

General Plan
Land Use Element
Urban Design Element

December 11, 2017
Planning Commission Recommendation Hearing

CITY OF
LONG BEACH

2017 State of California General Plan Guidelines:

“The purpose of a general plan is to guide land use planning decisions. Under state law, subdivisions, capital improvements, development agreements, and many other land use actions must be consistent with the adopted general plan...preparing, adopting, implementing, and maintaining the general plan serves to identify the community’s land use, circulation, environmental, economic, and social goals and policies as they relate to future growth and development...

The general plan is more than the legal underpinning for land use decisions; it is a vision about how a community will grow, reflecting community priorities and values while shaping the future”

- Governor’s Office of Planning and Research (OPR)

State Guidelines Continued

“The term “element” refers to the topics that California law requires to be covered in a general plan

Land Use (required): designates the type, intensity, and general distribution of uses of land for housing, business, industry, open space, education, public buildings and grounds, waste disposal facilities, and other categories of public and private uses.

Urban Design (optional): While the general plan land use map is two dimensional, placemaking takes land use policies into a three-dimensional realm by focusing on what a place will actually look like when it is built. Great districts, corridors, and sites contribute to the vitality and quality of life of a community by considering carefully the placement of buildings, the relationship of buildings to one another and to public spaces, and the design and quality of sidewalks, open spaces, and other elements of the public realm. Many communities address placemaking and urban design through an optional element such as an urban design element.”
-OPR General Plan Guidelines

150

community engagement meetings and events over 12 years

55

community engagement meetings and events over
last 18 months

Outreach History and Updates 2004 to February 2017



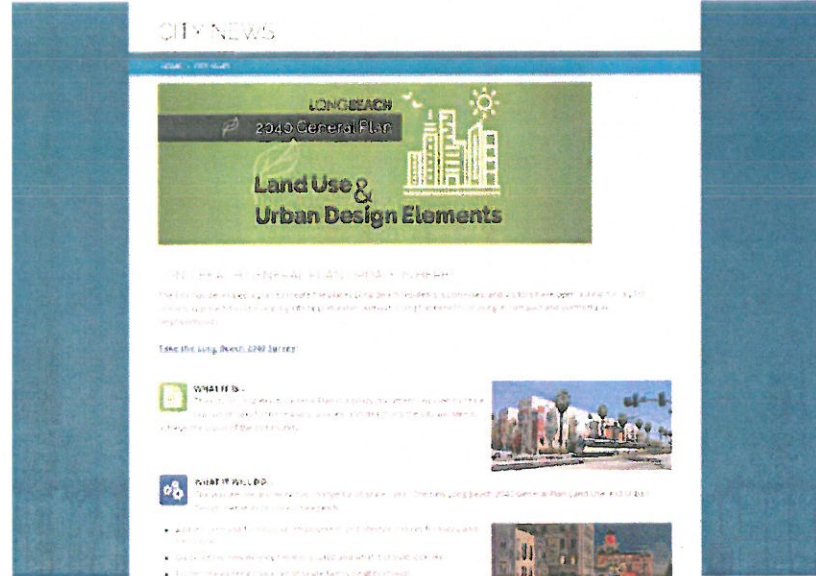
Vision & Goals Developed

Vision: A City That Thrives: “We have a vision for our City as a place where environmental considerations are integral to all planning and development decisions. We envision our City as a place where people can learn at all stages of their lives and draw on this education for personal growth. We have a bold vision for Long Beach: We are a place where people can take advantage of big city opportunities without losing the benefits of living in compact and comfortable neighborhoods with the beach at their front door.”

Goals:

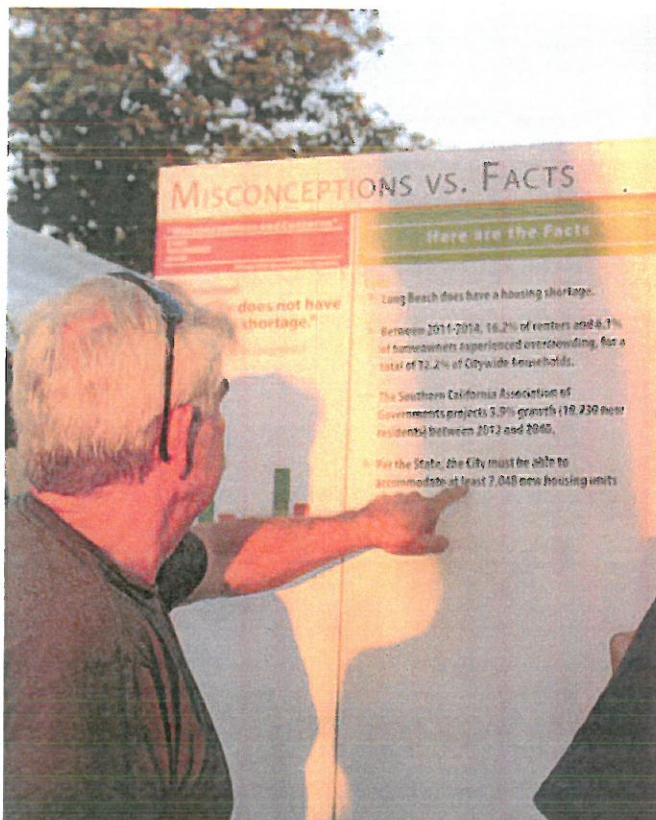
- ▶ Shared Economic Prosperity
- ▶ Enhanced Mobility Choices
- ▶ Healthy and Active Neighborhoods
- ▶ Industry and Economic Growth for the Port
- ▶ Housing Opportunities and Housing Quality
- ▶ Recreational Facilities and Open Space
- ▶ Environmental Health and Sustainability
- ▶ Safe and Secure Environments
- ▶ Access to Quality Goods and Services

