



# CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

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December 11, 2017

## CHAIR AND PLANNING COMMISSIONERS

City of Long Beach  
California

### RECOMMENDATION:

Recommend that the City Council confirm the proposed Land Use Element and Urban Design Element PlaceType and Heights Maps and direct staff to update the Program Environmental Impact Report. (Citywide)

**APPLICANT:** City of Long Beach  
Department of Development Services  
333 West Ocean Boulevard, 5<sup>th</sup> Floor  
Long Beach, CA 90802  
(Application No. 1701-01)

### BACKGROUND

On February 2, 2017, staff presented the General Plan Land Use Element and Urban Design Element (herein "the Plan") to the Planning Commission for approval. At that meeting, the Commission declined to approve the Plan and directed staff to explore options for increasing density outside of the downtown and Transit-Oriented Development (TOD) core of the City. The Planning Commission held a study session on April 6, 2017, to discuss those options and give staff further direction. The City Council also conducted a study session on this matter on June 13, 2017. On June 15, 2017, the Planning Commission held an additional study session to review staff recommendations and outreach efforts and provide further direction on map revisions.

Planning staff presented the updated plan to the Commission for their consideration on August 17, 2017. At that meeting, the Commission declined to forward a recommendation to the City Council and instead requested that staff conduct additional public outreach. The Commission declined to give specific direction on the format, nature, or target of that outreach. In consultation with the City Manager and Mayor, staff developed an approach for additional community outreach. On August 25, 2017, the Department issued a press release announcing four additional workshops for the public to learn about the Plan and provide feedback. Additionally, staff conducted targeted outreach to supplement the four citywide workshops. The maps now before the Planning Commission include height reductions and other changes requested by stakeholders that participated in this extended outreach process. Due to the complexity of this project, a table of contents and executive summary are provided to address key issues and then individual topics are further detailed in the body of this report.

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## **I. EXECUTIVE SUMMARY**

General Plans are required for all jurisdictions in the State of California. They are required to be updated and current and those updates are prepared within the statutory requirements found in State law, with population projections dictated to the City from the Southern California Association of Governments (SCAG) as well as current demographic, housing and economic trends. This update of the Plan has been underway for thirteen years and has included over 150 public meetings during that time period.

Long Beach has changed dramatically since the Plan was last updated in 1989. More than 44,000 new residents have moved to the City, the throughput at the Port has tripled, the Metro Blue Line opened and the overall transit system has expanded. A major renaissance of investment and growth took hold downtown, and the City embarked on major investments in bike and pedestrian infrastructure.

Over the same period the economy has changed in a way that impacts land use and commuting patterns. The Navy completed its withdrawal from the City in 1997, the aerospace industry declined over this same period, and in 2016 Boeing closed its C-17 facility. Despite significant population growth, K-12 school enrollment has fallen in recent years as the City's demographics have shifted and has become unaffordable for young families.

These changes within Long Beach fit into a larger context in California and the world. Internet commerce is gaining market share dramatically while legacy retail closures are now announced on a regular basis. The way consumers shop and how much space within the City should be dedicated to retail is changing. Allowance for mixed-use along commercial corridors is the major policy response within the Plan to this new economic reality.

The cost and shortage of housing has been one of the largest changes facing cities over recent decades. While the housing market has always had peaks and valleys both in values and production, the slowing of housing production in relation to a growing population has become an acute national crisis. In Long Beach, the 44,000 new residents since 1989 have been accompanied by only 8,530 (only 4,354 net of housing lost) new housing units.

State law and policy direction now requires cities to become more sustainable, at increased density through the creation of housing and employment that complements walking, biking and transit use. The sometimes-conflicting State requirements to cut energy use, change transportation patterns, and produce more, affordable and accessible housing is a key challenge addressed in the LUE.

These changes require increases in height throughout the City. A recurring theme during the public engagement process for the Plan was fear and misunderstanding among some single-family homeowners regarding the development of taller mixed-use and multifamily structures adjacent to or near single-family homes. These issues are partially addressed through the height reductions proposed to refine the maps but are more broadly addressed through the Urban Design Element.

Setbacks, the area between buildings and the property line, serve as an initial tool for



transitioning between one intensity or type of development and another. Setbacks provide areas for privacy walls, landscaping and buffers and can simultaneously serve as amenity space for residents.

Stepbacks involve decreasing the height of a building along the façade closest to the lower-intensity neighboring structures, for example where the mixed-use building takes on a wedding cake shape with height reduced as the building laterally approaches the adjacent lower-intensity home. Additional urban design tools to improve transitions include avoiding balconies on the façade facing the less intense structures, positioning windows to avoid direct line of sight into adjacent structures and using complimentary colors and materials to visually soften the transition between structures. The General Plan is a policy document that is then implemented in greater detail through the zoning code. Specific zoning regulations will be developed during a five-year implementation period to assure the goals and policies of the Plan can be implemented and that transitions and privacy concerns are adequately addressed. The Plan seeks to address scale, massing and height transitions through architectural treatments, setbacks, stepbacks, landscaping and street treatments.

