



CITY OF LONG BEACH

H-1

DEPARTMENT OF DEVELOPMENT SERVICES

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January 10, 2012

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive the supporting documentation into the record, conclude the public hearing, adopt a Resolution recertifying the Final Program EIR 04-08 (State Clearinghouse No. 2009071006) and adopting Findings of Fact, a Statement of Overriding Considerations, and Mitigation Monitoring and Reporting Program for the Downtown Plan;

Deny the appeal, and uphold the December 1, 2011 decision of the Planning Commission;

Adopt a Resolution approving a General Plan Amendment designating all property within the Downtown Plan project area to Land Use Designation (LUD) #7, Mixed Uses;

Declare Ordinance amending and restating PD-30 (Downtown Plan) read the first time and laid over to the next regular meeting of the City Council for final reading;

Declare Ordinance amending and restating PD-29 (Long Beach Boulevard Planned Development District) read the first time and laid over to the next regular meeting of the City Council for final reading; and,

Consider a recommendation by the Planning Commission to fund a citywide community benefits study to include inclusionary housing, commercial linkage fees and local hiring preferences. (Citywide)

DISCUSSION

Downtown has long been the center for civic, commercial, cultural, and entertainment activity in Long Beach, and the City Council has adopted and implemented several plans over the years to further the Downtown's position in this respect. Most recently, the Downtown Planned Development District (PD-30) was adopted in 2000, and provided a regulatory framework for continued development of Downtown. The development boom in the early to mid 2000's resulted in several projects that, although consistent with the overall vision for Downtown, were in conflict with the specific development standards. As

a result, several amendments to PD-30 were approved to make way for the various projects. Although facilitating these projects was important to the continued development of Downtown, the ad hoc nature of the amendments resulted in a lack of a cohesive approach on the part of the City, as well as uncertainty on the part of the development, residential and business communities, with respect to the timeline and overall certainty in the City processes. Recognizing the need for a cohesive vision for future development, as well as the need to create a fair, clear and predictable process, the City began the process of updating the plan for Downtown.

To assist in facilitating a cohesive vision that represented the needs and desires of the community, the two Downtown City Councilmembers formed the Downtown Visioning Committee (Committee) consisting of various Downtown stakeholders. The Committee was tasked with creating a comprehensive set of principles to guide the future development of the Downtown area. After a one-year process that included extensive community outreach, the Committee completed the "Vision Statement for Downtown," which was subsequently presented to the City Council on May 20, 2008. After reviewing the Vision Statement, the City Council directed staff to prepare a new plan for Downtown. Largely based on the visioning effort and the formal direction of the City Council, the Downtown Plan was developed as a document that provides the regulations, guidelines, and incentives necessary to realize the outcomes set forth in the Vision Statement. Development of the Downtown Plan also included the formation of a steering committee made up of Downtown residents and other stakeholders.

The Downtown Plan was originally drafted in conjunction with a community-based Downtown Steering Committee. A series of community meetings were held to review and refine the Downtown Plan. The revised Downtown Plan and its associated Program Environmental Impact Report (PEIR) were released to the public in December 2010 for a 115-day public review period as directed by the City Council on November 9, 2010.

The Downtown Plan provides an update to the existing land use regulations in the area, including the entirety of PD-30, a portion of PD-29 (Subarea 5), and other adjacent areas totaling approximately 725 acres, and will become the zoning for the project area (Exhibit A – Downtown Plan Project Area Map). The Downtown Plan is accompanied by the Final Program Environmental Impact Report (PEIR) (Exhibit B – Downtown Plan and Final PEIR).

The Downtown Plan

The purpose of the Downtown Plan is to provide continuing guidance over the coming decades to create and maintain a vibrant and successful urban core in Downtown Long Beach through clear design and development standards. The Downtown Plan and PEIR will streamline the process for future development projects and public improvements. It is important to note that the Downtown Plan does not mandate where and when any particular type of development will occur, and does not attempt to influence economic or market forces. It neither discourages nor advocates for market rate or affordable housing, but establishes clear and concise development standards for all types of development.

The Downtown Plan includes the core and adjacent neighborhoods, providing unified development guidance for the larger area. It provides direction for future development projects in terms of land use, urban design, open space requirements, historic preservation and adaptive reuse, signage and other aspects of creating a vibrant urban environment, while protecting existing stable neighborhoods. The key enhancements of the Downtown Plan include:

- Expansion of the Downtown Plan area from 467 acres to 725 acres.
- A comprehensive set of design standards for new development that provide criteria for a range of building types.
- A simplified land use table that combines the existing subareas into one district.
- Modified height limits that focus development intensity in the core areas of the Downtown while limiting the intensity of development in and around existing residential neighborhoods.
- Parking, open space, and building setback requirements that are more reflective of a thriving Downtown environment.
- Adaptive reuse standards and incentives and a list of historically significant properties eligible to use the incentives.
- New guidelines and standards for the streetscape and public realm.

Public Process

Presentation of the Downtown Plan for City Council's consideration is the culmination of four years of community meetings, staff and consultant efforts, and input from the Planning Commission and City Council. The Plan as presented represents an attempt to balance the needs of various Downtown stakeholders with the social and economic health of the entire City. In addition to extensive meetings with community groups, steering committee members and interested stakeholders, staff received extensive public comment on the Downtown Plan through a dedicated website, and incorporated these comments into the overall Downtown Plan (Exhibit C – Comment Matrix).

California Environmental Quality Act (CEQA)

A Program Environmental Impact Report (PEIR) was prepared for the Downtown Plan under the California Environmental Quality Act (CEQA). The PEIR provides the environmental clearance for the adoption of the Downtown Plan, and also provides a document from which environmental review of subsequent development projects within the Downtown Plan area can be based. Each subsequent project will be required to complete an Initial Study to determine if there are any new or outstanding environmental issues that were not forecasted by the PEIR. If so, additional review under CEQA may be required.

Since implementation of the Downtown Plan will come in the form of future development and public improvement projects, the PEIR provides analysis for what impacts and mitigation measures should be incorporated into these projects. The PEIR of the Downtown Plan determined that all project impacts can be mitigated to a level below significance with the exception of the following impacts, which are considered significant unavoidable adverse impacts of the Downtown Plan:

- o Aesthetics
- o Air Quality
- o Cultural Resources
- o Greenhouse Gas Emissions
- o Noise
- o Population and Housing
- o Public Services
- o Transportation and Traffic

The Final PEIR contains written responses to all comments received on the Draft PEIR, with addenda and errata providing updated information. The Draft PEIR, along with the comments, responses and additional information, comprise the Final PEIR. A Resolution certifying the PEIR and adopting the Findings of Fact, Statement of Overriding Considerations and Mitigation Monitoring and Reporting Program is attached.

The Statement of Overriding Considerations (SOC) is required due to the unavoidable adverse significant impacts identified in the Final PEIR. Whenever a project results in unavoidable significant impacts, the lead agency must state in writing the specific reasons to support its action. If the economic, legal, social, technological or other benefits of a project outweigh the significant unavoidable adverse environmental impacts, the adverse effects may be considered to be acceptable.

Planning Commission Actions

On November 10, 2011, the Planning Commission held a special meeting to consider actions related to the Downtown Plan, and to receive testimony. During that meeting, it was noted that the Final PEIR was missing a study by David Rosen & Associates, which served as an attachment to an official comment letter. While the comment letter was responded to and included in the Final PEIR, the actual study document was inadvertently omitted and, therefore, the administrative record was incomplete. As such, the Planning Commission continued the public hearing to December 1, 2011, in order to allow for inclusion of the study, to complete the administrative record and to allow the Planning Commission full consideration of all issues presented during the comment period. At the December 1, 2011 meeting, the Planning Commission voted to certify the Final PEIR. The Planning Commission also voted to recommend the General Plan Land Use Designation (LUD) change and adoption of the Downtown Plan. Copies of the respective staff reports are attached (Exhibits D-1 and D-2).

The Planning Commission's actions have been appealed to the City Council. The appellants are the Legal Aid Foundation of Los Angeles, the Natural Resources Defense Council and Housing Long Beach, acting together. The City Council, therefore, must consider the appeal, and either uphold the appeal, or deny the appeal and re-certify the Final PEIR. This action must be taken so that the City Council can consider the information provided in the Final PEIR prior to taking any actions related to adopting or implementing the Downtown Plan.

Supplemental Recommendation by Planning Commission

The appellants are encouraging the inclusion of community benefits as part of the Downtown Plan. They are advocating that these benefits be applied only in the downtown. The Planning Commission crafted a supplemental recommendation to request that the City Council authorize a citywide study of community benefits, including

affordable housing requirements, commercial linkage fees, and local hiring practices. This recommendation was the result of the Planning Commission's belief that these issues are best addressed citywide, rather than being limited to the 725 acres within the boundaries of the Downtown Plan.

In April 2011, the appellants submitted the David Rosen & Associates study, referenced above, as part of their comment letter. The DRA study concluded that community benefits should be applied specifically in the Downtown Plan area as mitigation for environmental issues analyzed in the Final PEIR related to population and housing, air quality, greenhouse gas emissions, traffic and transportation.

A fundamental purpose of the DRA study was to demonstrate that the imposition of community benefit requirements on new development would not act as a constraint to new development under the Downtown Plan. The analysis performed by DRA was based on the assumption that the increased heights and building density, reduced parking requirements and shortened entitlement timelines proposed in the Downtown Plan would result in increased property values. The DRA study creates estimates of the property value increases, which were then used to conclude that the proposed community benefits costs could be borne without constraining new development. The existence of this value enhancement is crucial to the conclusion that community benefits requirements will not constrain new development opportunities.

The DRA study only considered the increased height limits, reduction in parking standards and streamlined approval process proposed in the Downtown Plan. The DRA study did not take into account any of the additional requirements imposed by the Downtown Plan such as increased open space and an intensified architectural design review process. Moreover, the Final PEIR concluded that the intensity of development that would occur under the Downtown Plan should not be expected to be substantially different than would be anticipated under existing zoning. It is, therefore, not reasonable to conclude that the proposed Downtown Plan will cause downtown property values to increase. This negates the fundamental premise of the DRA conclusion that the cost of additional community benefits can be supported without constraining new development.

The Final PEIR concluded that the inclusion of community benefit requirements in the Downtown Plan is not necessary to mitigate the environmental issues the DRA study is purporting to address. The Planning Commission concurred with the Final PEIR conclusion, but then also requested that the City Council study these issues on a citywide basis in the belief that these issues are housing and development policies with citywide implications that should be explored and analyzed from a citywide perspective, provided the City Council agrees.

Inclusionary Housing Requirements

To provide the City Council with some background on these policies, staff surveyed 140 cities in the Counties of Los Angeles, Orange and San Diego. The staff survey found that 31 cities in the three counties have adopted inclusionary housing ordinances or policies (22 percent), and that only two of the ordinances do not apply citywide. These two ordinances only apply inclusionary housing obligations in redevelopment project areas that are subject to the affordable housing production requirements imposed by the California Redevelopment Law (CRL).

The following facts should be considered when evaluating the imposition of inclusionary housing requirements in Long Beach:

1. Over the past 10 years, the majority of the deed restricted affordable housing units constructed in Long Beach have been developed under the auspices of the Long Beach Housing Development Company.
2. Approximately 11 percent of all existing units in the Downtown Plan area are currently deed restricted for occupancy by very low-, low- and moderate-income households. Comparatively, three percent of the housing units in the City are subject to income and affordability restrictions.
3. Only 6.6 percent of the City's housing inventory is located in the Downtown Plan area. Comparatively, 24 percent of the City's income restricted units are located in the Downtown Plan area.
4. Forty seven percent of the City is already subject to the inclusionary housing requirements imposed by the CRL for redevelopment project areas adopted after 1976. This requirement applies to both the Central and North Long Beach Redevelopment Project Areas. Approximately 73 percent of the Downtown Plan area is within the Central Project Area and, therefore, it is already subject to the inclusionary housing requirements imposed by the CRL.

It is clear that the area encompassed by the Downtown Plan already contains a large percentage of the income restricted housing units in the City. If the City Council wishes to consider applying inclusionary housing requirements on new development, the limitations imposed by the California Court of Appeals decision in the *Palmer/Sixth Street Properties L.P. v. City of Los Angeles* (Palmer) need to be considered. The Palmer decision clearly limits the ability of local land use jurisdictions to impose income and affordability restrictions on rental housing unless a developer receives financial assistance and/or development incentives.

Commercial Linkage Fees

There are currently 27 cities in California that impose commercial linkage fees. Of this total, only three of those cities are located in the Counties of Los Angeles, Orange and San Diego. These cities are Santa Monica, West Hollywood and San Diego. If the City Council wishes to consider the imposition of a linkage fee on commercial development, the City must demonstrate that new commercial development increases the need for housing that is affordable to low and moderate-income households. This increased need must be quantified and the fee must reflect the need for affordable housing created by the development.

Community Benefits Study Option

If the City Council wishes to pursue discussion of community benefits, one option would be to direct that these issues be reviewed as part of the next mandatory update of the Housing Element, which must be adopted by 2013.

For the reasons stated above, and in accordance with the Planning Commission's recommendations, staff recommends approval of the Downtown Plan without the inclusion of community benefits proposed by the appellants.

This matter was reviewed by Assistant City Attorney Michael Mais on December 21, 2011 and by Budget Management Officer Victoria Bell on December 19, 2011.

TIMING CONSIDERATIONS

The Municipal Code requires City Council action within 60 days of appeals filed on actions taken by the Planning Commission. This appeal period ended on December 12, 2011.

