

Long Beach Green Ribbon Committee  
GREEN BUILDING INCENTIVES  
July 12, 2007

Meeting #2: Incentives

**1. Background Information**

**I. Green Building Priorities**

- Health: the City's role to protect public health and safety
- Collaboration: increased coordination among City departments
- Cost: balancing costs and economic benefits
- Education: stimulating demand by informing consumers
- Natural Resources: reduced energy, water, etc. consumption
- Quality of Life: overall benefits of "green"

**II. An Environmentally Conscious Perspective**

**1. Long Beach General Plan, Conservation Element (1973)**

- Establishes a commitment to conservation of/consideration for natural resources

**2. Long Beach General Plan, Housing Element (2001)**

- Conservation opportunities, Planning Development Districts

**3. Long Beach Bicycle Master Plan**

- Long Beach's commitment to a move toward bicycle friendly roads/bikeways and increase the number of alternative commuters

**III. Goals from the 2010 Strategic Plan**

- Commitments to the environment tied to neighborhood quality and youth health
- Calls for a Sustainable City Program, sustainability benchmarks and incentives, resident education and green building guidelines

**IV. Current Supporting Municipal Code**

- Sustainable City Commission, NPDES & SUSMP Regulations, Construction and Demolition Recycling Program, High Density Zoning Districts, Solar Panel height limit and screening exceptions, Drought-resistant landscaping, Bike rack requirements

**V. Current Green Building Programs**

**1. Green Building Policy for Municipal Buildings**

- Green requirements for municipal buildings
- Specific plans/incentives for private sector green building (code revision, expedited plan check, zoning code incentives, public awareness program)

**2. Green Building Standards for Private Development**

- Memorandum R-30 from Vice Mayor Bonnie Lowenthal and Councilmember Patrick O'Donnell urging expansion of the existing green building program to include private development

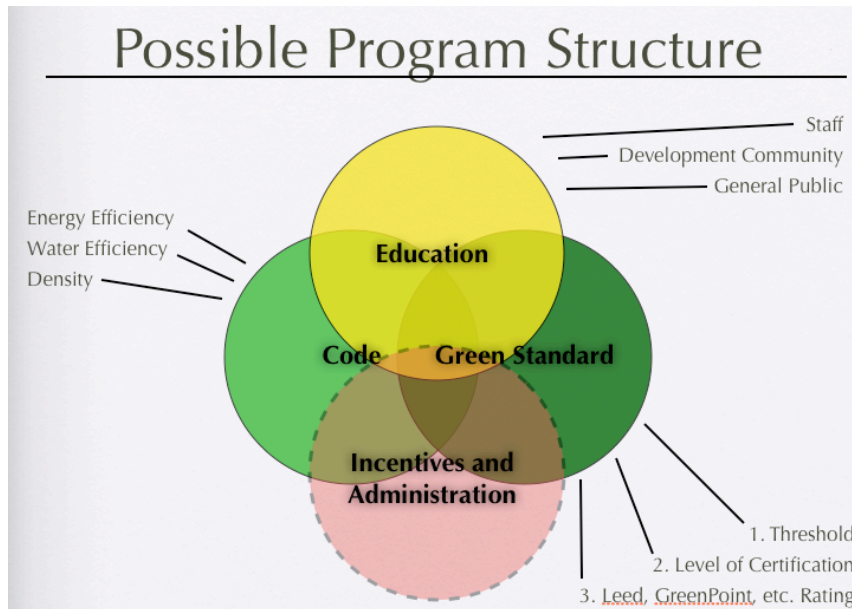
### 3. Long Beach City Council Interim Green Policy

-Thresholds for all private projects to register with the USGBC with the intent to achieve minimum LEED standards (Residential/Mixed use:  $\geq 50$  Units, Commercial/Industrial:  $\geq 50,000$  sqft.)

## **VI. Possible Program Direction**

### Long Beach's Current Support of "Green"

Existing:	Density in Target Locations Stormwater Pollution Avoidance Solar Energy Screening
Gap:	Energy Efficiency
Established Green Item:	Pedestrian-Oriented Transit Heat Island Effect Avoidance VOCs/Formaldehyde Indoor Water Conservation
Emerging Green Item:	Green Roofs Solar Ready Grey Water



### 1. Utility Provider-Based Incentive Programs

- Long Beach Gas & Oil (endorsement of home loan program)
- Long Beach Water Dept. (rebates, conservation info./programs)
- Southern California Edison (rebates, conservation info./programs)
- City of Long Beach Environmental Services Bureau (composting/recycling info.)

## **2. Incentives and Administration Discussion**

Set-up Questions:

1. What types of incentives would you consider to be the most valuable to you, given your role in the development process (i.e. expedited process, fee reduction, technical assistance and design, certification assistance, etc.)?
2. Identify which incentives you feel are the most feasible for the City to implement (i.e. code flexibility on open space, parking requirement reductions, etc.).
3. Can you identify any opportunities to streamline or integrate the administration of the development process for green projects among the different city departments?

The following are notes on responses to the above questions by members of the Green Ribbon Committee:

### Incentives to Builders:

- RFP consideration for city-owned property re: LEED
- Waive permit fees for tankless water heaters
- Property tax relief for green projects
- Sliding scale of fee reduction, based on project  
(City could view fee reductions as a cost offset)
- Low-interest loan program for green upgrades (City partnership with lending inst.)
- Grants for retrofitting landscape/increasing energy efficiency  
-drought-tolerant landscape grants (possibly mandated for commercial projects)
- Consolidate permits into one place
- Expedited plan review with knowledgeable city staff
- Incentives for innovative design
  - code modification/allowances
  - technical assistance from City
- Parking requirement reductions for green projects (costs of concrete are high)
- Advertising and marketing signage assistance for marketing a project/community
  - City branding campaign (i.e. "Long Beach Green Approved" projects)

### Ideas for City Support of Green Building:

- Workshops/case studies/etc. to increase education/awareness
- City Web site/library of materials and local resources
  - a digital/physical "Library of Green" as a resource
- Sustainability officers in each department
- City could replicate the integrated design process in how it coordinates staff. Preliminary approval or review; coordinated meeting to discuss green options
- Use creative energy of the city (in neighborhoods, etc.) to raise general awareness
- Electronic drawings submitted to save time and paper

### **3. General Discussion**

- Reevaluate existing City programs:
  - waste to energy
  - reclaimed water
  - desalinization
  - water injection
  - city-owned vehicle gas supply
  - recycling

- There are two kinds of incentives:

1. *By the City*

- parking reductions
- tax reductions
- awards (to individuals, organizations, etc.)
- fast permitting

And points can be awarded for items not covered in LEED:

- green relation to context
- multiple uses of space (green roofs)
- affordable housing
- innovation

2. *For the City*

- public service and annual awards (reward city officials for contributing to the Green program and supporting sustainability= increased morale, interest, efficiency and city staff knowledge on green building)
- allow the City to sell/lease/trade underutilized city-owned land (i.e. land under sidewalks/streets for stormwater management or parking to support higher density)

- Consider incentives relating specifically to Long Beach (more benefits *for* the City)

- cleanup of brownfields
- groundwater recharge
- gas savings (with reduced gas demand)
- outdoor air pollution (mitigated by tree planting)
- reduce congestion (with alternative transportation)
- clean vehicle plug-in
- land use and zoning standards (parking, open space, density setbacks)

“Incentives should encourage the type of development the City wants.”