According to scientist Natalie Wolchover of Quanta Magazine, while human vision can perceive light at distances of two miles or more away, the ability to perceive detailed images is extremely limited. From a practical planning perspective, this means the most important transition issue in terms of privacy involves immediately adjacent structures and paying careful attention to window placement, balconies and decks. Privacy therefore is addressed through design interventions addressing the immediate transition between taller buildings and those immediately adjacent shorter structures.

In addition to addressing these height transitions through urban design, based on the continued outreach outlined in this report, staff is proposing additional changes to the PlaceTypes and Heights Map (Exhibit E). Staff evaluated all the comments received and where a change could be made without countervailing the goals of the Plan or abrogating the City's legal requirement, a change was made.

#### Council District 1

- Reduced intensity for the Linden Historic District (from TOD- 5 stories to FCN Single-Family 2 stories).
- Reduced height and intensity on 7<sup>th</sup> Street from 5 to 3 stories east of Cerritos (Craftsman Village Historic District request).

#### Council District 2

- Reduced height and intensity along 7<sup>th</sup> Street from Cerritos to Walnut - from 5 stories to 3 stories (Craftsman Village Historic District request).
- Reduced height in Alamitos Beach (south of Broadway) from 7 stories to 4 stories.
- Reduced height in the existing multifamily neighborhood between 4<sup>th</sup> and 7<sup>th</sup> Streets - from 5 stories to 4 stories.
- Reduced height in the Convention Center/Shoreline area from 250 feet to 60 feet.

#### Council District 3



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- Increased height along Redondo and Belmont Pier area to match existing conditions.
- Decreased height and intensity along PCH at the Los Altos Plaza entrance - from 5 stories to 3 stories.
- Decreased height and intensity along PCH at the Iron Triangle - from 5 stories to 3 stories.
- Decreased height along 7<sup>th</sup> Street and within multi-family neighborhoods to the north - from 4 stories to 3 stories.
- Decreased height on The Toledo from 3 stories to 2 stories.
- Made various corrections to the map to reflect existing development along Bayshore and Studebaker.

### Council District 4

- Reduced height along Redondo south of Anaheim; from 5 stories to 4 stories.
- Reduced height within multi-family neighborhoods south of Anaheim from 4 stories to 3 stories.
- Reduced height along Anaheim - from 5 stories to 4 stories from Redondo to Ximeno; and to 3 stories from Ximeno to Clark.
- Reduced height within multi-family neighborhoods north of Anaheim from 5 stories to 4 stories.
- Reduced height around the eastern portion of the traffic circle from 6 stories to 4 stories.
- Reduced height and intensity around Whaley Park from 5 stories mixed-use to 2 stories retail-only.
- Reduced height and intensity at Bellflower/Stearns from 5 stories to 3 stories (Sears site).
- Reduced height and intensity north and west of Bellflower/Stearns from 5 stories mixed-use to 2 stories retail only.
- Reduced height along Palo Verde from 3 stories to 2 stories.

### Council District 5

- Reduced height and intensity at Bellflower/Carson from 4 stories mixed-use to 2 stories retail-only.
- Reduced height at the Long Beach Towne Center from 6 stories to 5 stories.
- Reduced height at Wardlow/Los Coyotes Diagonal - properties south of Wardlow changed from 3 stories mixed-use to 2 stories retail-only.
- Reduced height at Spring/Palo Verde from 3 stories to 2 stories.
- Reduced height at Los Coyotes Diagonal/Spring from 4 stories to 3 stories.
- Reduced height at Spring/Bellflower from 5 stories to 3 stories (Kmart/Lowes site).
- Reduced height north of Spring/Bellflower from 5 stories of mixed-use to 2-stories of retail-only.
- Reduced height and intensity at Spring/Clark from 3 stories of mixed-use to 2 stories of retail-only.

### Council District 6

- Decreased height between Pacific and Earl (Willow to 28<sup>th</sup>) from 10 stories to 5 stories.

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- Reduced height along Pacific from 5 stories to 4 stories.
- Reduced height along PCH west of Magnolia - from 4 stories to 3 stories.

### Council District 7

- Reduced height in the Springdale (West Long Beach) multi-family area from 5 stories to 3 stories.
- Adjusted the area at 33<sup>rd</sup>/Cherry adjacent to California Heights from Industrial to cleaner Neo-Industrial.
- Adjusted industrial designation near Willow Springs Park to Neo-Industrial.