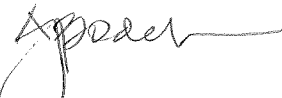
FISCAL IMPACT

There is no fiscal or local job impact associated with the recommended action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



AMY J. BODEK
DIRECTOR DEVELOPMENT SERVICES

APPROVED:



PATRICK H. WEST
CITY MANAGER

AJB:DB:slg
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Attachments: Exhibit A – Downtown Plan Project Area Map
 Exhibit B – Downtown Plan and Final PEIR
 Exhibit C – Comment Matrix
 Exhibits D-1 and D-2 – Planning Commission Staff Reports Nov. 10, 2011 and Dec. 1, 2011
 City Council Resolution Recertifying Final PEIR
 City Council Resolution General Plan Amendment – LUD#7
 City Council Ordinance PD-30
 City Council Ordinance PD-29

Exhibit A

Downtown Plan Boundary

- Proposed Plan Boundary
- Existing PD-29 Boundary
- Existing PD-30 Boundary
- Council Districts

500 Feet

Department of Development Services | SK

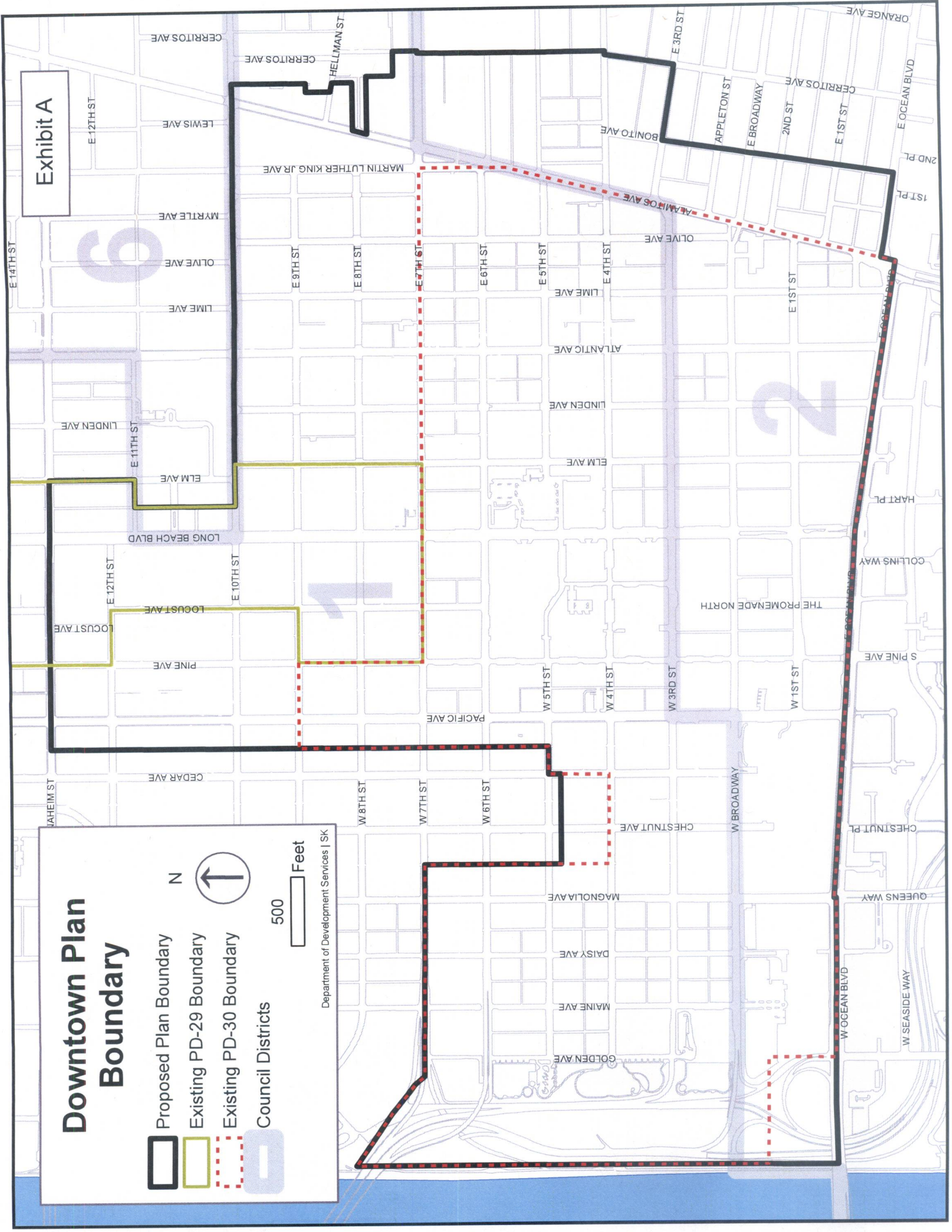
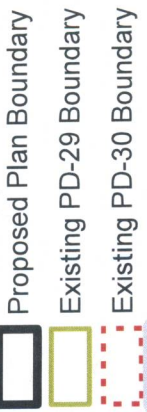


Exhibit B -- Downtown Plan and Final EIR

The Downtown Plan and Final EIR were transmitted on
December 21, 2011, under separate cover.

The documents are available online at the following locations:

http://www.lbds.info/planning/advance_planning/downtown_community_plan/
and
http://www.lbds.info/planning/environmental_planning/environmental_reports.asp

Downtown Plan Public Comments

Vision + Introduction		
Downtown	Plan	<p>There's a section missing, linking the plan to the Market Study done for downtown, describing the changing population in downtown, and the varying needs of and opportunities identified for the different sectors of downtown: resident/visitor, employee, etc.. Overall, I think the plan will provide a much needed set of standards and guidelines for developers coming into downtown Long Beach to build, and will set the bar higher for new development here. However, I think it is missing an opportunity to provide a view off/some visualization of the big urban design, land use, mobility and open space ideas for downtown – much bigger than and beyond a new-development-by-new-development ad hoc approach.</p> <p>Photos on Pg 2 are shown under the heading, Vision, but they are really of our many existing important assets, historic architecture, multi-modal transportation, international events destination, waterfront location. We should recognize that these are existing assets, onto which we will layer great new things.</p> <p>Pg 4 Map – instead of "Los Angeles, approx 20 miles" more appropriate to say "Metro Blue Line to Los Angeles, approx 20 miles". Pg 6 – Character Areas, East Village – EIP did prepare a Guide for Development for the East Village Arts District for the City RDA. No longer on the website as far as I can tell, but it is referred to on the East Village Association's website.</p> <p>Pg 12 – since these visualizations are the only overall views of a different future, should they really be hidden away on this end page of this chapter, very small size, and no callouts pointing out specific changes being illustrated.</p>
Downtown	Plan	<p>Generally, this section should work for those who are NOT familiar with Long Beach, as well as for those who are familiar with Long Beach. Imagine an investor coming from out-of-town as he is reading sections involving "Surrounding Context", "Downtown Character Areas", etc. In each paragraph there are word, phrases and descriptors that are very local in nature, not referenced or pointed out in the Figures and can be very confusing. Each chapter and section should be reviewed in this light.</p>
		<p>Page 3, Item #5 – "... Bold Architecture"</p> <p>This term is not clearly defined in the document, and seems to eliminate the ability for myriad styles that would work well within the context of the City. Please remember that the current City Hall was presented and built under the term "bold". At that time it meant "Brutalist" and the vast majority of Long Beach citizens use City Hall as an example of what NOT to build. Further, it seems to immediately inhibit prominent developers such as Rick Caruso. His projects are neither Bold nor modern yet they command the highest rates in Southern California and are visited for both shopping and tourism. They are extremely high quality and are a special blend of urbanism and architecture. That blend is what Long Beach needs to mandate. Further, there are multiple styles in one building and again, they are clearly not "modern."</p>
		<p>Page 3, Item #8 – "... dynamic architecture"</p> <p>Similar comment above. This has nothing to do with quality, classic or long-lasting architecture. In fact it relegates architecture to a style competition where it is dated before it is built. How has this bold and dynamic architecture enhanced the street?</p>
		<p>A number of studies have been completed or are in process within the Downtown during the preparation of the Downtown Plan, including the market study, General Plan update, the Pine Ave streetscape project, and the adopted East Village Guide for Development, etc. All of these documents together shape Downtown. The Downtown Plan will become the central document upon adoption.</p> <p>The vision and introduction sections have been expanded, including discussion to emphasize building on existing assets. Chapter 2 includes an expanded discussion on the importance of mobility within the Downtown.</p> <p>A discussion about the regional location of Long Beach in general, and Downtown in particular to other activity centers is provided in Chapter 1.</p> <p>Chapters 1 and 2 have been crafted to mix visuals and graphics with the text to better tell the story of how Downtown Long Beach was developed over time, and the vision for document was established.</p> <p>The document provides limited discussion about the context of Long Beach in general or the Downtown in particular, in order to stay focused on the details of shaping Downtown. Comparison to other areas of the city or other communities are not helpful in this regard. This document is not the vehicle to get people interested in Downtown, but to let them know what Downtown is going to become once they are interested in doing a project.</p> <p>This document is not dictating style, but does include an urban design discussion about styles for new structures being compatible with existing structures, that bold architecture is encouraged, and that clearly articulated architectural ideas are to be displayed.</p> <p>Key to the design ideas is the streetwall and siting of larger structures within their immediate proximity. This issue is key to the success of the plan, and is articulated in the vision as well as the design standards.</p>

Downtown Plan Public Comments

Vision + Introduction (continued)	
Downtown	<p>Page 4, Figure 1-1 – Regional Context Indicate the waterfront area on the map, as it is referenced in the "Surrounding Context" on page 5.</p> <p>Page 6, Willmore Historic District The text appears as Willmore instead of Willmore.</p> <p>Page 7, Figure 1-2 – Character Areas and Surrounding Neighborhoods Suggest coloring the other areas so one can distinguish the boundaries between the West End, Civic Center, North Pine, Business and Entertainment Area, and East Village. We presume that the "hole" around North Pine will be extended to 10th, as in earlier discussions.</p>
Downtown	<p>Extend northern Downtown boundary to Anaheim.</p>
Downtown	<p>We must increase the caliber of people in downtown. We are presently awash with homeless and thugs. If you don't help this matter than all the verbiage in this draft is a lie. You must create places that attract "thinkers", "artists", "shoppers" and the well-healed business minds that create value both economically and environmentally. Overall this downtown plan doesn't say much. I'm more interested in the actually intensions being discussed. The draft is an obvious "filler" to keep us waiting. We've been waiting for years.</p>
Downtown	<p>Develop long-term master planning for public connections to waterfront.</p>
Downtown	<p>It might be unfortunate if it will always be readily apparent that a project is pre- or post-DCP. Maybe such plans should be evolutionary growing out of existing patterns instead of revolutionary. Downtown LB could benefit from more consistency due to its' history dating back to the '33 earthquake. Or, if going ahead with revolutionary preceptives, this should be a clear intent of the plan.</p> <p>How is this plan different than an update to PD-30? It doesn't seem to address transportation issues, connection to the waterfront, overall goals for massing (pinpoint towers versus walls, etc.) Is there a three-dimensional model depicting the general intent of the plan? 5. Isn't it possible to motivate higher density growing from the center over time? Wouldn't it be unfortunate to have lots more people downtown but they're all 10 or 15 blocks from Pine Avenue, leaving it deserted?</p>
Downtown	<p>General Comments: . . The entire package looks great. Precedent images are good although not very often of Long Beach. General concerns center around addressing the unique history and context of Long Beach as opposed to any generic city. Specific design guidelines are extensively developed (in some cases, overdeveloped), while overall intent of the plan is not always clear. How do the rules support the intent? Are we trying to become more cohesive or draw a stronger line between old and new? Highly important aspects of the Visioning Process cannot be addressed, including reducing one-way streets and connecting to the waterfront.</p>
Downtown	<p>The waterfront is part of the context map, as are other adjacent neighborhoods and areas to the Downtown Plan project area.</p> <p>This has been corrected.</p> <p>The character areas are not delineated by design, as there are not clear lines separating the various areas of Downtown. The intent is to define the general character of these neighborhoods in order to provide design guidance and context.</p> <p>The project boundary has been expanded northward to 10th Street and Anaheim Street.</p> <p>Homeless people fill vacuums and dead space. Active healthy places are not where they congregate. Reclaiming Downtown by creating activity and eyes on the street is the approach to this issue in the Downtown Plan.</p> <p>Connections within the Downtown Plan area, and to adjacent areas is discussed in the Mobility section of Chapter 2. Mobility issues will be addressed more comprehensively in the City's Mobility Chapter of the General Plan, which is being updated and will be presented for review and adoption in early 2012.</p> <p>The Plan is not dictating style, but emphasizing use of compatible but not copying design, lasting materials and classic proportions to avoid fad-ish designs that quickly become outdated.</p> <p>The Plan is a significant expansion of PD-30 in that it provides design standards, urban design, historic preservation emphasis, and addresses the public realm. The overall intent of creating a vibrant urban core remains the same.</p> <p>More Long Beach examples, and include captions that point out salient points have been added.</p>

