



CITY OF LONG BEACH

R-29

DEPARTMENT OF PLANNING AND BUILDING

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-7713 FAX (562) 570-6068

August 21, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the supporting documentation, and request the City Manager to: (1) prepare the Southeast Area Development and Improvement Plan (SEADIP) Specific Plan and associated environmental document, and (2) conduct public outreach as proposed, once funds in the amount of \$250,000 are identified. (District 3)

DISCUSSION

The SEADIP Specific Plan for this area is over 35 years old and contains provisions that are no longer legally enforceable. While, the original SEADIP plan was innovative for its time, conditions and regulatory requirements have changed rendering key elements of the existing plan obsolete. Without an updated plan, the City can only react to development proposals as evidenced by the recent Home Depot and Seaport Marina projects. With an updated specific plan, development expectations and related community benefits are predetermined and future development implements the community's vision for the area.

Based on direction from the City Council at the June 5, 2007 meeting, the Department of Planning and Building has prepared an 18-month work program to update SEADIP. The intent of this work program is to create a wide variety of opportunities for citywide public participation in this planning process. The work program includes four main phases: 1) public outreach to solicit input and formulate options; 2) preparation of the Draft Specific Plan and Draft Environmental Impact Report (DEIR); 3) public outreach on the Draft Specific Plan and DEIR; and 4) public hearings for adoption of draft documents. For a full description of the work program phases, please see the attached City Council Memorandum dated August 2, 2007.

This report was reviewed by Assistant City Attorney Michael J. Mais and by Budget and Performance Management Bureau Manager David Wodynski on August 6, 2007.

TIMING CONSIDERATIONS

On June 5, 2007, the City Council directed the Director of Planning and Building to report back to the City Council within 60 days, with the information contained in this report.

FISCAL IMPACT

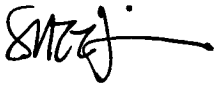
The update of SEADIP will involve a significant staff effort that will require City funding. The preliminary estimate for public outreach, document preparation, and the EIR is approximately \$250,000. The costs for this effort are currently neither in reserve nor budgeted and will require future budget appropriations. The source of this funding has not been identified at this time. Until such funding is identified and approved, staff's ability to commence this effort will be limited. If the City Council authorizes this expenditure, all appropriate contracts will be returned to the City Council for approval.

The updated SEADIP Specific Plan could include a requirement that developers reimburse the City for associated costs. California Government Code [65456(a)] offers an avenue for a local government to recover the cost of preparing, adopting, and administering a specific plan. Once the Specific Plan is in place, developers that comply with the Specific Plan could be required to pay a fee to defray the costs of preparation, adoption and administration of the Specific Plan and EIR. Full reimbursement using this mechanism would occur over time as development occurs.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

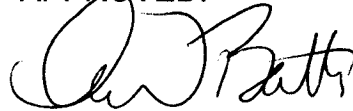


SUZANNE FRICK
DIRECTOR OF PLANNING AND BUILDING

SF:AR:IB: MH
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Attachments:
Council Memorandum dated August 2, 2007

APPROVED:



ANTHONY W. BATTS
CITY MANAGER



Date: August 2, 2007
To: Anthony W. Batts, City Manager *AWB*
From: *SF* Suzanne Frick, Director of Planning and Building
For: Mayor and Members of the City Council
Subject: Community Outreach and Update Process for the SEADIP Revisions

On June 5, 2007, the City Council directed the Department of Planning and Building to outline a comprehensive community outreach process to amend the Southeast Area Development and Improvement Plan (SEADIP).

The present specific plan for this area is over 35 year old and contains provisions that are no longer legally enforceable. While the original plan was innovative for its time, conditions and regulatory requirements have changed rendering key elements of the existing plan obsolete. Without an up to date plan, the City can only react to development proposals as evidenced by the recent Home Depot and Seaport Marina projects. With an up to date specific plan, development expectations and related community benefits are predetermined and future development implements the community's vision for the area.

An update to SEADIP will include significant public participation, the preparation of a new specific plan and a required environmental impact report. The Department of Planning and Building has prepared an 18-month work program to update SEADIP. As shown on the attached flowchart (Attachment A), the intent of this work program is to create a wide variety of opportunities for citywide public participation in this planning process. In addition, as indicated in the attached flowchart, the City Council will be informed about the status of the planning process with periodic updates in the form of memorandums.

The work program includes four main phases: 1) public outreach to solicit input and formulate options; 2) preparation of the Draft Specific Plan and Draft Environmental Impact Report (DEIR); 3) public outreach on the Draft Specific Plan and DEIR; and 4) public hearings for adoption of draft documents. These phases are discussed in more detail below:

- **Phase I: Public Outreach to Solicit Input and Formulate Options**

This phase will be designed to facilitate a broad spectrum of community input opportunities. The primary method for feedback will be surveys presented at community meetings, accessible through the internet and possibly random

phone sampling. The surveys will enable participants to provide feedback on a variety of issues including a vision of the area, future land uses, development standards, open space opportunities, and mobility options. Staff will attend all 3rd District neighborhood association meetings to present the background, explain the process, and administer the survey. Outreach efforts will not be limited to only the 3rd District. Notices will be provided to all neighborhood, homeowner, and community organizations throughout the City, encouraging their participation in the survey and planning process.

