



Blueprint 2.0: FOCUS AREA RECOMMENDATIONS

Economic Development Commission—January 10, 2022



CITY OF
LONG BEACH

Focus Area Recommendations

Real Estate Development

Focus Area Recommendations

Mission Statement

Create more transparent, responsive, cost-effective and streamlined City regulatory approval processes to attract and grow investment and development throughout the City.

Focus Area Recommendations

Objectives

1. Reduce the cost of development and average days to approval for entitlement.
2. Increase communications between the City and customers.
3. Reduce the non-residential vacancy rate.
4. Increase citywide real estate investment.
5. Foster a can-do culture involving the development/entitlement process.

Focus Area Recommendations

Recommendations

1. Create an Ombudsman position empowered to leverage interdepartmental resources in the development review and approval process for large and small businesses.
2. Promote education of the development process, transparency, and a culture of collaboration between City staff and customers to create a more predictable property development experience.
3. Assemble an Economic Development Site Selection Team to host development and investments seminars to define a transparent development process for specific property related development opportunities.
4. Modernize land use regulations, entitlement, and permitting processes to reflect new economic opportunities and streamline the development process.
5. Incorporate an “Economic Development Element” into the City’s General Plan and link to the revised Land Use element to clearly identify opportunities for commercial, industrial and other types of investment.

Focus Area Recommendations

Recommendations

7. Partner with the Planning Commission to evaluate parking requirements that inhibit development and business growth.
8. Establish an economic impact assessment of new ordinances which may impact business and property development before and after implementation.
9. Provide attractive, high-quality infrastructure and utilities to attract private sector investment and development.
10. Establish programs and events that promote interaction between City staff, the commercial real estate community, and potential investors.
11. Pursue public/private partnerships to establish a development navigation portal to assist customers with commercial real estate investment.
12. Work with local education institutions and commercial real estate firms and associations to spread awareness of the career opportunities in the commercial real estate profession to Long Beach students in underserved and underrepresented communities.

Focus Area Recommendations

Thank You