%
Ability to walk to businesses for your daily needs (restaurants, grocery stores, retail, etc.)	115	30.42%
Other (please specify)	108	28.57%
Availability of quality housing to meet everyone's needs	88	23.28%
None of the Above	2	0.53%



When asked to select which of the 9 goals was most important, the largest number of respondents selected safe and secure environments, followed by “other” and then healthy and active neighborhoods.

*Agreement with the importance of LUE Goals:
LUE/UDE Survey #2 Responses to Which is the Most Important Goal*

Goal	Number of Respondents	Percent of Respondents
Safe and Secure Environments	134	35.45%
Other (please specify)	64	16.93%
Healthy and Active Neighborhoods	61	16.14%
Housing Opportunities and Housing Quality	30	7.94%
Recreational Facilities and Open Space	29	7.67%
Environmental Health and Sustainability	26	6.88%
Shared Economic Prosperity	11	2.91%
None of the above	9	2.38%
Enhanced Mobility Choices	5	1.32%
Access to Quality Goods and Services	5	1.32%
Industry and Economic Growth for the Port	4	1.06%

The survey listed the 9 major goals the Land Use Element seeks to achieve and asked respondents to rank whether they agree, strongly agree, disagree, strongly disagree or feel neutral about each goal. 76% agreed or strongly agreed with the goal “Access to Quality Goods and Services in Our Neighborhoods and in Our City”, while only 33% agreed or strongly agree with the goal of “Creating Shared Economic Prosperity, New Jobs and Educational Opportunity.”

LUE/UDE Survey #2 Responses to Ranking Goals

Goal	Number of Respondents Who Strongly Agree or Agree	Percent of Respondents Who Strongly Agree or Agree
Access to Quality Goods and Services in Our Neighborhoods and in Our City	286	76%
Creating Safe and Secure Environments Through Lighting Activity and Blight Removal	255	67%
Creating and Enhancing Recreational Facilities and Open Space Through Updating Existing Parks, Creating New Open Space and by Including Usable Open Space in New Development	250	66%
Industry and Economic Growth for the Port Through Creating of the World's Greenest and Cleanest Port and Industries	249	66%
Creating New Housing Opportunities and Improving Housing Quality Through Construction of New Homes, Apartments and Condos as well as Rehabilitation of Existing Housing	222	59%
Providing Enhanced Mobility Choices Such as Transit, Walking and Cycling	208	55%
Promoting Environmental Health and Sustainability Through Solar Equipped and Energy Efficient New Buildings, Retrofitting New Buildings, Sustainable Landscaping and Wetlands Restoration	186	49%
Providing Healthy and Active Neighborhoods Through Healthy Food Options and Safe Walking Paths in Every Neighborhood	164	43%
Creating Shared Economic Prosperity, New Jobs and Educational Opportunity	126	33%



When asked “Think about yourself, your family, or your friends who plan to stay in Long Beach through 2040, what would make the City more appealing for them?”, 73.81% of respondents selected “strong, single family neighborhoods.” The next most commonly selected option, at over 50%, was “trails, open space and recreational uses”. At only 8.73%, the fewest number of respondents selected “Nothing- things should stay as they are today.” This shows that although there is disagreement about how Long Beach should change between now and 2040, over 91% of survey respondents agree that things will indeed need to change.

LUE/UDE Survey #2 Responses to What would make the City more appealing

What would make Long Beach More Appealing through 2040?	Percent Who Agree
Strong, single-family neighborhoods	74%
Trails, open space, and recreational uses	50%
Additional local job opportunities	26%
Entertainment venues, movie theaters, museums and gathering spaces	24%
Pedestrian and bicycle infrastructure	23%
Other (please specify)	21%
New restaurants	20%
Close and easy access to transit (trains and buses)	19%
New retail options	16%
More housing choices	15%
Apartment/condo options close to retail and restaurants	15%
Nothing – things should stay as they are today	9%

Major Themes from Stakeholders

A number of misconceptions were circulating through various internet social media platforms during this period regarding the Land Use Element. These misconceptions involve several recurring themes. While widely believed by some stakeholders, these misconceptions are not based on fact. The City published a Misconceptions document to help clear up this misunderstanding. The following are some of the major themes.