Downtown Plan Public Comments

Vision + Introduction (continued)			
		Page 3, Vision Item 2: The original Visioning Committee concentrated on the word "compact" in relation to downtown, wanting to encourage a critical mass of residential and business people within the core, thereby ultimately justifying a more-vibrant retail and entertainment district for the entire city. The Draft addresses the entire downtown, but it doesn't stress radiating from the center...	The development within the Downtown will be compact and walkable under the development and design standards within the Plan.
Downtown	Plan	Page 6, Civic Center: It COULD BE a primary icon and gathering area within the city. But it is not now...	The Plan does not identify particular development sites, but notes that there are some key opportunity sites, including the Civic Center. Likely development sites are noted in the Final EIR response to comments to show that there are many available sites that could be developed without displacing existing residents.
Downtown	Plan	Overall, we think it's a good plan/guide for future private development, but feel the big picture is missing. There should really be an overall Comprehensive Master Plan (CMP) for downtown, similar to downtown San Diego, that defines the city's plan for public sector development and outlines open spaces, mobility, pedestrian plans, etc. The DCP should then complement that plan. Right now, the DCP is really placing the power of shaping the downtown in private developers' hands. The city, along w/ the community, should define in the CMP what its guiding principles are and all these separate plans (ie Pine Ave Street Scape, Mobility, Sustainability, Bike, DCP) should fall under, compliment, and support and be guided by the master plan. . .	Development of public realm policies are included in the Plan.
		1) Title is a bit misleading because of the word "Community." The document is for private developers, as opposed to the community... Character areas: define the areas w/ specific boundaries like the downtown S.D. plan. Work w/ neighborhood groups to define boundaries. There is no need for ambiguity. . Include up to 10th Street . Include the Willmore Historic District, but make a note that they have their own development plan, and reference how to refer to it. Include a note that the Waterfront will be addressed later, in another phase.	Character areas are included in the Plan to provide context, not regulate uses.
Downtown Mobility Network			
Downtown	Plan	Develop long-term plan to eliminate or reduce one-way street patterns that increase through-traffic and inhibit wayfinding.	Decoupling streets is a large and complicated project for the Downtown Plan, which focuses on development standards. This issue is a better fit in a public realm document and can be articulated in the General Plan Update in the Mobility chapter and within the neighborhood strategy section for Downtown.
Downtown	Plan	Extend bike lanes (including alleys?).	Better map of bike network, including alleys will be provided in the Mobility Chapter of the General Plan, which includes connections within Downtown and to adjacent neighborhoods.
Downtown	Plan	The report should update the downtown mobility network description in page 10 with the latest operation information. The Long Beach Transit Mall serves as a focal point for local and regional transit systems including Blue Line and 32 of 38 LBT bus routes, and bus routes from Torrance, Metro and LADOT.	Some of the bus routes changed in February 2010 and are reflected in the updated maps. To avoid making the document obsolete, this type of information is referenced rather than included. Defining streets within Downtown that are transit oriented is a more appropriate approach, and has been included in the Plan.

Downtown Plan Public Comments

Downtown Mobility Network (continued)		
Downtown	Plan	<p>While Iteris has been involved, it was unfortunate that more time wasn't spent on mobility and its refinement to direct land use and development. One item that has been key in certain discussions in the connection of Upper Pine to Lower Pine as well as an East/West connection.</p> <p>The thought of a fixed-rail Street car system that functions both in lieu of the passport in this location, a tourist attraction and functional connector could be the most significant positive investment to improve the downtown value. It could only serve to bolster the notion of a 100% location at Broadway and Pine. Two systems: Lower Pine Circle to 10th; Broadway to Belmont Shore. No fancy loops, just back and forth and back and forth – the familiarity to both the local and convention/tourist community would dramatically increase the property values and use of Downtown.</p>
Downtown	Plan	<p>Page 8, Key Mobility Streets – second paragraph Suggest highlighting the intersection of Ocean Blvd. and Alamitos Ave. as a major gateway to the Downtown</p>
		<p>Page 9, Figure 1-3 – Mobility Network Suggest indicating the Promenade Area on the map, as it is identified specifically on Page 8 in the first sentence of "Pedestrian Connections". Suggest identifying the area that defines the "Downtown Core" since it is referenced throughout the document.</p>
		<p>Page 10, Transit – Los Angeles Metro System Second paragraph cites the Long Beach Transit Mall, but it is not indicated on any of the figures.</p>
		<p>Page 10, Transit – Bikeways The Bike Station is highlighted but its location is not shown on a map. If Long Beach "would like to be the most bicycle friendly urban city in the nation" then more text should be spent on this section – perhaps a reference or inclusion of the master bicycle plan that will become so prominent in the future.</p>
		<p>Page 11, Item #2 – "Create new connections and corridors as larger sites are redeveloped" Not all blocks should be mandated to bisect a property, as it may invariably inhibit an efficient design for wrapped parking, or any building footprint that will require a set dimension to work properly.</p>
		<p>Page 12, Long Beach Blvd – "...incorporate modern, innovative architectural solutions" Again, the focus on modern architecture should be reconsidered. Why eliminate all other styles of architecture if they are done at the same "high quality design" level as the standard suggests?</p>
		<p>Page 12, West End / East Village – "...high quality" No definition given for high quality, or who determines High quality. Remember, the American Institute of Architects is an association of architects giving awards to other architects, often whether built or not. They often disregard how it functions and lasts in an urban context and as evaluated by the community (users). Be very careful with this.</p>
		<p>This is not the focus of the Downtown Plan, but could be included in a public realm companion plan, if it is decided to create one, or the City's capital improvement program, which is updated annually.</p>
		<p>This intersection, as one of the major gateways on the East side of Downtown, is included.</p>
		<p>The pedestrian network map includes The Promenade and paseos (existing). Future connections that will be most helpful as development proceeds will be defined in future streetscape plans and other public improvement plans for the Downtown.</p>
		<p>The transit center is noted on Figure 2-2.</p>
		<p>The Bikestation is noted on the Mobility map in Figure 2-2.</p>
		<p>The Downtown Plan is not dictating this level of detail in design, but includes urban design considerations for full vs. divided block development.</p>
		<p>Architectural style is not being dictated by the Downtown Plan.</p>
		<p>The intent of the Downtown Plan is to create a high-quality urban environment, which in the context of the Plan means thoughtful design, higher quality lasting exterior materials and designs that complement rather than detract from the existing architectural conditions of Downtown.</p>

Downtown Plan Public Comments

Downtown Mobility Network (continued)	
Downtown	<p>With fewer parking spaces per population density being a goal as well as keeping traffic flow to a manageable level I propose realizing our location. We're in LA county, extremely automobile focused. To create a dense downtown yet manage the invasion of automobiles I suggest more options of mass transit into the city. The train down from LA is a perfect example of this. If only we could have a similar option for the OC. I also imagine offering car-owners a safe free place to park on the downtown edge from where they could transition to public transportation.</p> <p>The Blue Line would better serve Downtown Residents if it didn't just go through North Long Beach through real bad areas to Downtown LA.... Why would anyone downtown really use it to get around Long Beach? Why not have a street car go from Downtown to let's say 4th Street Retro Row?</p>
Downtown	<p>I'm please with the intension of pedestrian friendly walk-ways and bike ways but lets make sure they are cohesive and drive energy to the city.</p> <p>The plan shows the Los Angeles River bike trail, but it does not show the multiple access points to and from the trail that allow riders to use the bike trail as an alternate to the 710 freeway for getting into and out of the downtown area (whether from other parts of Long Beach or places further away). We already have two access points to the L.A. River trail around the 6th-7th Street off ramps to the freeway--one north of the 7th Street onramp, at the end of Chester, and one south of the 6th Street off ramp, adjacent to Edison School. (Please note that these are a critical part of the Chavez-Drake Park rehabilitation and extension plan too.) These are within the boundary zone of the plan and should be highlighted.</p>
Downtown	<p>But beyond that, the plan needs to call for more bicycle access from downtown directly to the L.A. River trail. Right now much of Chavez park is landlocked, a green strip that uses valuable city water for irrigation but that residents cannot reach, because freeway onramps and off ramps block access. Long Beach needs to start figuring out a way for residents to enjoy this prime acreage safely. This should include pedestrian and bicycle access to the park from downtown and from the river trail. Eventually this will probably involve some form of pedestrian-bicycle bridge that arches over the freeway access ramps, which aren't going to go away. Again, this doesn't need to be answered with specifics right away, but it needs to be part of the plan, so we start finding our way to the right solution. Coupled with robust bicycle routes through downtown, this becomes an excellent way to relieve congestion and bring residents from other parts of Long Beach to a newly invigorated downtown without adding pressure to already overburdened streets and parking systems.</p> <p>The influx for the Long Beach Grand Prix, for example, or for jazz and blues festivals, or for Pride Week activities, could be handled without need for additional expensive public works, if we can emphasize the infrastructure that (mostly) already exists to bring visitors to downtown along the river trail. If we create a bikeway that even 10% of current drivers might start using, it will improve the downtown experience for all users. It also becomes an important route to carry new traffic into the neighborhood. I would also like to see you extend the green dashed line from the Golden Shore end of the L.A. River trail up to Shoreline Drive and eastward for the couple of blocks it takes to connect with the similar line you have on Shoreline that now ends at Pine. This is already a bicycle route, and should be recognized. In most ways it is preferable to the route that crosses Catalina Landing and cuts behind the Aquanum, forcing conflict between bicycles and pedestrians.</p>
Downtown	<p>Access to transit and fewer required parking spaces is an incentive to build more densely. Decoupling parking from residential units is another concept that's helped bring urban renaissance. The reduced parking requirements will make projects more financially viable.</p> <p>Local as well as regional connections are required. Long range network improvements such as Regional Connector and Harbor Subdivision will improve the transit network, but not the areas that are traversed. The City is also exploring reintroducing streetcars and other transit into the community, which would likely include Downtown.</p> <p>This aspect is fundamental to the intent of the plan and is discussed in the introduction and mobility chapters.</p> <p>LARB is a regional bike facility up to Vernon now and longer in the future. Connections and intermodal nodes facilitate mobility. New connections and improvements are expected to occur as a result of the I-710 improvement project and its community livability plan.</p>
Downtown	<p>Riverlink and I-710 improvements will improve access to Chavez Park. These projects are part of the related plans that will improve access to Downtown.</p> <p>These types of events are key to creating an active urban environment and will continue to draw people into Downtown.</p>

Downtown Plan Public Comments

		<p>Cutting directly from Golden Shores to Shoreline is safer and keeps bicycles moving smoothly with vehicular traffic flow. Clearly a lot of work, time, and thought has gone into the construction of the current draft document. I thank you kindly for the efforts you have put into getting the plan this far, and I thank you for listening to stakeholders as you continue to improve the plan. I look forward to seeing the final plan strengthened with regard to bicycle access at all points of downtown.</p>	<p>A variety of different paths and types of facilities are needed to accommodate bicycle riders of different skill and comfort levels.</p>
Downtown Mobility Network (continued)			
Downtown	Plan	<p>I'm a resident of the First District; I have lived here a little more than five years. I have seen your plan for downtown, and most of it seems generally O.K.: I'm no expert, but it seems about right. Two points, though, would make this plan a stronger long-term solution for Long Beach: 1) I think you are at least aware of this one. The lines that show bicycle routes interconnecting city neighborhoods end at the edge of downtown. Those lines need to go right through downtown. See the map on Page 9 in your draft plan. The green dashed lines that show bicycle routes end at Alamitos Ave. They need to extend all the way to Chavez Park. I am very much aware that this presents all kinds of issues. This is an area that is congested with vehicular traffic of different types, as well as pedestrian routes. To relieve the vehicular congestion, we need alternate forms of transport, starting with bicycles and probably going on to include various motorized alternates (buses etc.). In order for many modes of transport to share thoroughfares safely, traffic planners will have to pay careful attention to handling intersections and traffic</p>	<p>The larger bicycle network is discussed in detail in the Mobility Chapter of the General Plan that is being crafted, as is an update to the Bicycle Master Plan. Both of these documents will be finalized in 2012. These efforts further the City's goal to become increasingly bicycle friendly.</p>
Downtown	Plan	<p>Public transportation. One of downtown's great assets is its access to the Metro Blue Line. Whereas public transportation is often berated in Southern California, downtown is graced with five stops south of Pacific Coast Highway alone. Unfortunately, a great many of those using this public asset do so without paying for the service. This takes place both because of a lack of turnstiles to limit train access only to paying customers and also because of the near-absence of payment verification and enforcement on the Blue Line. Both of these matters must be addressed if the Blue Line is to recover from having the reputation as a free ride for the indigent: access to the platforms must be limited to paying customers, and the lines themselves must be policed to ensure that only those who pay actually ride.</p>	<p>A pedestrian/bike access study was prepared for all of the Blue Line stations to address some of these issues. Transit connections and ride extenders are critical to mobility. The measures from the study will be implemented over time.</p>
Downtown	Plan	<p>Pg. 8 – Downtown Mobility Network, this is an existing conditions discussion, not a plan for the future. Not sure what it is trying to do? If XX streets are “Key Mobility Streets” then what? How should we treat them? What are their current sections, how should they change? Why is Pine such a different configuration than all the rest of the streets, and do we want to replicate it? And why wouldn't Long Beach Boulevard, and Pacific be key mobility streets?</p> <p>Pg. 11 – Overall Guidelines for Creating Great Streets – Point #6, what are “pedestrian and bike priority zones”? Areas in which we do traffic calming? And what is traffic calming, for the uneducated reader?</p>	<p>The Mobility Element of the General Plan will cover this issue.</p>