Outreach History and Updates February 2017 to August 2017



Outreach History and Updates

August 2017 to Today



Community Engagement Summary

- 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.
- Variety of engagement tools and strategies used throughout the process to get information to the public and solicit feedback from the public
- “inclusive community engagement is a vital component of drafting and updating a general Plan”.- OPR
 - Inclusivity refers to soliciting a range of perspectives that reflect the diversity of a community

Nextdoor, Facebook the Land Use Element and the Truth

In addition to general outreach, staff has confronted an organized, resourced, disinformation campaign.

- ▶ The housing crisis is real, it impacts real Long Beach residents, ignoring it does not stop growth and does not make the problem go away.
- ▶ The mandated rate of growth is 0.14%, not a doubling of the population.
- ▶ There is no change to parking requirements.
- ▶ There is no change within FCN - Single Family areas.
- ▶ No new high-rise buildings outside of Downtown and Midtown.

 **Nextdoor**



◀ Say NO to the L...e Element's Post ...



Debby B Thompson

The man who is crafting these ideas from SCAG is from Russia. Talk about Russian interference! High Density apts and condos in single home neighborhoods are wrong. Road diets are wrong. CA legislators are wrong.

1d Like Reply

1989

Enactment date of current Land Use Element

2000

Horizon year of current Land Use Element

0

Policies to address climate change and sea level rise
in the current Land Use Element

Policies to address environmental justice and
disadvantaged communities in the current General Plan 14

44,000

New residents since 1989

1 for every 10

Housing units actually constructed compared to
population gain

56,883

Long Beach residents currently experiencing overcrowding (12.2%)*

*HUD AFH 2016

114,241

Long Beach residents currently severely housing cost burdened, paying more than 50% of their income toward rent or mortgage*

*HUD AFH 2016

221,901

Long Beach residents currently housing cost burdened, paying more than 30% of their income toward rent or mortgage*

*HUD AFH 2016

44%

Area covered Single-Family (Founding and Contemporary Neighborhoods PlaceType)

19%

Area covered by regional serving uses such as the Long Beach Airport, Port of Long Beach and other infrastructure

16%

Area covered by public and private open space and parks

6%

Area covered by neighborhood serving corridors and centers, opening up the possibility of future mixed-use

5%

Area covered by multi-family development PlaceTypes

2%

Area covered by Downtown PlaceType

2%

Area covered by TOD PlaceTypes

1%

Area covered by Community Commercial PlaceType

686

Acres across all 9 Council Districts being adjusted
down in height and intensity from the August maps

PlaceType and Height Changes based on public input and engagement

▶ 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 7th Street from 5 to 3 stories east of Cerritos (Craftsman Village Historic District request).

▶ Council District 2

- ▶ Reduced height and intensity along 7th 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 4th and 7th Streets - from 5 stories to 4 stories.
- ▶ Reduced height in the Convention Center/Shoreline area from 250 feet to 60 feet.

PlaceType and Height Changes based on public input and engagement

▶ Council District 3

- ▶ 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 7th 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.

PlaceType and Height Changes based on public input and engagement

▶ 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.

PlaceType and Height Changes based on public input and engagement

- ▶ Council District 4
- ▶ 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.

PlaceType and Height Changes based on public input and engagement

▶ 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.

PlaceType and Height Changes based on public input and engagement

- ▶ Council District 5
- ▶ 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.

PlaceType and Height Changes based on public input and engagement

▶ Council District 6

- ▶ Decreased height between Pacific and Earl (Willow to 28th) from 10 stories to 5 stories.
- ▶ 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 33rd/Cherry adjacent to California Heights from Industrial to cleaner Neo-Industrial.
- ▶ Adjusted industrial designation near Willow Springs Park to Neo-Industrial.

PlaceType and Height Changes based on public input and engagement

- ▶ 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 56th) from 5 stories to 4 stories.
- ▶ Modified designation at Paramount/South Street from multi-family to mixed-use to match existing conditions.

PlaceType and Height Changes based on public input and engagement

▶ 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.

PlaceType and Height Changes based on public input and engagement

▶ Council District 9

- ▶ 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.

▶ Citywide

- ▶ Citywide policies were added and adjusted based on public input, including policies to regarding environmental justice & equity, fiscal health, affordable housing, grocery stores, Native American Tribes consultation, sustainability and wetlands preservation

Recommendation

- ▶ Conduct and conclude the Public Hearing
- ▶ Forward a recommended PlaceTypes and Heights Map to City Council
- ▶ Recommend City Council adopt the map and direct staff to recirculate the Program Environmental Impact Report