



# CITY OF LONG BEACH

DEPARTMENT OF PLANNING AND BUILDING

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# R-28

ADVANCE PLANNING DIVISION

September 17, 2002

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

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**SUBJECT:** Agreement with EIP Associates to Provide Services to Update the Land Use Element of the City's General Plan (Citywide)

## DISCUSSION

The General Plan is a State mandated document which serves as a comprehensive guide for the physical development of the City. The Land Use Element serves as the central framework for the entire General Plan and is intended to correlate all land use decisions with a set of coherent development policies and programs.

State law requires that all elements of the General Plan be current and that each city "periodically review and revise, as necessary, the General Plan." The current Land Use Element was last updated in 1989. We have added more than 32,000 new residents and many transformations have occurred in our physical, technological, economic and global circumstances. Our housing, commercial, industrial, retail and job markets are all quite different today at the beginning of this new millennium.

In addition, for the General Plan to be effective, State law requires that it be kept internally consistent. That is to say, the individual elements (housing, transportation, open space, et cetera) must not contradict each other. The General Plan must be consistent with State policy and with all land use and development actions the City may take.

As the City has annexed new territory and adopted additional land use planning documents since the last update of the Land Use Element, (including, e.g., the *Long Beach 2010 Strategic Plan*, the *Central Redevelopment Project Area Strategic Plan*, the *North Long Beach Guide for Redevelopment*, the *East Village Guide for Development*, and several new planned development districts), it is critical that plans for these areas be consistent with the City's Land Use Element and the entire General Plan. Updating the current Land Use Element is the fundamental way to ensure this consistency.

## OBJECTIVES

The primary objective for the update of the Land Use Element is to create a readable, comprehensive, user-friendly document that is internally consistent and provides clear policies and programs for the future development of the City. The primary goals of this update are to:

- Involve and engage the community in a land use planning outreach program that reaches all segments of our diverse population and encourages widespread citizen participation in the planning process;
- Connect the community visions expressed in the *Long Beach 2010 Strategic Plan* with land use planning policies and implementation programs expressed in a new Land Use Element - maintaining a focus on neighborhood stabilization and improvement measures;
- Create a legally defensible, helpful, user-friendly document which addresses the land use planning concerns of the community;
- Focus on strategic reuse of previously developed parcels based on current and projected growth and economic indicators.

## PROJECT PROGRAMS

A Request for Proposals was issued to over 50 Southern California land use planning firms. Four proposals were received. A selection committee, composed of the three planning division officers and a citizen representative, interviewed the four firms and unanimously selected EIP Associates (EIP) as the preferred consultants for this project. EIP is a long established firm, specializing in General Plan formulation and is very familiar with the City of Long Beach. EIP has worked with the Redevelopment Agency in preparing the *North Long Beach Strategic Guide for Redevelopment* and the *East Village Guide for Development*. Under the terms of the proposed contract EIP will be responsible for:

### *PROJECT ORIENTATION*

Develop and coordinate an overall schedule and work program for the interdepartmental City staff committee. Discuss key land use planning issues, identify areas for which land use changes may be anticipated, and identify areas for which plans have been adopted and land use commitments have been made.

### *BASELINE DATA COLLECTION*

Work collaboratively with City staff to collect and compile a descriptive profile of land uses, infrastructure, and socio-demographic and economic characteristics that will describe existing conditions, trends and forecasts for the future.

### *COMMUNITY PARTICIPATION*

Formulate a comprehensive community outreach program that will maximize the opportunity for broad based public participation reflective of the City's diverse communities.

Seven "Neighborhood Clusters" (geographic areas that have similar land use issues) will be identified Citywide. It is envisioned that each cluster will have 15 to 20 neighborhood representatives serving on a land use planning team. These cluster teams will meet as many times as necessary (at least three or four times) throughout the planning process to formulate a vision for their neighborhoods and to provide input for

future land use strategies and policies. Also, there will be a Citywide steering committee made up of at least two representatives from each Neighborhood Cluster and City representatives. They will meet at least twice during the initial planning process. (The "process" includes Visioning, Land Use Strategy and Land Use Policy formation.)

EIP will work with City staff to host at least three study sessions with the City Council and City Planning Commission during the process to ensure that they are informed about project content and recommendations as they develop.

*VISIONING*

With the Long Beach 2010 Strategic Plan in mind, EIP will work with staff to facilitate Neighborhood Cluster meetings where the public will help craft the vision of future development in Long Beach. This shared vision will help guide development of the Land Use Element in identifying how commercial districts, employment centers, open spaces and residential neighborhoods can be sustained and improved. It will serve as the basis for the updated Land Use Element's goals, objectives, policies and programs.

*LAND USE STRATEGY*

EIP will guide the development of a Citywide and neighborhood land use strategy based on issues defined by the visioning process. Together with staff, they will formulate alternative land use development scenarios for each Neighborhood Cluster. Because most of the City's future growth will largely occur as "infill" and "reuse", the alternative land use options will focus on targeted development sites.

*LAND USE POLICY*

Staff and EIP will formulate land use policies for the updated Land Use Element to reflect the defined issues and Vision Statement.

The land use policies will be defined regarding the overall structure and distribution of land uses throughout the City. They will differentiate the City's residential neighborhoods, commercial centers and corridors, industrial/business districts, park districts, open spaces, streets and highway network, and other contributing land uses.

*LAND USE ELEMENT*

EIP will prepare the updated Draft Land Use Element based upon input received from the Neighborhood Cluster meetings, the Citywide steering committee meetings, and the City Council and City Planning Commission study sessions.

In addition, EIP will prepare an analysis that recommends zoning and land use regulation changes necessary to implement the new policies and programs established in the new Draft Land Use Element.

This letter was reviewed by Principal Deputy City Attorney Michael J. Mais on September 3, 2002 and Budget Manager Annette Hough on September 6, 2002.

TIMING CONSIDERATIONS

State law requires that all of the elements of the General Plan be internally consistent and consistent with all other land use plans and development in the City. The current Land Use Element has not been updated since 1989. Since that time, many conditions have changed and several development plans have been prepared and adopted by the Redevelopment Agency. Therefore, an updated and consistent Land Use Element is critical to the future development of the City.

FISCAL IMPACT

The total cost of this contract will not exceed \$430,000 for a 21-month period spanning three fiscal years: \$150,000 in FY02, \$140,000 in FY03 and \$140,000 in FY04. The expenditures will be budgeted in the General Fund (GF) under the Department of Planning and Building (PB). The funds for FY 04 will be included in the Department's proposed base budget.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

1. Authorize the City Manager to execute an agreement with EIP Associates for a period of 21 months, for an amount not to exceed \$430,000, to assist in the preparation of the updated Land Use Element of the City's General Plan.
2. Authorize the City Manager to extend the term and provide additional services as required within the provisions of the agreement.

Respectfully submitted,

*EJZ*  
  
EUGENE J. ZELLER  
DIRECTOR OF PLANNING AND BUILDING

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APPROVED:

  
HENRY TABOADA  
CITY MANAGER