Downtown Plan Public Comments

Downtown Mobility Network (continued)			
Downtown	Plan	<p>Downtown Mobility Network . Need to have a separate mobility network plan, and DCP needs to reference it. Need to reference Bike Master Plan . Pacific Ave should be a key mobility street . Would reference fig 1-1 to show visual connections to regions (ie LA and Orange County) . Need to create an east/west bike lanes starting from Pacific, since a significant number of residents live west of Pacific. . Where is permanent location of Bike Station . What is city's plan on one ways? Are all remaining or some being converted to 2 ways? . Need to require that loading docs/parking entrances are not located along major pedestrian blvds/streets, like the Pike and City Place.</p>	<p>The update of the City's bike master plan and other initiatives will help clarify these issues. One ways and other major changes are best planned on a citywide basis, not in the Downtown Plan. All of these issues will be discussed in the Mobility Chapter of the General Plan, which will be completed in 2012.</p>
Development Standards			
Zoning			
Downtown	Plan	<p>Pg 14 – One area is in both the Downtown Neighborhood Overlay and the Height Incentive Area, is this a conflict? (area east of Alamitos) Also consider required setbacks and make sure they are consistent and appropriate for Neighborhood Overlay areas.</p>	<p>The overlay does not conflict with the height district as the overlay restricts land use, not development standards such as height and setbacks. The effectiveness of the neighborhood overlay and the boundaries of the height district have been refined. Also, transition areas between height districts will be reviewed as each project is proposed to ensure that the proposed building height is sensitive to the existing neighborhood. With regard to setbacks in the Neighborhood Overlay, the 6-foot and 12-foot setbacks are minimums only, not build-to lines like the zero-foot build-to line. Staff feels that these minimums are appropriate for a downtown residential area.</p>
Downtown	Plan	<p>Zoning. Pacific Ave needs to be a Pedestrian-Oriented Main Street, since a significant number of residents live west of Pacific, and pedestrian oriented experiences exist along Pacific (ie Library, City Hall, Lincoln Park/future dog park, transit stations, grocery stores, hotel, community garden, K-9 Corner dog park, church) . Once boundaries extend to 10th St, what will overlay be?</p>	<p>The Plan has been revised to designate Pacific Avenue as a "secondary" street between Broadway and 7th Street. The setbacks for Pacific have been revised from a 12-foot setback to a zero foot setback from Ocean Boulevard to Broadway. North of Broadway the setback varies between 6 and 12 feet in a reflection of the existing development pattern, to avoid creation of nonconformities. The only overlay contained in this Plan is the Neighborhood Overlay, and it does not apply to the frontages of Pacific Avenue.</p>
Downtown	Plan	<p>Page 15, Figure 2-1 – Zoning Standards Map Ocean Blvd is not indicated as any street type (even the north side of the centerline of Ocean). When we bring investors in from out-of-town, we always highlight Ocean as the preferred part of the walking tour....it should evolve to feel like Michigan Avenue in Chicago or similar grand boulevards in other Cities. Will it have its own designation or at least be referenced as a secondary pedestrian corridor?</p>	<p>Designating streets as Main and Secondary was intended to focus certain ground floor pedestrian oriented uses along these corridors. The north side of Ocean Boulevard has been developed primarily as an office district, and there is not a concentration of commercial spaces that open directly onto the sidewalk. Consequently, designating Ocean Boulevard as a Main or Secondary street would not affect the pedestrian experience significantly, but would limit the types of businesses that could be located on the ground floor in office buildings.</p>
		<p>Page 15, Figure 2-1 – Zoning Standards Map This is the one figure that dramatically highlights the lack of connection to the Waterfront. Can we at least show preferred connections along Pine and even Alamitos? This figure makes the Downtown look so isolated.</p>	<p>Connections to surrounding neighborhoods are addressed in the first two sections of the Plan. The Development Standards pertains only to space within the Plan boundary area, so we cannot address areas outside the Plan in this section.</p>

Downtown Plan Public Comments

Zoning (continued)		
Downtown	Plan	<p>Would like to see a neighborhood overlay between 1st and 3rd and Atlantic and Elm for the East Village.</p> <p>The purpose of the neighborhood overlays is to protect established residential areas from encroachment of certain commercial uses that are incompatible with a neighborhood. But incorporating a neighborhood overlay in the East Village would detract from the eclectic mix of uses that defines this special area of the downtown. The Plan has been revised, however, to change the height boundaries to preserve the lower character of the East Village. See above response.</p>
Downtown	Plan	<p>Would like to see the East Village neighborhood overlay include the area of Linden/Elm, 3rd/1st.</p> <p>To ensure that new development contributes to an active pedestrian environment on Pacific Avenue, the street has been designated as a "secondary" street between Broadway and 6th Street, and setbacks have been revised. See above comment in this section regarding Pacific Avenue. Regarding PD-10, while it was decided to leave this area out of the plan, PD-10 does include its own requirements for street trees and landscaping. Furthermore, very little development takes place in PD-10, and this is not expected to change significantly.</p>
Downtown	Plan	<p>More attention to Pacific Avenue as tree-lined walking street. Include neighborhoods such as Willmore City despite PD 10, PD 30 difference.</p> <p>This is exactly what the Plan allows and encourages. The Downtown Plan allows for a variety of compatible residential and commercial uses to be developed on single sites (mixed use development) within the Plan area.</p>
Downtown	Plan	<p>Mix building uses.</p> <p>The Downtown Plan does not include any of the City's industrial districts or any significant industrial adaptive reuse opportunity sites. However, such an effort is underway in the Coronado Design District, located at Anaheim Street and Coronado/Obispo Avenues.</p>
Downtown	Plan	<p>2. I feel that the zoning commission should allow for some of the older (former industrial) to be zoned as office or residential occupancies. This would allow for some urban renewal to infill some of the existing prime real estate within Long Beach. These properties can be turned into interesting architectural projects using the existing city's infrastructure and create great offices and residential units (condos/lofts) that would draw more young professionals (interesting service industry jobs i.e. lawyers, graphic designers, architects, artists, entertainment industry, tech jobs, etc). Long Beach, which is currently a cultural center of sorts in southern California can start to become a 'hip' white collar economic center in the region (similar to West Los Angeles, West Hollywood, Santa Monica, Newport Beach) while keeping the distinctive culture of Long Beach through the re-use of its historic structures (ex. Press Telegraph building on Pine & 8th).</p>
Downtown	Plan	<p>What do you suggest as alternatives to the proposed project to avoid or reduce environmental impacts? 1. No alternatives suggested. Refinements are appropriate, however. What do you suggest as mitigation measures that would avoid or reduce the environmental impacts? 1. Develop fully-functioning, documented and publicized parking and shared-parking agreements throughout the project area.</p> <p><i>This comment relates to an issue addressed in the EIR.</i></p>

Downtown Plan Public Comments

<p>Permitted Land Uses</p>	<p>Downtown</p>	<p>Plan</p>	<p>Pg 18-21, Permitted Land Uses – Other potential "M's" or "M,S's" – fitness centers, Artist studio with residence (what about without residence, where is gallery?), outdoor dining, bed and breakfast?, if hotel is? Isn't the replacement courthouse site in an "S" frontage area? So shouldn't that category get an "S" What about a university extension facility – I guess this would be approved under "professional or business school" – I think a use like this would benefit from more visibility, and this is a good use for downtown settings. Footnote (a) 2. – we exempt the CUP for alcohol sales for "department store or florist with accessory sale of alcoholic beverages", florist, really?</p>	<p>The land use table has been refined to designate more streetscape-activating uses as M,S or S. The uses suggested in the comment, such as bed and breakfast, were not felt to be pedestrian-intensive enough to rate a M,S or S. As an aside, an art gallery would fall under the same category as "museum," which is an M,S. However, the new courthouse will fall under the jurisdiction of the State of California and is not subject to the City's development standards. The alcohol sales CUP exemptions, including those for florists, mirror those in the current Zoning Regulations that apply to the remainder of the City.</p>
		<p>Pg. 27 – Don't think residential care facilities are referred to in the permitted use table?</p>	<p>Residential care facilities would fall under "special group residences" and the inconsistent reference in the parking table is corrected.</p>	
<p>Downtown</p>	<p>Plan</p>	<p>Permitted Land Uses . Motorcycle/scooter sales (w/ engines 250 cc or smaller; does not include repair) - why doesn't include repair? Vespa dealership on Long Beach Blvd, has a repair shop. A reputable, professional dealer survives on its service and accessories business, and not on the margin from vehicle sales. The code in its current state would not allow a Vespa dealer to open within the boundaries of the downtown plan, in spite of the fact that this is exactly the type of business that many residents want to have in their area. Need to continue moratorium on check cashing. Need to have guidelines/restrictions on medical marijuana clinics, so that they are a certain radius away from schools . I think we need to limit the number of social service offices, or at least limit the types of services, as there is too much of a concentration of halfway houses, etc. in our area.</p>	<p>Motorcycle/scooter repair services are prohibited in the Plan area due to the negative noise impacts they would create; these types of repair shops are not appropriate neighbors for residential areas. However, the Plan has been revised to allow minor repairs and tune-ups on site, with the ability to accept vehicles to be sent off-site for repair. The moratorium on check-cashing recently ended with the City Council adopting new City-wide restrictions. As a result, check cashing will no longer be allowed within the Downtown Plan area. Similarly, the City Council has dealt with marijuana dispensaries on a City-wide basis and the topic does not need to be addressed in this plan. Finally, halfway houses (aka, group homes) are regulated by the State, and the City cannot impose stricter standards.</p>	
<p>Height</p>		<p>80' too high on West End.</p>	<p>For all of the Willmore City/Drake Park historic district inside the Plan area, the height boundary has been set at 38 feet, which is similar to or lower than many of the older historic buildings. Outside of the historic district, many structures already exceed 38 feet in height, and the mix of uses consists of multifamily residential and commercial uses. 80 feet is an appropriate height for these outside areas, as it will allow 5 to 6 stories of development, which is similar to the existing development pattern. The Plan also requires that taller structures step down progressively if they are adjacent to the 38-foot height area to ensure that new developments respect the existing neighborhood character and that lower-height areas will not be negatively affected by taller development. Also, downtown stakeholders expressed an interest in allowing development of denser buildings outside of the historic district.</p>	

Downtown Plan Public Comments

Development Intensity and Development Incentives	
Downtown	<p>Page 24, Sustainable Development Features The way this is written one must first obtain LEED certification before being granted a density bonus, however a building cannot be deemed Certified until verification post-construction. Many more sustainable practices and technologies are going to be introduced in the coming years. This section should be a "living document" so that investors are not discouraged, but rather continuously encouraged to pursue sustainable development features.</p>
Downtown	<p>Page 25, Table 2-3 – Development Incentives Since the unlimited height is being eliminated, I presume that a taller building with justification could be still considered?</p> <p>LEED Certification should be an allowable category to incentivize green building at level, product type, and size throughout this area. Incentives for height should be as follows:</p> <ul style="list-style-type: none"> o LEED Certification – 0.5 o LEED Silver – 1.0 o LEED Gold, Platinum – 1.5 <p>Three Bedroom Units: Looks like a typo – Should be: Units should not be less than 1,200 sq. ft. (A maximum 1,200 sq.ft. three bedroom unit is not marketable (therefore would not be built)).</p>
Downtown	<p>Page 29, Figure 2-4 The zero setback area should be included in the area Ocean to 1st on Atlantic; Ocean to 1st on Lime and Ocean to 1st on Alamitos as well as Medio. "Zero Foot Setback" is identified for the Shoreline Gateway project along Ocean Blvd., however the entitled plans show a public plaza. Further, the concept of Shoreline Gateway is as a catalyst for higher density and more urban feel to this area so the "6-8 Foot Setback" is inappropriate.</p>
Downtown	<p>I also think that there should be incentives for the people that develop along the blue line to increase the residential and commercial (both office and retail) along the blue line. Once the area along this line is developed further, additional stops should be added to increase the ridership (currently the only interesting area to be dropped off at is the last stop at Pine & 1st).</p>
Downtown	<p>Pg 24 – Solar Power – should consider referring to alternative or renewable energy use, vs only solar.</p>

The procedures for LEED certification have been clarified. Developers will be required to post a performance bond, which will be refunded once projects obtain LEED certification.

New developments that take advantage of incentives will be limited in their height by the maximum allowable FAR, with maximum height still capped at 500 feet. Increasing the FAR incentives in conjunction with potential LEED certification levels has been implemented. The incentive regarding the three-bedroom units was a typographical error and has been revised.

The number and distribution of zero-setback streets has been expanded, in response to these comments as well as staff's own concern that not enough zero-setback originally was considered.

The Downtown Plan includes incentives for additional height and floor area ratio for the majority of the streets where the Blue Line is located. Alterations to the Blue Line route, including number of stops, is outside of the City's jurisdiction.

The plan now refers to alternative energy sources.