### Council District 8

- Adjusted the former driving range off Pacific Place to Neo-Industrial.
- Reduced height along Long Beach Boulevard (south of San Antonio) from 5 stories to 4 stories.
- Reduced height along Atlantic (north of 56<sup>th</sup>) from 5 stories to 4 stories.
- Modified designation at Paramount/South Street from multi-family to mixed-use to match existing conditions.

### Council District 9

- Reduced height and intensity along Long Beach Boulevard from 4 stories to 3 stories.
- Reduced height along Atlantic at South Street from 5 stories to 4 stories.
- Reduced height along Atlantic at Artesia from 5 stories to 4 stories.
- Increased height along Atlantic north of SR-91 from 4 stories to 5 stories.
- Reduced height and intensity along Cherry Avenue from 4 stories to 3 stories.
- Reduced height along Artesia (east of Paramount) from 6 stories to 5 stories.
- Increased height along South Street at Cherry Avenue (Food 4 Less site) from 4 stories to 5 stories.
- Decreased height along South Street at Downey from 6 stories to 4 stories.

The action currently before the Planning Commission is to make a recommendation to the City Council on the PlaceTypes and Heights map. The City Council will then take a final action on that map. After the maps are finalized, the Program Environmental Impact Report (PEIR), will be updated and recirculated for public review. The public will have the opportunity to give written comments on that PEIR and each comment will be responded to in writing. Once the Final PEIR is complete, the matter will return to the Planning Commission for a recommendation and City Council for certification of the PEIR. At that point the plan will become effective and the implementation measures, such as zoning map and text changes, will begin.



## **II. COMMUNITY ENGAGEMENT PROCESS**

Public outreach and 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. To that end, over 150 meetings have been held during the overall planning period, with more than 55 meetings since March of 2016.

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 a racially, ethnically and economically diverse city, 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 a range of diverse backgrounds and experiences, including country of origin, sexual orientation, languages spoken at home, and ability status
- Coordinating governmental agencies

The outreach process was developed with the understanding that different backgrounds have historically experienced government and public processes in different ways, creating a need to conduct targeted outreach for hard to reach communities. The below sections provide an overview of the multitude and variety of outreach and engagement tools employed throughout the 13-year engagement process thus far for updating the General Plan Land Use Element. Additional detail can be found in the 96-page General Plan Update Community Engagement Summary, provided as Exhibit A. To supplement the Community Engagement Summary document, eight appendices provide the Commission and members of the public with public comments received, comment cards and speaker cards from the recent community workshops, and the full results of the three General Plan Update surveys conducted in 2017.

### **A. Outreach from January 2004 to February of 2017**

The entire General Plan must serve the needs and vision of the City's residents; therefore, public outreach and input serve as the cornerstone of the Plan. Preparations began in 2004 with background research, initial outreach to existing neighborhood groups, and in 2007 the City ramped up to unprecedented outreach efforts to establish the vision for the Plan. 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).

Input solicited from these varied engagement strategies 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-plus long development. Throughout 2008, staff



*Attendees at general plan update community engagement events 2007-2008*



conducted detailed analyses of existing physical and economic conditions throughout the City and continued the public engagement process. By late 2008, over 100 community meetings and events had been held to promote and inform the Plan. 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 final PlaceTypes map in the proposed Plan.

While progress on the Plan 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 2015. An 18-month public process was conducted to develop a Program EIR for the draft Land Use Element. In accordance with the California Environmental Quality Act (CEQA) and the CEQA Guidelines, a Program Environmental Impact Report (EIR 03-16) was prepared for the proposed Plan. 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 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.

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 the citywide scoping. 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 impacts 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 Program EIR, including responding to each of the 108 written comments provided during the Program EIR comment period, in order to bring the Program EIR forward for certification by the Planning Commission. The Program EIR comments and all related documents, including the 108 public comments and responses to each comment, can be found in the appendix to Exhibit A. Staff also spent November 2016-January 2017 revising the draft Land Use and Urban Design Elements based on community feedback to that point, including through the Program EIR process.

During 2016, staff held a citywide open-house regarding the plan as well as ten community-group meetings. Two City Council District Offices also held their own meetings where staff attended and presented the plan for discussion. City Council updates were performed periodically through in-person briefings and written memos.

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

#### **B. Outreach from February 2017 to August 2017**

On February 2, 2017, after a 13-year plan development process that included 150+ 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 the Final Program EIR and adopt the Proposed Land Use Element and Urban Design Element to the General Plan. 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 outreach, in particular with the Wrigley community, given that many of the speakers 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. 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 Boulevards” given their proximity to California State University and Long Beach City College (Liberal Arts Campus). 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 put the matter over for the purpose of conducting at least one more study session to look for potential mixed-use corridors throughout the City to more equitably



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distribute height and density.

Based on direction from the Planning Commission, from February to March 2017, staff analyzed citywide corridors 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 Towne 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.