- Height near single family neighborhoods is unacceptable as it will negatively impact single family properties with shade, parking, ocean views and breezes, traffic, and privacy.
- Introducing rental and multi-family units into a mostly owner-occupied area will result in destabilizing the neighborhood with negative impacts including decreases to property value and increased crime.
- The City's infrastructure cannot accommodate any additional building or population growth. If we stopped building, people would stop moving here.
- New development will be full of low-income, Section 8 housing units that will destroy neighborhood character. This is our community; we do not need to listen to what Sacramento, SCAG or anyone else tells us to do. There are no real consequences; we can simply opt out. Because of SB35, we should not change any zoning or General Plan designations.
- Mixed use development will mean I am no longer able to shop where I want to, the way I want to today. Amazon has not changed the way I shop or how my neighborhood functions.
- What we need most is more parking, not bikes, transit, or new development. People drive and that's the way it will always be.
- This is the first time I am hearing about this; the City has not done enough engagement.
- I simply do not trust City staff to make these decisions that will impact my community.
- I like the positive changes in Long Beach over the past 10 years, and I'm excited for what's in store for the future.
- We should be planning for all people in this City.
- Housing affordability as number one concern for many stakeholders and most renters we spoke to.
- Displacement concerns from many renters.

The following pages include these commonly expressed misconceptions with Staff's responses during and after the workshops.



Frequently Heard Misconceptions and Concerns

“These Maps are final and cannot be changed”

Response

The City is currently collecting feedback and gathering input on requested map modifications. Public comments collected during the outreach events, provided on comment cards, and online survey responses will be the foundation for updated maps.

“If this plan is adopted, we will start seeing new buildings almost immediately.”

The City of Long Beach General Plan 2040 is a long-range plan and buildout of new housing and commercial areas are expected to occur over the next 23 years. To alleviate stakeholders fear of rapid over-development, the City could implement an annual reporting program and further issue a moratorium on development if growth levels exceed acceptable thresholds.

“This plan will replace my favorite shopping center with housing.”

- » Some stakeholders expressed a preference for stand-alone retail over mixed-use centers. Others were concerned they will not have access to goods and services in their community if housing is permitted.

The General Plan 2040 does not propose eliminating shopping centers to be replaced with housing. Commercial areas will remain part of the Land Use Element. In key locations, such as transit oriented areas, primary corridors, and Downtown, housing may also be permitted within an existing commercial area, thus allowing shopping centers to redevelop in the future to incorporate both shopping opportunities and housing options.

“The Plan does not require any new parking for new development.”

- » Some stakeholders were concerned that passage of the Land Use Element would mean that no new developments would be required to provide parking
- » Others had concerns about the potential impacts of recently passed state legislation, such as SB35, may have on parking requirements
- » Some stakeholders are not interested in multimodal mobility choices and prefer exclusively auto-oriented design.

Parking requirements are regulated through the zoning code. The Land Use Element does not change any parking regulations.

Frequently Heard Misconceptions and Concerns

"Height near single family neighborhoods is unacceptable as it will negatively impact single family properties with shade, parking, ocean views and breezes, traffic, and privacy."

- » There is disagreement about what a high-rise is, and some stakeholders are concerned about allowing any structures over two stories adjacent to single-family homes.



"The City does not have a housing shortage."

- » Many stakeholders feel Long Beach is full and should not accommodate population growth.

Response

- » Goals of the Plan include:
 - » Preserve our existing single-family areas without change from how they exist today.
 - » Improve housing supply - giving people new opportunities to live in a comfortable apartment or buy a condo.
 - » Make this City more livable, walkable, enjoyable.
- » General Plan 2040 focuses low, mid, and some high-rise buildings in Downtown, where appropriate.
- » Other areas, such as Artesia Boulevard in North Long Beach or 7th Street through Central Long Beach, could see new 3-5-story mixed-use structures over time. While these buildings may be taller than others on these streets, they will not be high-rise or tower structures.
- » High-rises will not be allowed in single-family neighborhoods.
- » General Plan 2040 contains clear development policies and includes height restrictions throughout the City.
- » Long Beach does have a housing shortage. Between 2011-2014, 16.2% of renters and 6.1% of homeowners experienced overcrowding, for a total of 12.2% of Citywide households.
- » The Southern California Association of Governments projects 3.9% growth (18,230 new residents) between 2012 and 2040.
- » Per the State, the City must be able to accommodate at least 7,048 housing units by 2021.
- » Additional housing is needed to address existing overcrowding.