Downtown Plan Public Comments

Parking		<p>Page 26, Parking The "Transit Area" as identified (between 7th St., Linden Ave., Ocean Blvd., Magnolia Ave.) is not a consistently determined area. We suggest zones based upon proximity to traffic - ¼ mile, ½ mile, etc. This is still consistent with best practices in parking calculations. A tiered system should be in place that recognizes the proximity to rail and bus.</p> <p>SHARED PARKING – This concept must be included in the parking section since it represents a tested methodology to reduce the construction of excess parking while properly meeting the users needs. Paragraph 5 (starts with "Table 2-4 and 2-5...") citing the example of a mixed retail and residential development would have to add the parking requirements for both does not take into consideration the ability for sharing of spaces, particularly during off-peak hours and after retail store hours.</p> <p>Guest and residential spaces should be allowed to share the use of available retail stalls during non-business hours of the retailer tenant. This will facilitate a lower parking Do not reduce parking requirements and also require bicycle parking areas. Extend bike lanes - maybe utilize some alleys for bike paths.</p>	<p>The transit area has been refined into an "Alternate Mobility Area," reflecting the fact that the Blue Line is not the only mode of transportation downtown besides automobiles. The Alternate Mobility Area includes the densest portions of downtown where walking, bicycling, riding the bus, and other non-automobile modes of transportation are most feasible and most beneficial. Parking requirements have been refined accordingly as well to reduce the potential overbuilding of parking.</p>
Downtown	Plan		<p>Studies have shown a surplus of parking in the downtown area. Additionally, existing parking requirements cause the building of more parking area than building area, which is an inefficient use of land and space. Bike lanes are addressed in the Character + Connectivity chapter, as well as by ongoing City efforts to increase bike-friendliness.</p>
Downtown	Plan	<p>We support the reduction of required parking in Blue Line station areas approach in page 26, and we also recommend extending this policy to the main and secondary streets in the areas of required pedestrian-oriented uses. Since these street corridors are likely to encourage more walking and transit use, less parking is required.</p>	<p>Parking requirements have been revised accordingly to reduce the potential overbuilding of parking.</p>
Downtown	Plan	<p>Reduce parking spaces. Smog is troublesome.</p>	<p>See above response regarding parking. Regarding smog, one of the major goals of this plan is to reduce reliance on automobiles, which is a piece in the large regional puzzle of smog reduction efforts.</p>
Downtown	Plan	<p>The parking and traffic patterns at the Pike (Restaurants on the Pier) is unacceptable. The patrons of those restaurants should be receiving a fee from the city of Long Beach for the poor development of that area. I am certain that they lose a large amount of business due to the current parking situation and traffic patterns. I am often hassled by the company that runs the valet parking at this location when I am picking up an order and it does not reflect well on the city of Long Beach or the owners of the Restaurants. The city needs to make an effort to provide better parking options (maybe an underground parking deck or a better system of public transportation i.e. more bus routes or extending the rail line). This would bring more people down to some of the best real estate in Long Beach and what historically is the main entertainment hub. Another option would be to create more residential real estate development in this area to keep people closer and increase pedestrian traffic at the Pike.</p>	<p>Given the popularity of the restaurants in the Pike area, the flow and intensity of traffic is a concern, however, the Pike is outside of the Downtown Plan boundaries. The City is involved in an ongoing effort to make the Pike more pedestrian-friendly and reduce automobile usage.</p>

Downtown Plan Public Comments

<p>Parking (continued)</p>	<p>Parking. For too long downtown has been a place from which its residents depart - rather than a place to which residents of other Long Beach communities come - for entertainment, shopping and dining. This is partly due to a climate that - because of the matter's outline above - discourages commerce, but it also occurs because of substandard parking downtown. Since moving to downtown I have witnessed the price of street parking skyrocket to 25-cents per 15-minutes of use. Many areas are also restricted in terms of the duration for which a vehicle is permitted to occupy a parking space. This may have been planned to accomplish a number of positive community outcomes, but it has also served as a disincentive for residents of other Long Beach communities to travel to downtown. While parking structures must be the primary means by which people park downtown, there must also be an incentive for visitors from nearby communities to drive west of Alamitos Avenue and south of Seventh Street. A parking pass system that reserves some parking for local-area-residents -</p> <p>such as those successfully implemented in various communities across Los Angeles County - would help bring in those from bordering areas within Long Beach who seek to make use of downtown's businesses. These observations regarding Long Beach's livability are not only anecdotal. The Gallup-Healthways Well-Being Index (http://well-beingindex.com) is an official measure for health and well-being across the nation. According to its 2008 report, California Congressional District 37, which comprises the majority of downtown Long Beach, Carson and Compton ranks 425 out of the nation's 435 congressional districts, while District 46 - which begins just one block south of my home at Broadway and extends into Rancho Palos Verdes and costal Orange County to Newport Beach - ranks ninth. This disparity is true in each of the index's categories: life evaluation, work quality, basic access, healthy behavior, physical health and emotional health. It is one thing to identify a problem, and another to help contribute to its resolution. As the City of Long Beach works to make our community even more livable, please know that I will gladly volunteer my services to assist in any way that might be helpful.</p>	<p>Thank you for your insightful comments. Staff will visit the website provided and review the data referenced. Parking requirements have been revised to reduce overbuilding of unnecessary parking and to promote a more pedestrian-friendly, livable environment where alternate modes of transportation are encouraged. The Downtown Plan also encourages the use of shared parking, and full utilization of the large number of existing off-street parking spaces within the downtown area.</p>
<p>Setbacks</p>		
<p>Downtown</p>	<p>Reconsider prescriptive setbacks and stepbacks. Consider implementing "prevailing" setbacks unless justification for proposal is clearly established on street-by-street basis. Provide precedents for setback rules based on historic fabric. If historic buildings will be made into "legal noncomplying", there may be something wrong with proposal. Provide diagrams showing how setbacks benefit the community. Evaluate the costs to projects related to such requirements.</p>	<p>Stepback requirements have been eliminated. Setback requirements, such as zero setback/build-to line, have been implemented to create a more pedestrian-friendly environment at the street level. Setbacks were carefully evaluated to avoid creating more nonconformities; however, implementation of a "prevailing setback" would be both difficult to administer and could create a continuously-changing setback standard.</p>
<p>Downtown</p>	<p>Pg.30 – Not convinced we need mandatory stepbacks, and don't understand footnote (a) to table 2-7 – seems to be applying to the whole table, but says "in all cases minimum setback of 10 feet from curb face required" ... doesn't make sense.</p>	<p>Stepback requirements have been eliminated. The referenced minimum 10-foot setback is from the curb face, not the property line. This ensures a public sidewalk with a usable width and protects public safety by setting minimums for traffic visibility and distances between buildings and active traffic lanes.</p>

Downtown Plan Public Comments

Open Space Standards	
Downtown	<p>Pg. 32 – I'm a little unnerved by the mention of improvements such as "dedications to widen adjacent substandard alleys and streets" – often now we find ourselves in downtown LA trying to undo those dedications so that streets don't have to be widened, but instead for example sidewalks might be widened. If you aren't familiar with the Grand Ave and Hope Street case study around the South Group Evo, Elleven and Luma projects in South Park in downtown LA, you should check it out.</p> <p>Open Space Standards . The city should have a Comprehensive Master Plan for downtown that addresses open space, so that future developments compliment the city's overall plan. Right now the Downtown's open space is fragmented and not cohesive. The DCP is allowing the developer to dictate open space. Why can't we require developers to include open space and give several choices in the types of open space they can develop that helps connect/unify our open spaces?</p>
Downtown	<p>Substandard issues in the public right-of-way for downtown are generally related to alley widths not streets. As this section indicates, these issues are subject to Site Plan Review which includes discussions with the Public Works Department to ensure these requested improvements are appropriate on a case by case basis.</p> <p>Since new areas for large-scale parks will not become available in Downtown, one of the goals of this plan is to create an interconnected network of small park and open space areas of both public and private property. While the Dept. of Parks, Rec., and Marine master plans public park areas for the City, including the Downtown, this document regulates park and open space development on private property in conjunction with building projects. The Plan sets forth standards for open space, paseos, plazas, urban parks, community gardens, courtyards, and other amenities that will serve a valuable role both as recreational space and as a natural aesthetic. Additionally, the Plan sets forth rules for quality streetscape design, which will help knit together the fabric of public parks and privately-owned but publicly-accessible open space, creating safe and suitable areas for downtown public life.</p>
Design Guidelines and Standards	
Downtown	<p>Some of the design guidelines start to read as "filler". Perhaps step back and look only at the big picture. How to encourage great work? A clear public design-review process might be more effective than outlawing particular stucco patterns. The plan doesn't appear to set up such a process.</p>
Downtown	<p>Thank you for your comment. The Plan strives to balance the big picture along with specific design standards. We have expanded upon the big picture and specifically outline the importance of good design at the beginning of this Section and throughout. The design review process is currently established in the Site Plan Review/Planning Commission process.</p>
Downtown	<p>The Plan avoids prescribing a certain style of architecture. Bold architecture is encouraged throughout the document and has been added as Overall Standard For New Buildings at the beginning of this Section. Many of the architectural images have been updated to include more examples of bold architecture.</p>
Downtown	<p>We agree. The importance of windows and transparency are discussed on page 60 and 64. We have included water features in our discussion on the Design of Private Open Space on page 80. Water features are also encouraged in Public Open Space on page 94.</p>
Downtown	<p>Noted. The Plan does not dictate style as discussed on page 53. A mix of architectural images have been added to Section 4 to reflect various styles.</p>

Downtown Plan Public Comments

Design Guidelines and Standards (continued)	
Downtown	<p>Not sure but I received this from the DLBA and noticed the last page didn't have anything about Pine Avenue in the Vision for Downtown. Overall I think it's taken way to long for the city to understand what needs to happen but perhaps this recession has come at the right time. Design flaws can destroy a city's identity. The Archstone (PCS Cal-mor) apartments on Pine are a gross-indication of allowing something to be built without thinking about it's impact on the street. It sticks out like a sore thumb and now we are stuck with it. Perhaps in the future as Archstone prepares for Capital improvements we can insist on some art-eco/modernizing effects. The EIFS and Shingle roofs are hardly befitting the neighborhood that surrounds it. Architectural standards must increase to prevent cheap projects in the future. We have one of the last affordable beach fronts in the state. It should be a premium to build here. Don't give it a way but don't loose dynamic proven developers by stepping over a dollar to haggle over a penny.</p> <p>This section is an excellent start, however I would sincerely caution us all to "be careful what we ask for." For example, on page 49, Architectural design, Statement 4 states "low-rise buildings are a scale that should employ a single architectural style, rather than a mix of different styles." In contrast, in the Washington DC area, often the opposite is mandated and has resulted in the highest value new construction ever. Please study the following photographs, which are ALL single buildings. With regard to style, the example photos on Page 51 are exactly the types of trite and faddish designs that should be prohibited, not used as a reference.</p> <p>Page 58 – One of the most dramatic style enhancements of towers would be to ELIMINATE the arbitrary and capricious requirement for helipads. Very, very few cities require them and they are far less effective than sprinkler systems for fire/life safety. Available statistics prove that time and again.</p> <p>Page 50, Roof Form, Item 2: Apparently, a modern-style approach has to be justified, but any other style does not? This is not encouragement of great design!</p> <p>Page 50, Materials, Item 1: Sometimes heavy texture is appropriate as contrast. Who decides?</p> <p>Item 2: Why 3 story limit for wood? Precedent image is 4 stories!</p> <p>Item 7: What can windows not be made of? Why include this?</p> <p>Item 9: Why no colored concrete? What's wrong with the LA Cathedral?</p> <p>Item 10: Not clear. Why constrain creativity? Look at precedent projects on Third Street in East Village.</p> <p>Item 11: Have you seen the base of City Place along Pine? Bathroom ceramic tile on exteriors is not appropriate!.</p>
Downtown	<p>We have expanded the language in Sections 1 and 2 regarding the importance of Pine Avenue along with other 'character areas' of the downtown. The Plan stresses the importance of authentic and quality architecture. The Plan seeks to raise the bar for architectural design in Long Beach.</p> <p>This statement has been clarified. The intention is to have materials that are true to the buildings individual style. The photographs have been expanded to include a larger variety of architectural styles in this Section.</p> <p>Thank you. We will discuss the helipad requirements with the Fire Department.</p>
Downtown	<p>This statement has been refined to read more as a guideline for quality design of roof forms. All new buildings, regardless of style, should have a clearly defined architectural approach.</p>
Downtown	<p>The goal of this statement is to discourage heavy lace or machine dash stucco textures. These textures, if not maintained, tend to look shoddy and dirty after time.</p> <p>This standard is specific to wood shingles which is not an appropriate material for larger scale buildings, especially in an urban environment.</p> <p>The intent of this statement is to require high-quality windows. This statement has been expanded for further clarification.</p> <p>We agree. This statement has been removed.</p> <p>We agree. This statement has been revised to be less restrictive.</p> <p>We agree. This statement has been revised to only allow ceramic tile if it can be justified as part of a historic renovation or public art component.</p>

Downtown Plan Public Comments

Design Guidelines and Standards (continued)		
	Pg. 53 - Design Guidelines by Building Type: In general, dividing by size of building seems repetitive and arbitrary. How can we encourage good design rather than printing lists of rules? How can we encourage creativity and out-of-the-ordinary projects? How can we allow "backdrop" buildings instead of forcing every building to be an icon?	The Plan seeks to encourage great architects to be creative while providing guidelines and standards of projects that lack quality design. Minimum standards are necessary to raise the standards of design in downtown. The guidelines acknowledge the unique design opportunities and challenges that exist within the three building sizes.
Downtown	Plan Overall Guidelines and Standards . p. 37 - define the pedestrian-oriented environment by giving very specific guidelines/examples and/or choices. .	The design standards that apply to the pedestrian realm have been woven throughout this section as well as the Streetscape section. Specific design standards have been outlined for the various setbacks found in downtown. A segment titled Pedestrian Oriented Uses further defines and guides the design of the pedestrian environment.
	Streetwall Design and the Design of Setbacks . Pacific Ave. - I would reach out to the Pacific Ave Task Force/Councilmember Garcia to discuss streetwall and whether or not 3 stories is appropriate . Streetwall Design - change "should" to "shall".	Streetwall and massing requirements have been studied carefully and designed to ensure that quality "street rooms" are developed in Long Beach. Changes of "should" to "shall" have been made where appropriate.
Downtown	Plan Reconsider prescriptive setbacks and setbacks. Provide precedents for setback rules based on historic fabric. If historic buildings will be made into "legal noncomplying", there may be something wrong with proposal. Provide diagrams showing how setbacks benefit the community. Evaluate the costs to projects related to such requirements.	We agree. The requirement for setbacks has been removed. The diagram has been revised to show the opportunity for a green roof or terrace at setbacks.
Downtown	Plan Page 53 #3. This is a total contradiction to what is said earlier about achieving new architectural gems to be admired in the future. It's a homage to the history and too much steering. It's contrary to #8 on page 58 as well. Need to send a clear picture	This statement has been clarified. The intent is not to mimic the historic design but to respect the datums of the adjacent historic building by providing horizontal demarcations in the new building.
Downtown	Plan The idea of how the architecture/developments "meets the sky" is strange to me.	The sky provides the visual canvas at the terminus of the building height.
Downtown	Plan Bottom picture page 55 sucks. Shows windows that aren't inset on a stucco facade with a s***** cornice top.	The picture has been replaced with a more noteworthy example of quality architecture.
Downtown	Plan Something about the first 2-5 feet on smaller developments should have a distinct look. Watch out for that as you might get city center bathroom tiles.	Noted. A statement has been added that prohibits ceramic tile unless it can be justified as part of a historic renovation or public art component.
Streetscape and Public Realm Guidelines and Standards		
Downtown	Plan Utilize CSULB and the ASI there to promote coming to downtown. Do not forget the homeless population. They area a part of Long Beach and bring so much to this city, both good and bad. Work measures in to incorporate, not get rid of this population. Keep streets active. More Farmer's Market's, Art Shows!	Noted. Thank you for your comments.
Downtown	Plan It's vital to have a plan to mitigate the transient population in Downtown. It's great to have an urban renovation concept, but if the end result is infected with the mentally ill and filthy transient population loitering in open spaces like Lincoln Park, no one will want to live or shop here. It's uncomfortable and seems unsafe.	Noted. Thank you for your comments.
Downtown	Plan This section is, without doubt, the most important section in the book. Downtown Long Beach is only as good as its streets – the rooms they create and the cohesiveness of its neighborhoods. Before completing this section, everyone should review Great Streets by Allan Jacobs to make sure that all of the important components are included. I must defer to him as I read through this section since he is the true U.S. expert.	Thank you for your comment. The concepts from <i>Great Streets</i> have been applied to this section as it is relevant to Long Beach.

