



**City of Long Beach**  
*Working Together to Serve*

**Date:** April 6, 2017

**To:** Planning Commissioners

**From:** Christopher Koontz, Advance Planning Officer

**Subject:** Study Session on proposed General Plan Land Use and Urban Design Elements

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

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

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

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



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

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