Frequently Heard Misconceptions and Concerns

A common comment questioned what impact Senate Bill 35 (SB 35, Wiener) would have on the City and its planning efforts. Part of the concern was related to the streamlining of projects and a perception that future development would occur with no environmental review. In addition, many comments asked why the City should comply with SB35 or any other state mandate, including housing requirements. A reference to other cities' rejection of such mandates was raised in several comments.

Response

SB 35 was approved by the Governor on September 29, 2017. The bill is intended to address the State's housing shortage and provides various incentives intended to facilitate and expedite the construction of affordable housing. The bill establishes a streamlined, ministerial review process for certain multifamily affordable housing projects that are proposed in local jurisdictions that have not met regional housing needs. However, the proposed development must satisfy a long list standards including paying construction employees elevated prevailing wages, prohibition of removing existing housing units and other restrictions in order to qualify for the streamlined approach. Streamlined projects are still required to adhere to the City's zoning and general plan provisions under SB35.

"This seems very similar to the cracker boxes."

During the 1980s the City of Long Beach made a series of damaging and poor decisions that allowed for the construction of low-quality apartment buildings in and adjacent to single-family neighborhoods (cracker boxes). The proposed Land Use Element takes a completely different approach.

- » Single-family areas will be protected and will not be changed. These areas (Founding and Contemporary Neighborhood PlaceType) account for more than 34 percent of the City's land area and.
- » The Urban Design Element will hold all new developments to very high standards of design and quality thus prohibiting future cracker box development.

Frequently Heard Misconceptions and Concerns

"The Plan is based on the idea that people will walk, bike, and use public transit."

Response

General Plan 2040 targets modest growth in certain areas, such as along commercial streets, Downtown, near transit stops, and at large shopping centers. The goal over time is to have people choose more often to walk, bike, take the bus, or use a rideshare service. Like our existing Mobility Element, General Plan 2040 is about giving people choices and making it easier to choose a healthier and sustainable lifestyle.

- » Long Beach continues to improve transportation options, such as making the Metro system safer for riders or through the City's Bike Share program.
- » General Plan 2040 is also realistic and recognizes many residents and visitors will continue to choose driving as their preferred mode of transportation and that is why accommodations for cars, bikes, transit, and pedestrians are all made in the plan.

"The City is seeking to forcibly destroy churches and replace them with high-density housing."

- » The City respects all religious institutions; they are a part of the glue that holds our community together.
- » The City cannot, and will not, use eminent domain against any owner of land for the benefit of new private development.
- » While the City anticipates that all religious institutions will remain operating in their current locations, the Plan provides individual property owners with the opportunity and flexibility to move, sell or redevelop if they choose.



Frequently Heard Misconceptions and Concerns

"Our community would benefit more from keeping the current plan in place."



"If no action is taken, there will be no change in the City and people won't move here."

- » Some stakeholders are skeptical of future population projections and population growth.
- » Some stakeholders believe not building new housing will curb population growth.

"We don't have the infrastructure for new development (water, parks, trash, etc.)."

- » Some stakeholders feel all new infrastructure should be built before any new construction is contemplated.
- » Some stakeholders do not feel impact fees are sufficient for needed infrastructure.
- » Some stakeholders are concerned with infrastructure maintenance.



Response

- » The existing Land Use Element was last updated in 1989 and was written to provide policy direction and population growth forecasts up to the year 2000. Without a revised General Plan, the City cannot set new goals to improve the community.
- » A failure to update the General Plan does not mean there will be a suspension of new development. Growth will continue to occur, but in a haphazard manner because there is no comprehensive plan.