Downtown Plan Public Comments

Streetscape and Public Realm Guidelines and Standards (continued)	
Downtown	<p>The plan looks great. My only concern is with regard to street furniture. Given Long Beach's current issues of crime & homelessness, it often causes loitering, drug use, drug dealing, drinking in public, pan handling, etc. Long Beach Metro transit often removes bus benches because they are causing these very problems. One was recently removed from the front of the liquor store at 9th & Pacific due to these problems. Since then, the situation has greatly improved. As a whole, I am against it, but I urge you to consider very carefully where this furniture might be placed, make sure there is adequate lighting, etc. Thanks.</p>
Downtown	<p>Nearly every transit trip begins and ends with a walking trip – the linkage between bus stop locations and the sidewalk is essential in creating a transparent pedestrian-oriented environment. We recommend that the report discuss how to integrate the bus stop amenities (real-time signage, bench, shelter, lighting) with the sidewalk, curb ramp and roadway crossing in order to achieve a safe and convenient setting in light of ADA compliance requirements. Learning from cities like Toronto, ON and Portland, OR, where streets that are well designed for transit can encourage more people to get out of their cars and onto the bus. These beneficial results are likely to happen when streetscape design standards place a balanced emphasis on transit and parking issues. We recommend that the revised report discuss how bus stops locations can best be situated in relationship with future development curb cuts, driveways and existing intersections.</p>
Downtown	<p>As a handicapped, low vision person living in Plymouth West Apts. I experience a real need for the sidewalks, streets, and curb cuts to be improved. The most important and immediate is the curb cuts, they need to be painted foremost yellow or white so the safe area is prominent. I have fallen off the curb, someone else may also if they get hurt they may sue.</p>
Downtown	<p>Fair connectivity between the districts by pedestrians. Limit and control the types of businesses that are coming i.e. enough residential buildings for now, restaurants. We need more shops, retailers.</p>
Downtown	<p>Page 61, Parking Structures: Our parking is already buried! That's often the problem. In general, the rules make sense. But they do not address our unique issues or encourage creativity. Cars can be beautiful. Parking garages can be beautiful.</p>
Downtown	<p>Page 66, Street Trees: Is this proposal consistent with current standards? People hate Jacarandas above their cars!</p>
	<p>Thank you for your comments. Street furnishings and lighting should be located in a manner that enhances the safety and comfort in Downtown Long Beach.</p>
	<p>Any significant new development project is sent to Long Beach Transit for review and comment. If relocation or other changes to a bus stop or other LBT street hardware is felt to be necessary in order to accommodate a better project, the Department of Development Services makes that request to LBT and works with LBT to ensure the design is the best fit for the project, neighborhood, and the City.</p>
	<p>Agreed. Public Works has accessibility standards that must be followed by future developments and street improvements projects.</p>
	<p>One of the main goals of the Plan is to promote pedestrian connectivity--see Chapters 1 and 2. Regarding types of businesses, the plan does implement land use controls, since that is one of its core functions. However, an attempt to determine what is "enough" of common, generalized land uses like residential, restaurants, and retail, would be destined to end in failure. It is up to the free market to determine when we have "enough" of a certain class of land use. The Plan must be open and flexible in this regard, so that when the market does shift in one direction or another, the Plan remains a viable document.</p>
	<p>Thanks for your comment. The intent of this policy is to create pedestrian friendly parking structures by burying or wrapping the parking. However, the Plan does not regulate against well-designed beautiful parking structures. A buildings use should be clearly identified.</p>
	<p>The Plan would override the current standards. Thanks for your comment. We understand your concern. We have considered removing the Jacaranda from the street tree species list for this reason. However, they provide an established aesthetic on some downtown streets that we feel is important to the street character.</p>

Downtown Plan Public Comments

		Page 69, Hardscape: So what are the recommended standards for paving by street?	The Plan provides overall guidelines to ensure that streets are not cluttered and inconsistent with the environment. We will discuss implementing specific paving standards by district with Public Works as a separate initiative from the Plan.
		Page 70, Light Fixtures: Why dark blue? Who determines color selection? Please.	
Streetscape and Public Realm Guidelines and Standards (continued)			
Downtown	Plan	Pedestrian Network . Need to define a pedestrian plan, like Portland has.	Thank you for your comment. We are familiar with the Portland Plan which is a 20-year plan that outlines goals for making the City more walkable. We understand that walkability is an extremely important feature of a successful downtown. The Downtown Plan outlines goals for walkability as well as design standards to improve the pedestrian experience.
Downtown	Plan	Page 70. This is a good opportunity to design some cool street furniture versus the standard metal options. Perhaps do a contest with the local school but do something that's cool with wood/metal or very cool materials. Think of the Highline Park in NY. Trashcans and other stuff like that should fall into this same category. Lets not look past opportunities to be eclectic and establish character, long beach traits.	Thank you for your comments. While there is value in celebrating an eclectic aesthetic in certain areas of the City we must be careful to avoid visual clutter. The Plan seeks to find a balance between district identity and a cohesive palette of street amenities. Bold statements can be addressed through street furniture.
Downtown	Plan	Street trees for pine need to be explored more. Keeping the same tree is lazy.	The Pine Avenue Streetscape Improvement Project will further address this issue.
Open Space			
Downtown	Plan	More greenspace	We agree. This section of the Plan highlights the design of quality greenspace in Downtown. The Plan however cannot dictate the specific locations of future greenspace since land acquisition would need to occur to grow the Park system in Long Beach. However, new developments are subject to Park impact fees which are used to acquire land for additional park space.
Downtown	Plan	1. To create pedestrian traffic we need to promote it with more pedestrian friendly options/activities. I imagine either gathering places or parks in the heart of downtown, not on the edges of our city, like our current parks/beaches. I'm even thinking of a town square of sorts where small outdoor concerts could be held or some type of area for sports/exercising, maybe a ballpark or soccer field. The important thing being this gathering place be located in the very heart of downtown between Ocean and 7th and Pacific and Alamitos.	Thank you for your comments. We agree that public openspace needs to be located throughout the downtown and not just on the edges. We see initiatives such as the Promenade improvements, 1st Street amphitheater and the future redesign of Lincoln Park as supporting this concept.
Downtown	Plan	A generous allotment of more right of way in our streets for our cyclists seems to be the most logical way to both decrease our emissions and increase transportation efficiency hence easing traffic congestion. We need laws that protect the cyclists right of way with respect to the astounding numbers of bicycle fatalities as a result due to careless motorists.	Noted. The Plan supports the efforts of the new Mobility Coordinator and Bike Master Plan.
Downtown	Plan	Develop comprehensive plan for first-class development of public open spaces and parks, including Lincoln Park (including the library roof), Mural Park, Armory Park.	While the Downtown Plan sets specific goals for open space development within the downtown, this type of master-planning activity falls under the jurisdiction of the Parks, Recreation, and Marine Department, and is outside the scope of this Plan.

Downtown Plan Public Comments

<p>Open Space (continued)</p>	<p>Pg. 71 – Public Open Space section seems to hinge on spaces which may be created by new development, and connective tissue within projects. This is great, but what about the system of public open space the downtown needs, which may be outside new development sites – where’s the big vision for this? What’s the acquisition program? Can we refer to the Parks and Rec department’s Green Vision map? Can we set criteria for new open space – e.g. within walking distance of... connecting to major regional features such as the LA River and our own waterfront.... can we set the bar higher? Is the new dog park within this plan area? Shouldn’t we refer to it? . Thanks for all the hard work on this draft plan to date!</p>	<p>See the 1st and 2nd chapters of the Plan for information on interconnectivity and vision. Regarding acquisition of new public park space within the downtown, that is not expected to take place in the foreseeable future, as all land within the downtown is developed and property values and development potential (“highest and best use”) would preclude loss of an existing development or potential development site to provide public park space. The plan does require, as you pointed out, publicly accessible open space as part of private developments, which will be a major improvement to the downtown over the current situation. With regards to a Citywide master planning effort for park development, that authority would lie with the Parks, Rec., and Marine Department.</p>
<p>Downtown</p>	<p>Plan</p> <p>Alleyways: need to require adequate lighting for safety. Encourage pedestrian friendly alleyways, similar to Downtown Culver City, Old Town Pasadena, and European cities.</p> <p>Signage - Need to create flexible signage options that maximize visibility, and avoid low visibility issues like Camden and City Place businesses are experiencing. Anyway, we know you put a lot of work into this, and we think it's great that you're holding developers to a higher standard, and that you are creating connectivity w/ each new development. We just want a great and distinctive Comprehensive Master Plan that defines the big picture.</p>	<p>Thank you for your comments. The Plan supports lighting in a manner that enhances the safety and comfort in downtown Long Beach.</p> <p>Thank you for your comments. The Plan should reflect a balance between the need for business to have effective signage with quality design and architectural compatibility.</p>
<p>Public Art</p>		
<p>Downtown</p>	<p>Plan</p> <p>Text Revision (language changes) to public art narrative</p>	<p>Noted. Edits have been incorporated into the Public Art portion of the Plan.</p>
<p>Downtown</p>	<p>Plan</p> <p>Page 73, Public Art: How can we encourage great, big, and creative art in major public places instead of little statements on each project? We need more diversity—micro scale in some places, giant scale in others, and much less middling.</p>	<p>We agree. The Plan encourages art of all scale.</p>
<p>Historic Preservation</p>		
<p>Downtown</p>	<p>Plan</p> <p>The vision for downtown and surrounding areas, as well as the types and styles of structures are all in line with what I would love for Long Beach to be. I applaud the hard work that has gone into the plan. However, as a board member of the Willmore City Heritage Association and resident of the area, I do have serious concerns about the 80' height allowance in the downtown overlay area, in particular, the area contiguous to the Willmore City/Drake Park Historic Neighborhood. By allowing structures of this size in a neighborhood with the largest concentration of historic late 1800/early 1900, single family homes in Long Beach, the character of the Historic District will be changed once again.</p>	<p>The proposed 80-foot height district in the west end is currently an area where higher density apartment and condominium buildings were developed more recently than the surrounding development within the historic district. This 80-foot height district area overlooks the park and by allowing taller buildings in this area any new construction will be consistent with the existing higher density apartment and condominium buildings and the new construction can take advantage of the park views. If the height were reduced in this area, it would effectively make the existing higher density apartment buildings non-conforming structures, limiting the possibility of these sites being recycled with more appropriate developments in the future. <i>The maximum height allowance is significantly reduced to 38 feet within the historic district.</i></p>