From May to June 2017, staff conducted both general and targeted outreach to meet the Planning Commission's request. 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 13+ 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, Khmer 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).

Table 1, 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

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 overwhelmingly selected the option that would be supported through the draft Land Use and Urban Design Elements. On average, 82.2 percent of respondents supported the option representative of 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:



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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)

*Wrigley Outreach:* 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 Plan 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

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 three-story height maximum. Several individuals noted their support for the



Planning Commission suggested changes at the Long Beach Towne Center from commercial to mixed-use.

*Environmental Justice:* Given the input provided by members of the public 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 from residents and members.

*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. 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 Avenue and Artesia Boulevard. 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.

### **C. Outreach from August 2017 to October 2017**

Planning staff presented the updated plan to the Planning Commission for their consideration on August 17, 2017. The Planning Commission again declined to make a motion to move the plan forward and instead requested additional public meetings; staff expressed it was time for the Plan to be considered directly 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 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. In addition to the workshops and online surveys, staff conducted targeted outreach, in order to reach a more inclusive and representative segment of the Long Beach population.



### **Fall 2017 Citywide Workshops**

Staff held four large community workshops in September and October of 2017 to facilitate additional community discussion regarding the Plan. The City promoted these workshops through email blasts, phone calls, website updates, paid print media advertisements, as well as earned and paid social media placements. These workshops were successful in attracting over 930 unique attendees and providing the opportunity for feedback through surveys, written comments, discussions at topic stations and oral questions for planning staff. The meetings were originally planned as open-house style workshops where members of the public can ask questions and discuss issues individually with staff at various stations around the room. During the first workshop, some community members disrupted the meeting and demanded a town-hall question-and-answer format. This was accommodated in an ad-hoc fashion at the first workshop and then in a formal setting at the following three other workshops. At those subsequent workshops participants had the option of attending the open-house portion of the meeting to learn more about the Plan and discuss their issues with staff or attending the town-hall session to ask questions and make statements at the microphone.

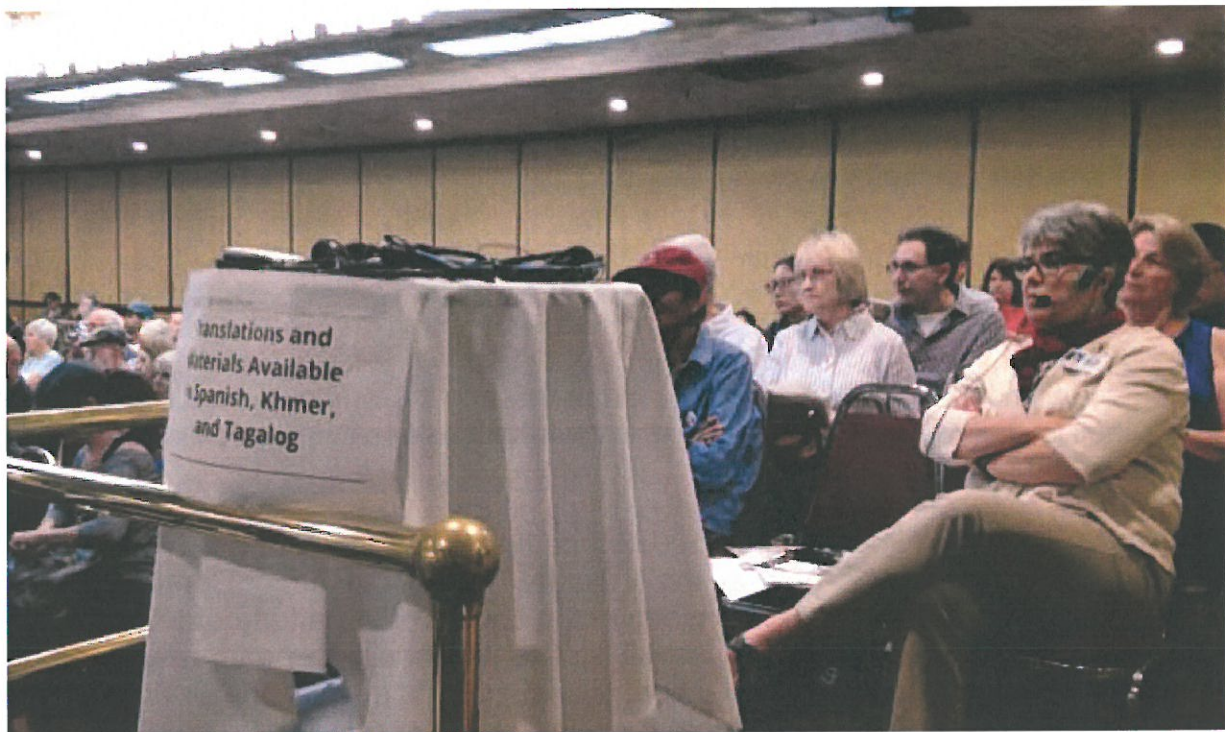
*Workshop 1: Saturday, September 30, 2017:* The first Land Use Element Workshop for this round of outreach was held at the Veterans Park Community Center and had approximately 500 people in attendance over the course of the afternoon. The original intent of the workshop was to host seven staffed stations 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. As stated above, the format of the meeting was disrupted; staff regrouped and answered questions 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 Materials and Accommodations:* While the original intent and format of the workshops was the open house format, staff accommodated both town hall and open house-style 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.