- » The City of Long Beach is a desirable place to live. Despite only 4,000 new housing units being built since 1989, Long Beach has experienced 44,000 new residents. Increases in population will continue. The City's housing needs stem from population growth and a housing shortage that already impacts existing residents and leads to unaffordable housing prices.
- » General Plan 2040 is one of the tools available to shape where growth opportunities occur. The City does not control population growth, but we can all work together to plan for current and future generations.

- » New development is required to pay substantial impact fees that will cover the cost of upgrading roads, police, fire, storm water, and school facilities for new buildings.
- » Additionally, the City is currently making a historic investment upgrading the City's infrastructure for the benefit of existing residents, thanks to residents' support of Measure A as well as new State and local transportation dollars.

Frequently Heard Misconceptions and Concerns

"This plan is part of a statewide plot to override zoning and force neighborhoods to accept low-income residents."

- » Some stakeholders expressed concerns about lower-income renters destabilizing established neighborhoods.
- » Some stakeholders associate increased housing and density with crime.
- » Some stakeholders believe the City has too much low-income housing already.



"The City has not done any engagement to the community."

- » Some stakeholders feel more outreach is needed.



Response

- » General Plan 2040 encourages a variety of housing types to serve the City's unmet needs regardless of income level. In actuality, the vast majority of new housing built over time will be market rate housing for a variety of family types.
- » The long-term goal of the General Plan 2040 is to:
 - » Expand the number of jobs.
 - » Expand the amount of housing.
 - » To elevate design standards for new development.
- » The Urban Design Element provides policies to encourage Crime Prevention through Environmental Design (CEPTED) for all future development. CEPTED is an approach to deterring criminal behavior through environmental design.
- » This major planning effort involved over 150 community meetings.
- » By late 2008, over 100 community meetings and events had been held to promote and inform the Plan.
- » Since March 2016, another 58 engagement events and meetings have taken place, in addition to the lengthy public CEQA process conducted from May 2015-November 2016.
- » Given that Long Beach is the second most diverse city in the Country, a variety of engagement techniques were needed to reach diverse populations throughout the General Plan Update process including traditional town hall Q&A formats, as well as drop-in open house workshops, pop-up events, focus groups, surveys and research of the entire City; population, traffic and economic modeling; as well as multi-agency review and coordination to create the plans.



Frequently Heard Misconceptions and Concerns

“There is no legal requirement to incorporate plans to improve housing or reduce greenhouse gas emissions.” “What can the State or SCAG do if the City doesn’t comply? What is the penalty?”

Response

- » State law requires every City to have a current and compliant General Plan. General Plan 2040 reflects legal requirements and good planning practices and is written to comply with local, regional, and State laws including:
 - » State of California Planning and Zoning Law.
 - » Office of Planning and Research General Plan Guidelines.
 - » Southern California Association of Governments (SCAG) Regional Transportation Plan and Sustainable Communities Strategy.
 - » SCAG Regional Housing Needs Assessment.
- » Other State laws pertaining to global warming, reducing vehicle miles traveled and promoting transit, environmental justice, and climate change adaptation.
- » Noncompliance with State regulations and regional requirements can cause costly litigation and eliminate City eligibility for grant funding.

Appendix

5

Appendix A

Comments Received During the 2016 EIR Process
(Directly from the Final EIR Report)

Appendix B

Public Comments Received February 2017-November 9, 2017

Appendix C

Comment Cards Received During Fall 2017 Citywide Outreach Events

Appendix B.1 Community Workshop #1 Comment Cards

Appendix B.2 Community Workshop #2 Comment Cards

Appendix B.3 Community Workshop #3 Comment Cards

Appendix B.4 Community Workshop #4 Comment Cards

Appendix B.5 Latinos in Action Health Fair Comment Cards

Appendix B.6 Realtors Presentation Comment Cards

Appendix D

Speaker Cards from Fall 2017 Citywide Community Workshops

Appendix C.1 Community Workshop #2 Speaker Cards
(*there were no cards from Workshop 1*)

Appendix C.2 Community Workshop #3 Speaker Cards

Appendix C.3 Community Workshop #4 Speaker Cards

Appendix E: Spring 2017 Survey - Full Results

Appendix F: Fall 2017 Survey #1 - Full Results

Appendix G: Fall 2017 Survey #2 - Full Results