Downtown Plan Public Comments

Historic Preservation	<p>The birthplace of Long Beach has already been altered forever, due to the building of dingbat apartment buildings in the 50's and 60's and massive condo complexes in later years. Rather than a "modernization" of the area, I believe a focus on a return to the family and neighborhood oriented past – homes with front porches and gardens - would be a positive move for Long Beach. It would certainly make the downtown area even more desirable.</p> <p>What could be better than hometown America combined with the accessibility of modern convenience? Combine this with the proposed expansion and improvement of Drake Park/Chavez Park and the value of the homes, and thus downtown, becomes significant.</p> <p>preserving its historic properties, it is its responsibility to reward those who incur the financial outlays of doing so. The City's moratorium on the Mills Act must come to an end, particularly in an economic environment which even further stresses the livelihoods of owners of historic properties.</p> <p>What do you believe would be the specific environmental impacts of the project? 1. Greater density of people. 2. Greater need for services for greater amount of people. 3. Greater need for transportation-related services for greater number of people. 4. Greater need for recreation and open space for greater number of people. 5. Impact on historic buildings and urban fabric by some proposed guidelines that conflict with historic patterns.</p> <p>Provide greater bonuses for adaptive reuse and historic preservation of older properties and urban fabric. This is big part of what makes LB unique. Establish overriding philosophy that HPO and CHC are to encourage such work.</p> <p>Page 82, Reuse of Landmark Buildings: Traditional residential? What about lofts? Where's the line between a large SRO and a small loft? What is status of Historic Resources Survey? What are specific standards for significant historic resources that do not rise to the level of landmark status? That may be scary as some really questionable projects approach the 50-year mark!</p>
Downtown	<p>For those 80-foot height district areas that immediately about the historic district and its 38-foot height limit area, the plan provides for design review of these transition areas to ensure that the height of any new construction relates appropriately to the existing development. This concern over the 80-foot height district has been expressed to staff a number of times, and staff has carefully crafted the standards for this area to avoid negative impacts on the existing historic district, while encouraging recycling of the surrounding disagreeable buildings from the 1950s-1980s.</p> <p>Reinstituting the Mills Act within the City of Long Beach continues to be a goal of the City and is addressed in the Historic Preservation Element of the new 2030 General Plan.</p> <p><i>This comment relates to an issue addressed in the EIR.</i></p> <p>The proposed Downtown Plan provides incentives for the reuse of historic buildings that exceed the incentives in the existing PD-30 document. Section 7 of the proposed plan includes incentives such as lowering the minimum unit size for residential conversions, waiving additional parking requirements, and allowing the construction of mezzanines within the existing structure. A survey of the Downtown Plan area was also conducted that identified additional buildings as significant resources. The Plan encourages the reuse of these non-landmark buildings by providing the same incentives provided the buildings are adaptively reused and not demolished. Furthermore, the Historic Preservation Element of the General Plan addresses this issue.</p> <p>The adaptive reuse of buildings over 45 years old allows for the reconfiguration of the units in traditional residential floor plans or open loft floor plans. Construction of mezzanines in residential spaces will also be permitted as an incentive to reuse historically significant buildings. The minimum unit size for residential units in adaptive reuse projects is 450 square feet with an average of 700 square feet for all units in the development. SRO's are generally defined as units for a single occupant where bathroom and kitchen facilities are shared. All residential units in adaptive reuse projects will have a kitchen and bathrooms in each unit, so SROs will not be allowed. The incentives for adaptive reuse in the Downtown Plan are available for any building over 45 years old and is not limited to designated landmarks.</p>
Downtown	<p>Plan</p>
Downtown	<p>Plan</p>

Downtown Plan Public Comments

Downtown	Plan	<p>Page 82. Integrating new buildings into the existing fabric. Watch out for this, as I'm not sure what that means. I think new should be new and not bow down to the old.</p> <p>Integrating new buildings into the existing fabric reflects the principle that neither old or new developments shall dominate the block or neighborhood, but shall be designed to complement each other and the whole. The design of new development projects should attempt to distinguish their own place in time and achieve the same level of distinction of past eras without replication. This can be done through bold and innovative design that consistently follows a singular new style or approach. The use of faux architecture that mimics the past is strongly discouraged.</p>
Plan Administration		
Community	Plan	<p>Page 87, Waiver of Development Standards: This section should be expanded to allow and encourage creativity if justified to the Planning Staff.</p> <p>The design standards and guidelines included in the Downtown Plan underscore design principles intended to produce great buildings and are not indicative of any style but are intended to encourage innovation and the design of high-quality architecture and urban form. The Plan has flexibility built into it to allow for the waiver of development standards for truly exceptional projects.</p>
Other		
Downtown	Plan	<p>Community gardens on vacant lots. Program with more farmer's markets and art shows.</p> <p>Utilize CSULB and ASI to promote Downtown.</p> <p>Homeless.</p> <p>Source, reference or bibliography as appendix.</p> <p>Activating under-utilized areas is important to creating a vibrant downtown. The Downtown Plan allows parks and community gardens as permitted uses and carnivals, events, fairs, and the like as temporary uses.</p> <p>Many departments within the City work directly with CSULB and ASI to bring events and activities to the downtown area as well as future development opportunities. The Downtown Community Plan is not the tool to establish and maintain these relationships.</p> <p>Homelessness is a regional and nationwide social and political issue that unfortunately can not be solved or addressed in the Downtown Plan, as it is not restrained by plan boundaries, or even city boundaries.</p> <p>Including sources, references, and bibliographies as appendices to the Downtown Plan would result in the creation of bulky document that is not user-friendly. The Environmental Impact Report (EIR) prepared for the Downtown Plan has appendices that will provide those conducting research on the Plan ample information.</p>
Downtown	Plan	<p>City Planners and staff must work with permit applicants to ensure the plan is seen as an incentive and advantage to them rather than and obstacle.</p>
Downtown	Plan	<p>I think the plan looks fantastic. I love this city and am so happy that great things are in the works. Have you any idea when Fresh and Easy will be put in City Place?</p> <p>City Planners and staff are committed to working with applicants to help them understand the great many benefits and incentives the new plan offers compared to the older planned development document.</p> <p>Thank you for your enthusiastic comments. As of the preparation of these comments, the Fresh and Easy is open.</p>

Downtown Plan Public Comments

Other (continued)		Please bring a Trader Joe's downtown.	Retail recruitment is an ongoing process that is undertaken by departments within the city and other business organizations. Residents can also contact retailers they desire in the downtown area and provide encouragement and support for the business to locate in Downtown Long Beach. The Downtown Long Beach Associates (DLBA), a local business group, can also assist with these efforts.
Downtown	Plan	Implement specific cultures, for example, the historic culture of Mexico, to capture tourism.	The City's Department of Special Events coordinates many community and cultural events that are held in the downtown area including the Latin American Parade and Festival. See Section 1 of the Plan for the Vision of Downtown.
Downtown	Plan	The blue line is a great asset to the city of Long Beach but it is under used. I suggest that the city of Long Beach markets and campaigns to increase the ridership of the blue line through promotional packages between the city of Los Angeles and Long Beach (ex. Discount tickets to LA sports teams for riders of the blue line (Lakers/Kings/Dodgers), Similar promotions to draw people down to Long Beach (aquarium, Queen Mary, Race week-end, Clubs, Restaurants).	Thank you for these great ideas. The Blue Line is operated by the Los Angeles County Metropolitan Transportation Authority. Your suggestions will be forwarded to them.
Downtown	Plan	I have read your Downtown development plan. I live in CityPlace lofts and am greatly concerned about the information you have published regarding this development. There are so many inaccuracies including the fact that City Place Lofts and Elm Street Lofts are two different buildings and not one complex comprised of two buildings. You have inaccurately stated the number of units, the size of units, the occupancy rate of the buildings, the price per square foot. I don't understand how this information could be stated so inaccurately and be made public. Though this information may not be of great concern, it is to the owners in this building.	The Downtown Plan does not contain any specific information about existing developments within the downtown area. You may have been reading the Strategic Economics Report, a separate study that is not a part of this plan. We regret any confusion or concern that has arisen because of this.
Downtown	Plan	The information you stated creates a perception of this building that is not true. We are a luxury building on par with any of the new developments in the downtown area yet according to your study we have not sold a third of our units, we have no units over 2200 sq ft, our units come with one parking space, none of which speak to a luxury building or are true of this building. You do the residents of this development and of downtown a great disservice by publishing such incorrect data. It could be used to challenge the complete validity of your entire report. I find it unfortunate that due diligence was not done to the full extent.	See above comment.
Downtown	Plan	Attracting more hotels. All parking meters with the ability to accept cash or credit cards. Bike racks on buses. Extended hours for the Blue Line. Extended hours for times to bring bikes on the Blue Line. Digital counters for the public parking lots. Minimum hours for retail (similar to the malls) - for example, there is a food place right on the corner of Pine and First that is only open M - F during the day. Limit smoking on patios where people eat and in public areas - I think Santa Monica has already done this.	Thank you for your suggestions. The Downtown Plan has incentives in place designed to attract future hotel projects. The other suggestions you made cannot be addressed in the Downtown Plan, but bike racks have recently been added to many of Long Beach Transit's buses and a digital counter has been installed at the public parking lot at City Hall.

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Downtown	Plan	<p>How is it that we ensure current plan does not get filed away only to have new administration proceed to implement "their plan" and only consultants reap rewards versus residents.</p> <p>The Downtown Plan will not be filed away as, when it is adopted, will be the zoning document for the Downtown area. Consequently, it is not just a visioning document but a working plan with a set of standards and regulations that will be applied to all new projects submitted to the City and will be referred to multiple times a day. Any changes to the document will need to be approved by City Council, just as the initial document itself will need Council approval before it can enter into force as law.</p>
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Downtown Plan Public Comments

<p>Other (continued)</p>	<p>Really try to attract all types of businesses but with standards For instance the lovers shop and the low quality of the way Cat Man Blue looks from the inside does not help Downtown. Turn the White Building on Ocean/Pine into the boutique hotel that was discussed get that done it's a beautiful building Honestly I hate to have to say this but start tearing down the cracker jack rental buildings with Eminent Domain buildings like that lower the quality of life for the entire city and I'm sure the current residents can live in better places.From Alamitos to Long Beach Boulevard around Elm and Linden btwn 4-7th is a travesty.Bring in a Unique Toy Store like FAO Schwartz (or of course something invented by a Long Beach Resident)(Target doesn't cut it to buy toys for kids) give incentives to new businesses. I'm not sure if the dissatisfaction by ZGallerie is a rumor or true but the issue of helping quality businesses stay in business needs to be further addressed.</p>	<p>Retail recruitment is an ongoing process that is undertaken by departments within the City and other business organizations. Residents can also contact retailers they desire in the downtown area and provide encouragement and support for the business to locate in Downtown Long Beach. Changes in the development standards are designed to provide incentives for some of the properties with older residential developments to recycle and be replaced with more attractive development. Use of eminent domain power is not addressed in the Downtown Plan, because its use is limited to the Redevelopment Agency unless the City wishes to incur enormous costs by paying market value for properties it condemns through eminent domain, which is not feasible.</p>
<p>Downtown</p>	<p>Plan</p>	<p>Continuing to provide a business-friendly climate is something that is addressed at a Citywide level by all Departments in many ways, and the Downtown Plan is just a small piece of that effort.</p>
<p>Community</p>	<p>Plan</p>	<p>Thank you for your thoughtful comments on the changes you have been a witness to since you moved to downtown six years ago. Many of the issues you raise are giant social and political concerns that effect the entire nation including homelessness and the financial recession. Although the Downtown Plan cannot begin to address and solve these problems, it can set out higher development and design standards than previously were in place so that new construction downtown will have a positive impact on the community both aesthetically and financially.</p> <p>See above comment.</p>
<p>Downtown</p>	<p>Plan</p>	<p>I am respectfully submitting this letter in response to your request for public comment on the City of Long Beach's Downtown Community Plan on or before August 14, 2009. Since 2003 I have called the Willmore building, which is situated at the corner of West 3rd Street and Cedar Avenue, my home. Downtown's vibrancy and potential led me to buy into this historic property, which was my first home purchase. At the time I moved into the building I couldn't have chosen a better place to call home. Unfortunately, within a year the economy began to contract, businesses began to falter, and a number of social issues began to impact the livability of downtown. In my experience of living and working in downtown for the past six years, six matters most directly impede downtown's redevelopment and must be remedied if we are to have any hope of making downtown Long Beach a first-rate business and residential hub: Homelessness. While the City is to be commended for its efforts to address homelessness, far too few lasting results have been accomplished over the years.</p> <p>Lincoln Park - renowned as the site of Robert F. Kennedy's final campaign speech - has been allowed to become a haven for the homeless. The elements this introduces into the community - including drug dealing and abuse, violence, trash, human waste, panhandling and harassment of passers-by - spreads outward from this epicenter and impacts much of City Council District One. This, in turn, devalues the surrounding neighborhoods to visitors and residents alike, making it unattractive to business and unsafe for children and adults alike. First and foremost, Lincoln Park must be cleaned up and the homeless must be prevented from sleeping on downtown's streets if the city is to ever have a chance at overcoming the obstacles it faces in remaking itself in the image presented within the Downtown Community Plan.</p>

Downtown Plan Public Comments

Downtown	Plan	<p>Housing. After moving purchasing my property in 2003 for \$244,000, the Willmore's Board levied a special assessment to all property owners to cover upkeep of our historic property. This led me to refinance my property in 2006 for \$268,000, which is the principal amount I currently carry on my home. In January 2009 the LA County Assessor's Office reassessed my property value down to \$190,000, then to \$185,300 in June 2009. This represents nearly a 30% reduction in my property value. At this rate, even at an optimistic 5% per year increase in my property value (unadjusted for inflation), it will be 2017 before my property is worth what I currently owe on it. While the economic downturn has affected Americans across the nation, the continued expansion of housing within downtown Long Beach has only exacerbated the situation. Not only are massive numbers of properties vacant in the condos that line Ocean Boulevard, the selling price of those properties have declined dramatically. Nevertheless, the development of new affordable housing units - for example the property on bordered by Broadway and Chestnut at West Third Street and Magnolia - continue, further driving down the values of existing properties. Long Beach must put a moratorium on new building until we see a rise in the values of existing properties.</p> <p>Is this the plan that every project coming into the downtown needs to follow/be guided by? Including RDA projects?</p>	Downtown	Plan	<p>We understand your concern, but it is not the place of City government to impose this kind of control on the free market. It is not up to the City to decide how much is "enough" of a certain thing like housing, retail, or restaurants; this must be determined and regulated by market demand. Any City effort to interfere in this is destined for failure. Lending practices and other conditions that created the housing bubble and subsequent crash in property values, however, can be regulated, albeit at the State and Federal level.</p> <p>Yes, the new Downtown Plan will replace PD-30 and become the zoning document for all new projects submitted to the City for the downtown area.</p>
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CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

333 West Ocean Blvd., 5th Floor

Long Beach, CA 90802

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November 10, 2011

CHAIR AND PLANNING COMMISSIONERS

City of Long Beach
California

RECOMMENDATION:

1. Adopt a Resolution with Findings of Fact, a Statement of Overriding Considerations, and Mitigation Monitoring and Reporting Program certifying a Final Program Environmental Impact Report;
2. Recommend that the City Council approve a General Plan Amendment to designate all property within the Downtown Plan project area to Land Use Designation (LUD) #7, Mixed Uses; and;
3. Recommend that the City Council adopt the Downtown Plan as presented. (Districts 1, 2, and 6)

APPLICANT: City of Long Beach
c/o Amy J. Bodek, Director of Development Services
333 W. Ocean Blvd, 4th Floor
Long Beach, CA 90802
(Downtown Plan)

DISCUSSION

Downtown has long been the center for civic, commercial, cultural, and entertainment activity in Long Beach, and the City has adopted and implemented several plans over the years to further Downtown's position in this respect. Most recently, the Downtown Planned Development (PD-30) was adopted in 2000, and provided a regulatory framework for continued development of Downtown. The development boom in the early to mid 2000's resulted in several projects that, although consistent with the overall vision for Downtown, were in conflict with the specific development standards. As a result, several amendments to PD-30 were approved to make way for the various projects. Although facilitating these projects was important to the continued development of Downtown, the ad hoc nature of the amendments resulted in a lack of a cohesive approach on the part of the City, as well as uncertainty on the part of the development and business communities with respect to the timeline and overall certainty in the City processes. Recognizing the need for a cohesive vision for future development, as well as the need to create a fair, clear and predictable process, the City began the process of updating the plan for Downtown.