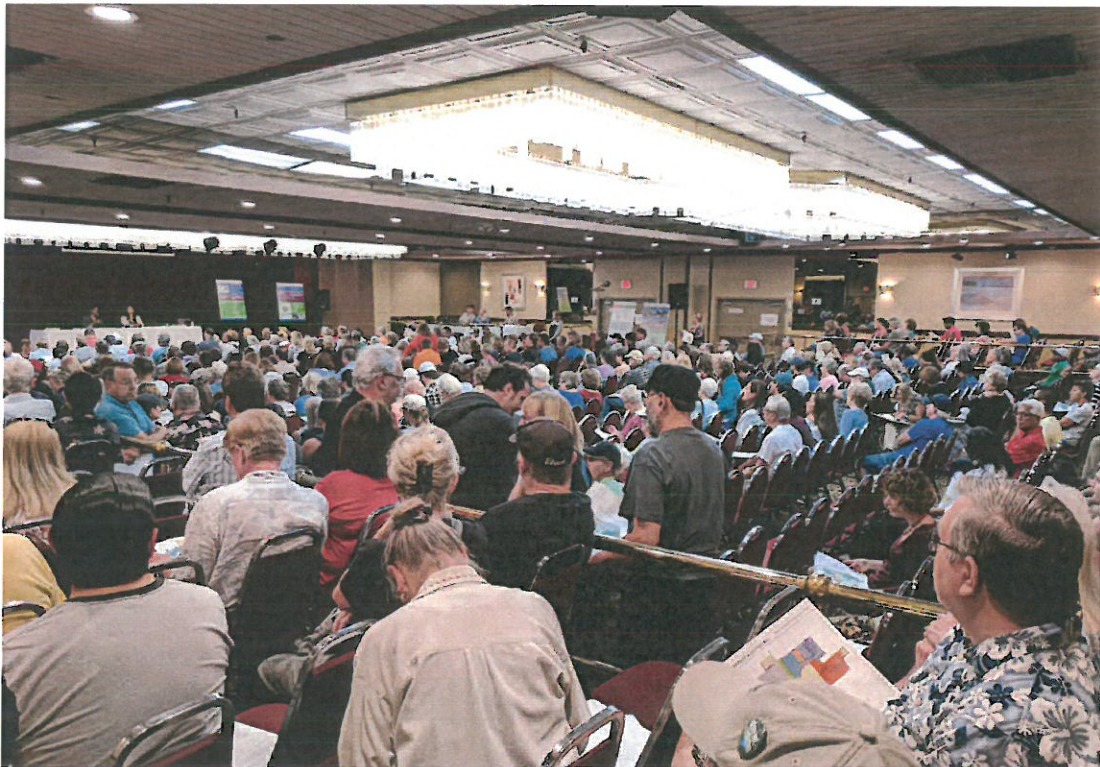
Accommodations at workshops included language translation and sign

*Workshop 2: Wednesday, October 4, 2017:* Workshop 2 was held at the Whaley Park Community Center. 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 update was necessary. Each question card and comment card submitted at the workshop are included in the Appendix of this document. Staff stayed on stage answering questions for nearly four and a half hours.



*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 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, with even more emphasis against any kind of affordable housing.