In addition to the neighborhood outreach, a community meeting will be conducted where the public will be invited to provide comments on key issues. A website will also be created to provide background related to SEADIP and on-going information about events, participation opportunities, and the planning process.

▪ **Phase II: Preparation of the Draft Specific Plan and DEIR**

Following the public outreach, a report will be prepared summarizing the input and identifying several options for City Council review and consideration. This report will be made available to the public and presented to the Planning Commission and City Council. As part of this phase, the Council will be presented with alternatives to be studied in the Environmental Impact Report and will authorize preparation of the Draft Specific Plan.

▪ **Phase III: Public Outreach on the Draft Specific Plan and DEIR**

Once the Draft Specific Plan and DEIR are ready for public review, outreach efforts similar to those outlined in Phase I will take place. The opportunity for comment will also be encouraged through the website.

▪ **Phase IV: Public Hearings for Adoption of Draft Documents**

Following the above public input phase, the Specific Plan and DEIR will be presented to the Planning Commission and City Council for approval. Following City approval, the documents will be presented to the Coastal Commission for review and approval.

Next Steps

The update of SEADIP will involve staff effort and the preparation of an extensive environmental impact report. The preliminary estimate for public outreach, document preparation, and the EIR is approximately \$250,000. Once the new plan is adopted, applicants seeking approvals for new development in the area can reimburse the specific plan and EIR preparation and administration costs. However, the City would have to provide the initial up front cost. This

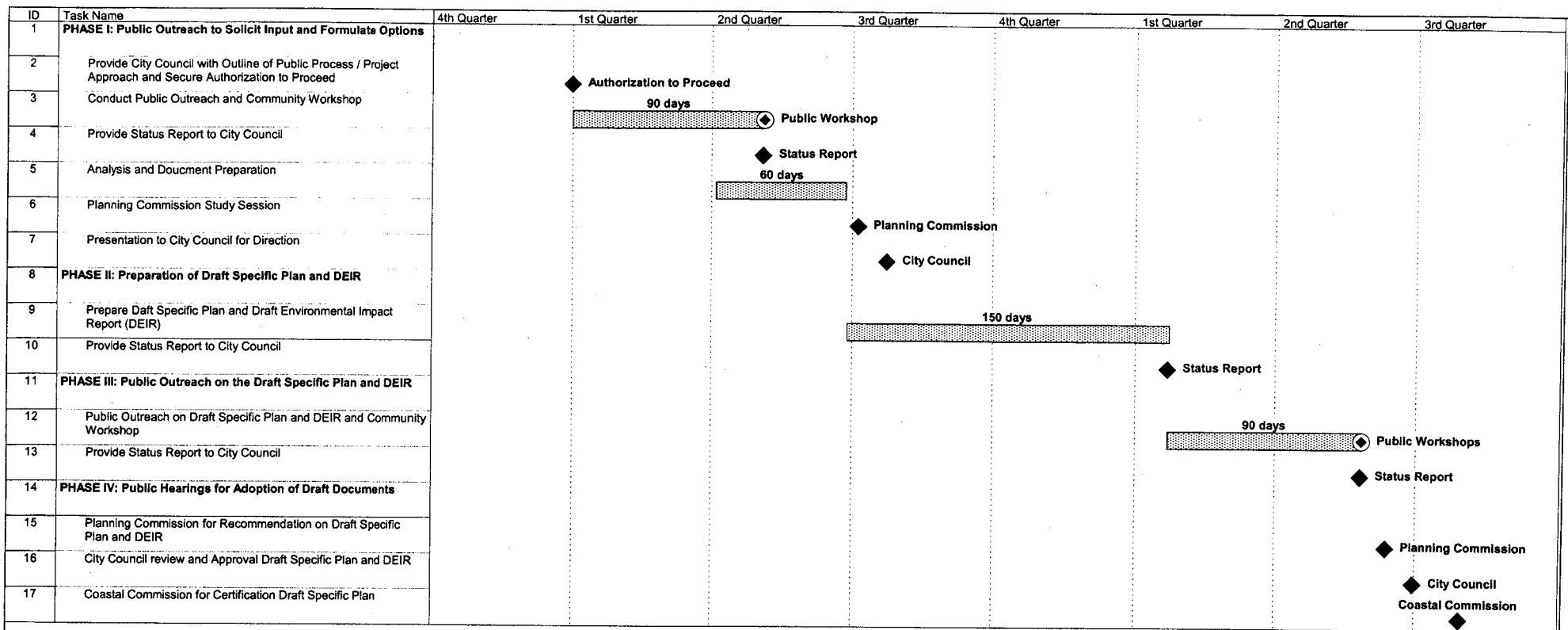
effort is not currently budgeted and will require future budget appropriations. Prior to initiating the project, staff will return to Council for authorization and funding approval.

The approach outlined in this report will provide a broad public outreach program to assist in the preparation of a Specific Plan to replace SEADIP. At the conclusion of this process, the new Specific Plan will be incorporated into Long Beach 2030 (the General Plan update) to ensure both documents are integrated.

Attachment A: Process Flowchart

SF:AR:IB:MH

cc: Chris Shippey, Assistant City Manager
Reggie Harrison, Deputy City Manager



Project: SEADIP Work Scope.mpp Date: Tue 8/7/07	Task		Progress		Summary		External Tasks		Deadline	
	Split		Milestone	◆	Project Summary		External Milestone	◆		

Attachment A