To assist in facilitating a cohesive vision that represented the needs and desires of the community, the two Downtown City Councilmembers formed the Downtown Visioning Committee (Committee) consisting of various Downtown stakeholders. The Committee was tasked with creating a comprehensive set of principles to guide the future development of the Downtown area. After a one year process that included extensive community outreach, the Committee completed the "Vision Statement for Downtown", which was subsequently presented to the City Council on May 20, 2008, (Exhibit A – Downtown Vision Statement). After reviewing the Vision Statement, the City Council directed staff to prepare a new plan for Downtown. Largely based on the visioning effort and the formal direction of the City Council, the Downtown Plan (Plan) was developed as a document that provides the regulations, guidelines, and incentives necessary to realize the outcomes set forth in the Vision Statement. Development of the Plan also included the formation of a steering committee made up of Downtown residents and stakeholders.

The Downtown Plan

Based on the extensive public outreach throughout the development of the Plan and with the input of the steering committee and subsequent public outreach, the core issues addressed in the Downtown Plan (Exhibit B) include providing clear direction for future development projects, raising the standard for architectural design, encouraging adaptive reuse of existing historic buildings, and providing greater use flexibility for land uses that contribute to the vibrant urban environment. It is important to note that the Plan does not mandate where and when any particular type of development will occur, and does not attempt to influence economic or market forces. It neither discourages nor advocates for market rate or affordable housing, but establishes clear and concise development standards for all types of development. The Plan represents a comprehensive update to the existing Downtown Planned Development (PD-30), and includes several changes as outlined in the following section.

Comparison to the Downtown Planned Development (PD-30) Ordinance

Relative to the existing PD-30, the Downtown Plan represents a more comprehensive approach to land use policies for the downtown. While both documents include traditional standards such as allowable land use, building setbacks, and height limits, the Downtown Plan simplifies the regulations and includes incentives for desirable types of projects including adaptive reuse and sustainable building practices. The key enhancements of the Downtown Plan include:

- Expansion of the Downtown Plan area from 467 acres to 725 acres.
- A comprehensive set of design standards for new development that provide criteria for various building types.
- A simplified land use table that combines the existing subareas into one district.
- Modified height limits that focus development intensity in the core areas of Downtown while limiting the intensity of development in and around existing residential neighborhoods.

CHAIR AND PLANNING COMMISSIONERS

Downtown Plan

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- Parking, open space, and building setback requirements that are more reflective of a thriving Downtown environment.
- Adaptive reuse standards and incentives and a list of historically significant properties eligible to use the incentives.
- New guidelines and standards for the streetscape and public realm.

Staff believes that the Plan is reflective of the vision set forth by the original Visioning Committee, the subsequent steering committee and the majority of Downtown stakeholders. Staff further believes the Downtown Plan will facilitate the type and quality of development in Downtown that was envisioned by the City Council when they accepted the Downtown Visioning effort, and by the public at large.

Public Process

Presentation of the Downtown Plan for the Planning Commission's consideration is the culmination of four years of community meetings, staff and consultant efforts and input from the Planning Commission and City Council. The Plan as presented represents an attempt to balance the needs of various Downtown stakeholders with the social and economic health of the entire City. Without a thriving, vibrant Downtown that is attractive to new investments, a major economic engine for the entire City will stagnate. The adoption of a set of clear, concise and modern development standards, coupled with the vision to integrate various land uses in a cohesive manner, is necessary to ensure future investment in the Downtown, and subsequently, the City. The Plan as presented represents a consolidation of all of these efforts.

As discussed previously, a visioning process led to the decision by the City Council to direct staff to prepare the Plan, and a steering committee was formed to assist staff in ensuring that the Plan was reflective of the desires of key Downtown stakeholders. The steering committee met regularly, and staff and committee members hosted or attended several community meetings to gather public input throughout 2008 and 2009 (Exhibit C - List of Community meetings). Key milestones in the public review of the Plan include:

- July 16, 2009—Planning Commission Study Session on the draft Downtown Plan.
- July 22, 2009—Community meeting and EIR scoping meeting on the draft Downtown Plan.
- November 9, 2010—City Council presentation on the draft Plan. The Council directed staff to circulate the Program EIR for 115 days.
- December 2010—Draft Program EIR released for public circulation.
- March 17, 2011—Planning Commission Study Session on Downtown Plan and Program EIR.
- April 4, 2011—Program EIR comment period ends.

In addition to these milestones, staff has received extensive public comment on the Plan through a dedicated web site, and has incorporated these comments into the Plan (Exhibit D – Comment Matrix).

ENVIRONMENTAL REVIEW

From the time that the Vision Statement was being prepared in 2007, it was envisioned that a Program EIR would be prepared for the Downtown Plan under the California Environmental Quality Act (CEQA). The PEIR (Exhibit E) provides the necessary environmental clearance for the adoption of the Plan, and also provides a document from which environmental review of subsequent development projects within the Downtown Plan area can be based.

The concept of tiering subsequent environmental review for future projects is to provide an overarching environmental analysis for the majority of environmental issues that are expected to result from the Plan's implementation. Since implementation of the Downtown Plan will come in the form of future development projects, the PEIR provides analysis for what impacts and mitigation measures should be incorporated into these development projects. As stated earlier, the Downtown Plan does not mandate that development actually occur anywhere in the Downtown. It can, however, attempt to predict the maximum threshold of environmental impacts that could conceivably occur should development patterns be maximized to the fullest extent over the next 20 or more years. As such, the Program EIR attempts to disclose all the potential impacts based on full build out of the Plan, and further attempts to identify cumulative impacts in a much more comprehensive manner.

Assuming that the Downtown Plan and the Program EIR are adopted, future development projects would be required to undergo an Initial Study to determine if there are any new or outstanding environmental issues that were not forecasted by the Program EIR. If so, subsequent analysis of those outstanding issues will be conducted and additional mitigation measures, if necessary, will be required. In this way, tiering focuses the environmental review process on key issues for each subsequent development project. As stated above, the Program EIR provides upfront disclosure of the impacts of the Plan more comprehensively.

The Program EIR determined that all project impacts can be mitigated to a level below significance with the exception of the following:

- Aesthetics
- Air Quality
- Cultural Resources
- Greenhouse Gas Emissions
- Population and Housing
- Public Services
- Transportation and Traffic

The Final Program EIR contains written responses to all comments received on the Draft Program EIR, with addenda and errata providing updated information. The Draft Program EIR, along with the comments, responses and additional information comprise the Final Program EIR. A Resolution certifying the Program EIR and adopting the Findings of Fact, Statement of Overriding Considerations and Mitigation Monitoring and Reporting Program is attached (Exhibit F).

The Statement of Overriding Considerations (SOC) is required due to the unavoidable adverse significant impacts identified in the Final Program EIR that are considered significant and unavoidable. Whenever a project would result in unavoidable significant impacts, the lead agency must state in writing the specific reasons to support its action. If the economic, legal, social, technological or other benefits of a project outweigh the unavoidable adverse environmental impacts, the adverse effects may be considered to be acceptable.

The specific project benefits are listed in the Findings of Fact and Statement of Overriding Considerations, and include furthering City goals for provision of multi-family housing, revitalization of underutilized sites within the Downtown with a mixed-use development subject to higher design and material standards, enhanced pedestrian, bicycle and mass transit access, enhanced job and home ownership opportunities, efficient use of land and energy conservation, and enhanced economic vitality of the greater Downtown area.

PUBLIC HEARING NOTICE

Public hearing notice was presented as an advertisement in the Long Beach Press-Telegram on October 27, 2011, as required by the Long Beach Municipal Code. Notices were provided to all persons and entities that submitted written comments on the Draft PEIR during the extended 115-day public comment period as required by CEQA.

STAFF RECOMMENDATIONS

Staff recommends the Planning Commission take the following actions:

1. Adopt a Resolution with Findings of Fact, a Statement of Overriding Considerations, and Mitigation Monitoring and Reporting Program certifying a Final Program Environmental Impact Report;
2. Recommend that the City Council approve a General Plan Amendment to designate all property within the Downtown Plan project area to Land Use Designation (LUD) #7, Mixed Uses; and;
3. Recommend that the City Council adopt the Downtown Plan as presented.

CHAIR AND PLANNING COMMISSIONERS

Downtown Plan

November 10, 2011

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Respectfully submitted,



DEREK BURNHAM

PLANNING ADMINISTRATOR



AMY J. BODEK, AICP

DIRECTOR OF DEVELOPMENT SERVICES

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Attachments:

Exhibit A – Downtown Vision Statement

Exhibit B – Downtown Plan

Exhibit C – List of Community Meetings

Exhibit D – Comment Matrix

Exhibit E – Environmental Impact Report (EIR 04-08, SCH#2009071006)

Exhibit F – Resolution and Findings, Statement of Overriding Considerations, and Mitigation
Monitoring and Reporting Program



CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

333 West Ocean Blvd., 5th Floor Long Beach, CA 90802 (562) 570-6194 FAX (562) 570-6068

December 1, 2011

CHAIR AND PLANNING COMMISSIONERS
City of Long Beach
California

RECOMMENDATION:

1. Adopt a Resolution with Findings of Fact, a Statement of Overriding Considerations, and Mitigation Monitoring and Reporting Program certifying a Final Program Environmental Impact Report (FPEIR);
2. Recommend that the City Council approve a General Plan Amendment to designate all property within the Downtown Plan project area to Land Use Designation (LUD) #7, Mixed Uses; and;
3. Recommend that the City Council adopt the Downtown Plan as presented. (Districts 1, 2, and 6)

APPLICANT: City of Long Beach
c/o Amy J. Bodek, Director of Development Services
333 W. Ocean Blvd, 4th Floor
Long Beach, CA 90802
(Downtown Plan)

DISCUSSION

This item was continued from the November 10, 2011 Planning Commission meeting because the Final Program Environmental Impact Report for the Downtown Plan (FPEIR) was missing an attachment, which precluded the Commission from taking any action. At that meeting, the Planning Commission took public testimony, closed the public hearing, and continued the item to December 1, 2011, for its deliberations.

The Final Program EIR has been revised to include the David Rosen Associates (DRA) study, beginning on page RTC-196 (Exhibit A). In addition, the FPEIR has been revised to correct non-substantive cross-references and other similar typographic errors. The additional of the DRA study and the correction of non-substantive references does not constitute new information and, therefore, does not require additional circulation of the Response to Comments.

The Mitigation Monitoring and Reporting Program (MMRP) matrix has also been updated to include an additional mitigation measure that was originally responded to in the Response to Comments and included in the Errata. This mitigation measure was requested by the

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Downtown Plan

December 1, 2011

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Long Beach Unified School District related to shade and shadow. The addition of this mitigation measure to the MMRP does not constitute new information and does not require additional circulation of the Response to Comments. The mitigation measure can be found on page MMRP-3 as AES-3. The complete FPEIR document has now been provided for the Planning Commission's review and consideration.

An updated Resolution certifying the Final Program EIR and adopting the Findings of Fact, Statement of Overriding Considerations and Mitigation Monitoring and Reporting Program are attached (Exhibit B).

PUBLIC HEARING NOTICE

As required by the Long Beach Municipal Code, a public hearing notice was published in the Long Beach Press-Telegram on November 17, 2011, and posted in three prominent public locations within the Downtown area.

STAFF RECOMMENDATIONS

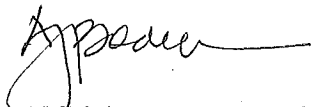
Staff recommends the Planning Commission take the following actions:

1. Adopt a Resolution with Findings of Fact, a Statement of Overriding Considerations, and Mitigation Monitoring and Reporting Program certifying a Final Program Environmental Impact Report (FPEIR);
2. Recommend that the City Council approve a General Plan Amendment to designate all property within the Downtown Plan project area to Land Use Designation (LUD) #7, Mixed Uses; and;
3. Recommend that the City Council adopt the Downtown Plan as presented.

Respectfully submitted,



DEREK BURNHAM
PLANNING ADMINISTRATOR



AMY J. BODEK, AICP
DIRECTOR OF DEVELOPMENT SERVICES

AJB:DB:sg

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Attachments: Exhibit A –Final Environmental Impact Report Response to Comments Document (EIR 04-08, SCH#2009071006), Revised November 18, 2011
Exhibit B – Resolution and Findings, Statement of Overriding Considerations, and Mitigation Monitoring and Reporting Program
Exhibit C – Planning Commission Staff Report, November 10, 2011