Workshop 3 at Best Western Golden Sails

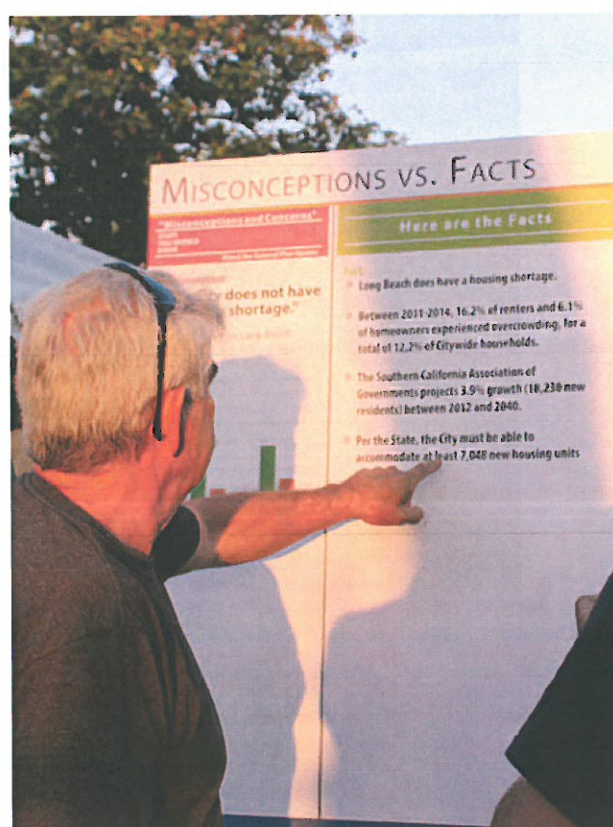
An adjacent room was set up in an open house format with stations and staff available to provide more detailed information on district maps, background information, CEQA review process, and more. Attendees who participated in the open house format asked detailed questions, reviewed the draft maps for 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 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 two 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. Concerns remained about that allowing future growth and a variety of housing options along major corridors and centers will decrease the values, privacy and small neighborhood character of many areas of Long Beach. Many of the attendees and speakers had also attended the previous workshops.

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 Open House Format

*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. Fifty-five names appeared two or more times on the sign-in sheets, indicating attendees who came to multiple workshops. A total of 159 people (17%) of those who signed in provided the same address as at least one other attendee.



Table 2: Workshop Attendance by Council District

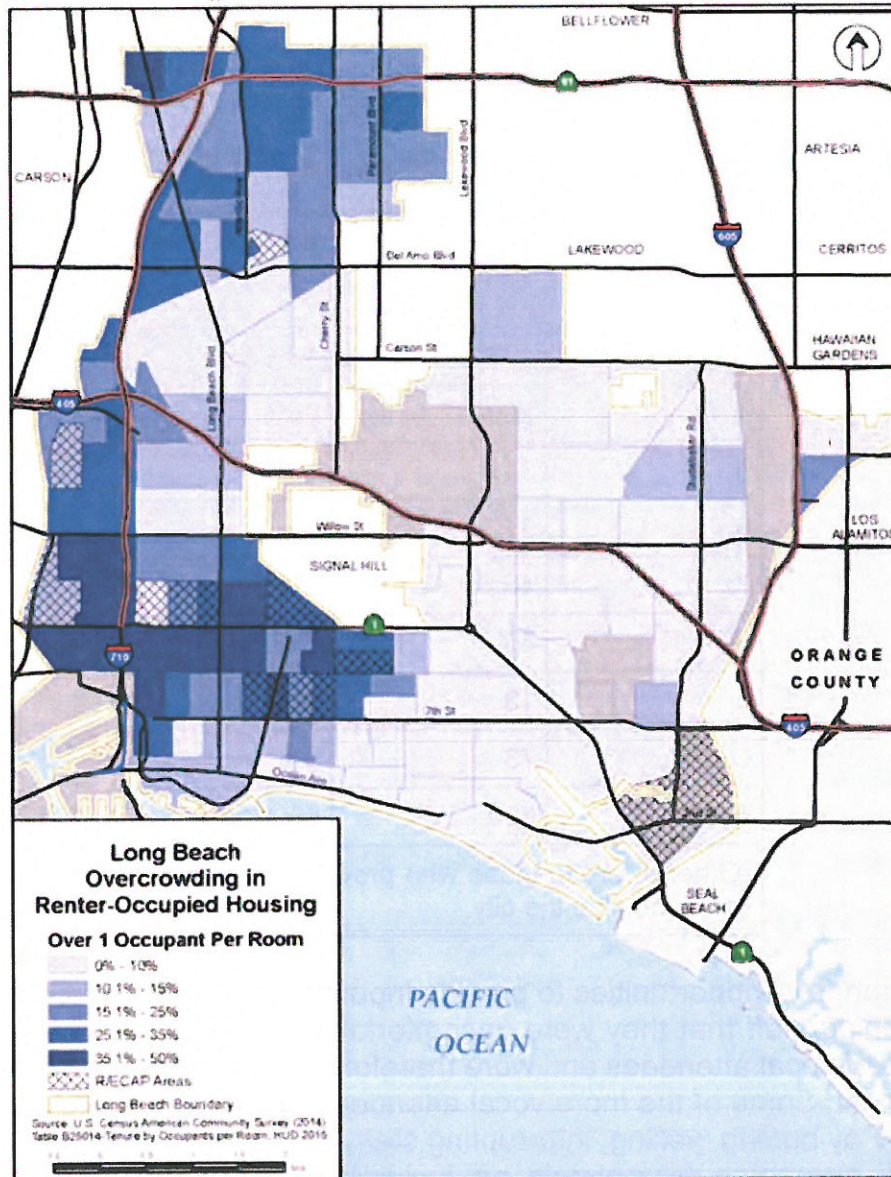
<b>Council District</b>	<b># Attendees</b>	<b>% Attendees</b>
1	20	2%
2	43	5%
3	123	13%
4	229	25%
5	308	33%
6	31	3%
7	45	5%
8	45	5%
9	13	1%
Other*	73	8%
Total	930	100%
*Other refers to those who provided no address or live outside the city.		

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 a group of vocal attendees and were therefore not comfortable participating in the town hall format. Some of the more vocal attendees at the town halls chose to express their opinions by booing, yelling, interrupting staff, and not complying with Fire Marshal orders. Staff attempted to maintain an inclusive, civil and respectful environment maintaining a level-headed tone, and ensuring that every question was addressed to the best of their ability.

Attendance at the four community workshops 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.



Figure 1: Overcrowding in Renter-Occupied Housing in the City of Long Beach



A more detailed summary of the workshops, along with the workshop boards, common misconceptions heard during the workshops, all comment cards and speaker cards from each workshop are included in the appendix to Exhibit A.

### Targeted Outreach Events

There is an ethical and legal obligation for planning documents to include the input from and represent the needs of all members of society. To that end, staff also attended small-group meetings, some which were general in nature and some which specifically focused on demographics that were under- or non-represented within the large Citywide Workshops. 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 town hall events. The intent of the overall 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 over 70% of the population in Long Beach is comprised 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 provide information to the public, solicit feedback from the public, and to provide a range of ways to do so. Best practices in the field of planning strongly encourage interactive meetings in most situations, and government agencies are generally advised to "avoid the public comment meeting format" when possible (Creighton, 2005). To that end, the following addresses additional engagement efforts.

*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 by eminent domain 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 Plan. The majority of interaction with the public was regarding general questions and to provide brief summaries of the Plan. Additionally, staff sought public input by means of comment cards and surveys. Some attendees expressed their support of Plan 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 Street 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 four 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 could 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 the 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.



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*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 “it did not seem to them that the people who have attended the first two workshops represent the City.”

*Long Beach Commercial Real Estate Council:* On the morning of Friday, October 13, 2017, 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 three- to five-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 seven-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 and 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. 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 those qualities are at risk of going away with the rising costs and the 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). A common theme was an emphasis on the importance of the 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. After learning more about Mixed Use, she determined that should be a PlaceType along major streets and corridors like Atlantic Avenue. Multiple attendees agreed that all of Atlantic Avenue 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.

### **Surveys:**

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.



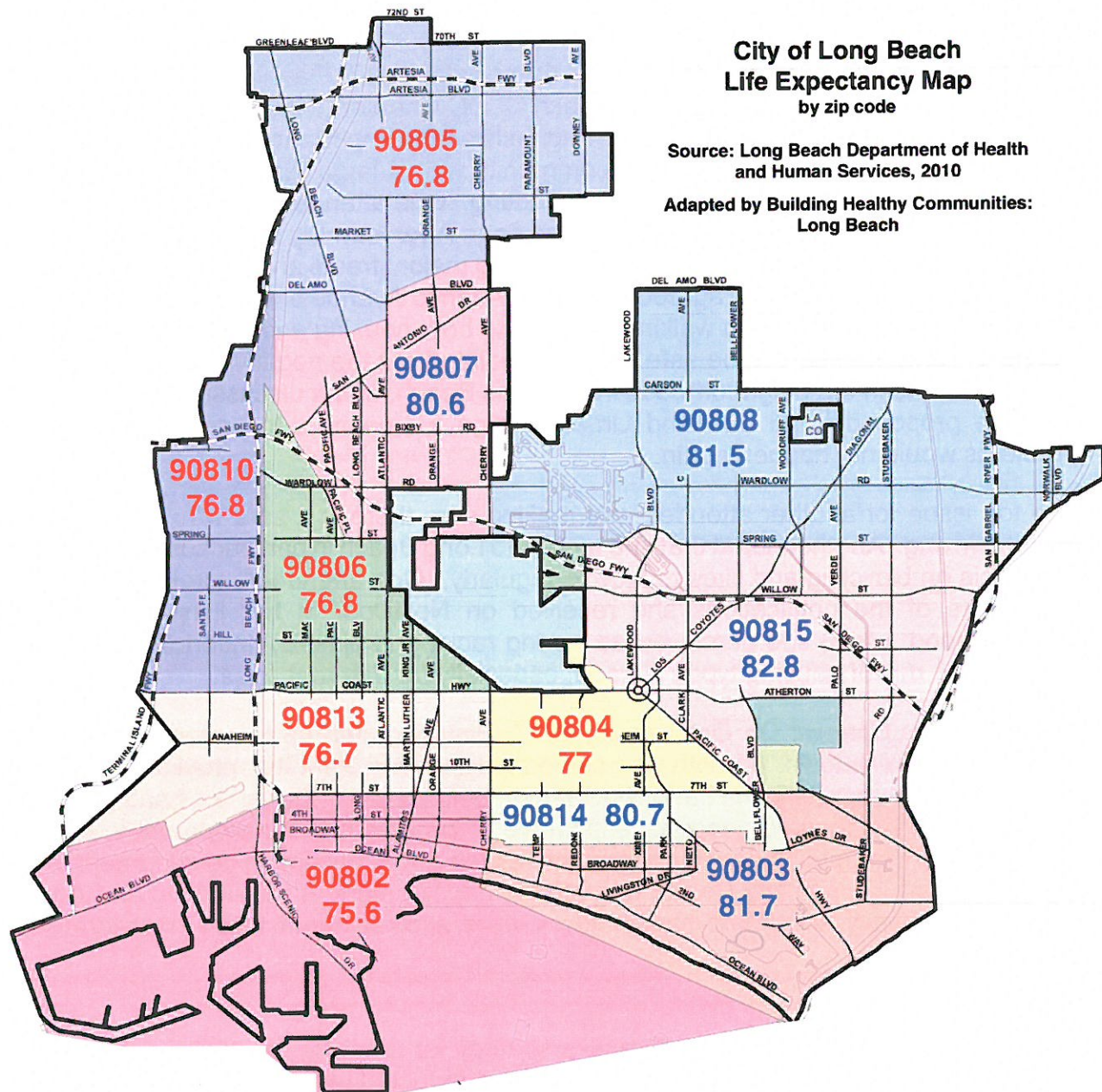
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*Fall 2017 Survey #1:* Staff developed a new survey for Fall 2017 engagement. The survey had 151 responses in English and 4 responses in Spanish. Of the 149 survey respondents who provided their zip code, responses were received from the following, 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), and 90803 (Southeast Long Beach):

*Table 3. LUE/UDE Survey #1 Responses by Zip Code and Zip Code Reference Map*



Zip Code	Number of Respondents	Percent of Respondents
90802	38	26%



Zip Code	Number of Respondents	Percent of Respondents
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%
<b>Total</b>	<b>149</b>	<b>100%</b>

Although only 25% of the Long Beach population is age 50 or over (US Census), nearly half of the survey respondents (70 of the 150 respondents) were age 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 nine challenges that the General Plan seeks to address, and respondents were asked to check of all the challenges that are important to them. Eight of the nine challenges were important to more than half of the respondents, and the top three 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 nine 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 nine 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.



*Table 4. LUE/UDE Survey #1 Responses Agree/Disagree with Goals*

<b>Goal</b>	<b>Number of Respondents Who Strongly Agree or Agree</b>	<b>Percent of Respondents Who Strongly Agree or Agree</b>
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 nine goals was most important, the largest number of respondents selected safe and secure environments, followed by housing opportunities and housing quality:

*Table 5. LUE/UDE Survey #1 Responses to Which is the Most Important Goal*

<b>General Plan Update Goal</b>	<b>Number of Respondents</b>	<b>Percent of Respondents</b>
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%



General Plan Update Goal	Number of Respondents	Percent of Respondents
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.

*Table 6. 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%

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.

*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):



*Table 7. LUE/UDE Survey #2 Responses by Zip Code*

<b>Zip Code</b>	<b>Number of Respondents</b>	<b>Percent of Respondents</b>
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 age 50 or older, while again 25% of the Long Beach population is age 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 nine challenges that the General Plan seeks to address (described in more detail than in the previous survey) and respondents were asked to check all of the challenges that are important to them. Five of the nine challenges were important to more than half of the respondents, and the top three 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.



*Table 8. LUE/UDE Survey #2 Responses to Challenges*

<b>Goal</b>	<b>Number of Respondents Who Agree it is Important</b>	<b>Percent of Respondents Who Agree it is Important</b>
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 nine goals was most important, the largest number of respondents selected safe and secure environments, followed by "other" and then healthy and active neighborhoods.

*Table 9. Agreement with the importance of LUE Goals: LUE/UDE Survey #2 Responses to Which is the Most Important Goal?*

<b>Goal</b>	<b>Number of Respondents</b>	<b>Percent of Respondents</b>
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%



<b>Goal</b>	<b>Number of Respondents</b>	<b>Percent of Respondents</b>
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 nine 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."

*Table 10. LUE/UDE Survey #2 Responses to Ranking Goals*

<b>Goal</b>	<b>Number of Respondents Who Strongly Agree or Agree</b>	<b>Percent of Respondents Who Strongly Agree or Agree</b>
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	186	49%