



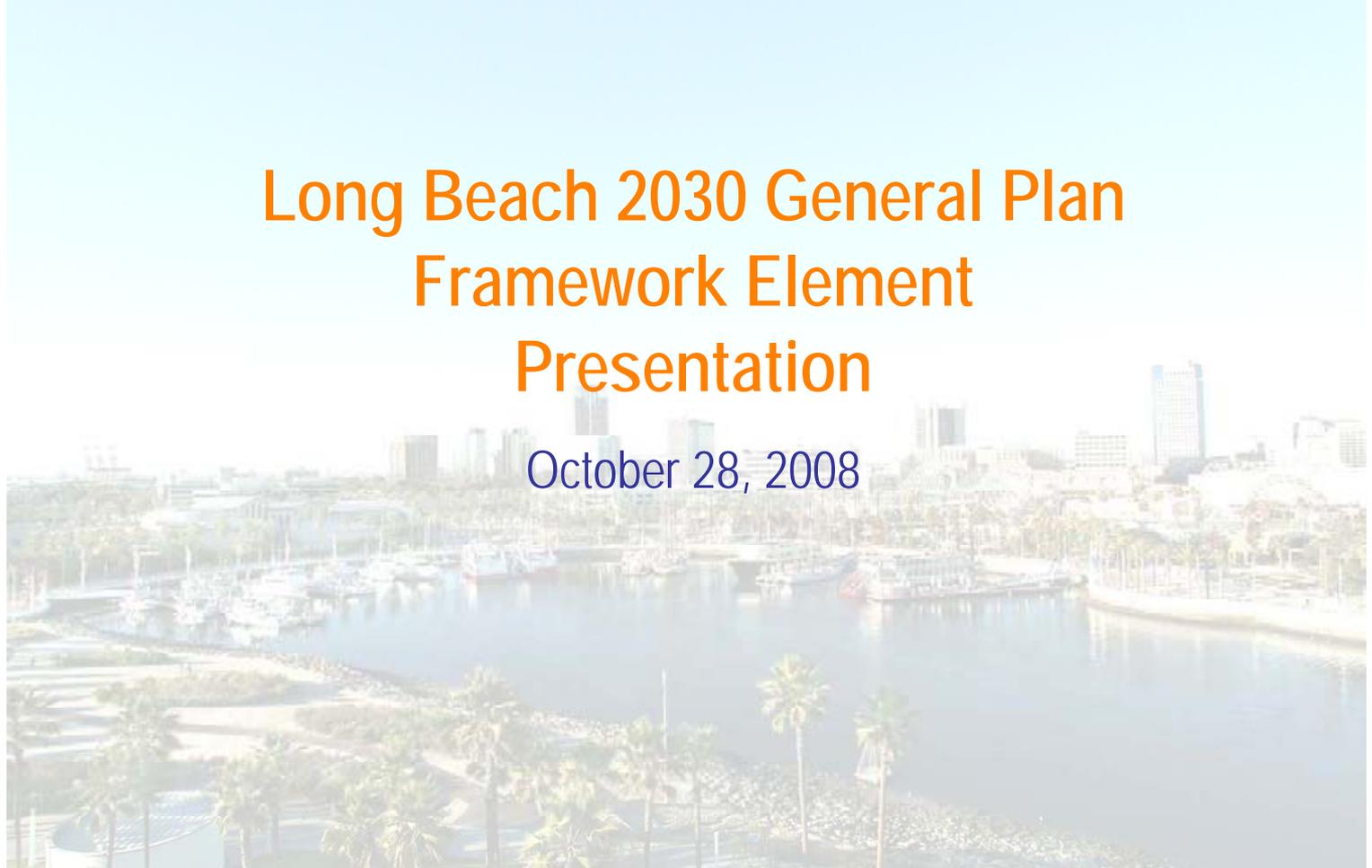
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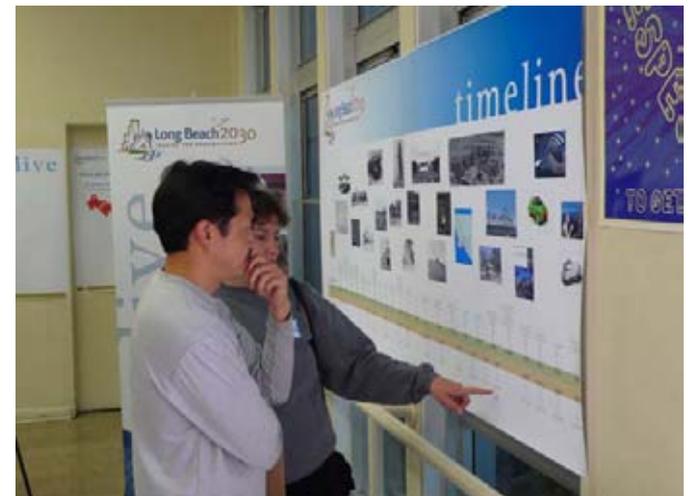
Long Beach 2030 General Plan Framework Element Presentation

October 28, 2008



Planning Process

- Community Festivals: Spring 2007
- Planning Staff Consultations
- Emerging Themes: Fall 2007
- Placetypes and Opportunity Areas
- Framework Element
- October 28 Workshop
- Upcoming RoadShow



Guiding Principles from 2007 Outreach

- A City at the Water's Edge
- A Clean Environment Everywhere
- Healthy and Active Neighborhoods
- Expanded Transportation Choices
- Community Connections and Culture
- Shared Economic Prosperity
- Safe and Secure Environment



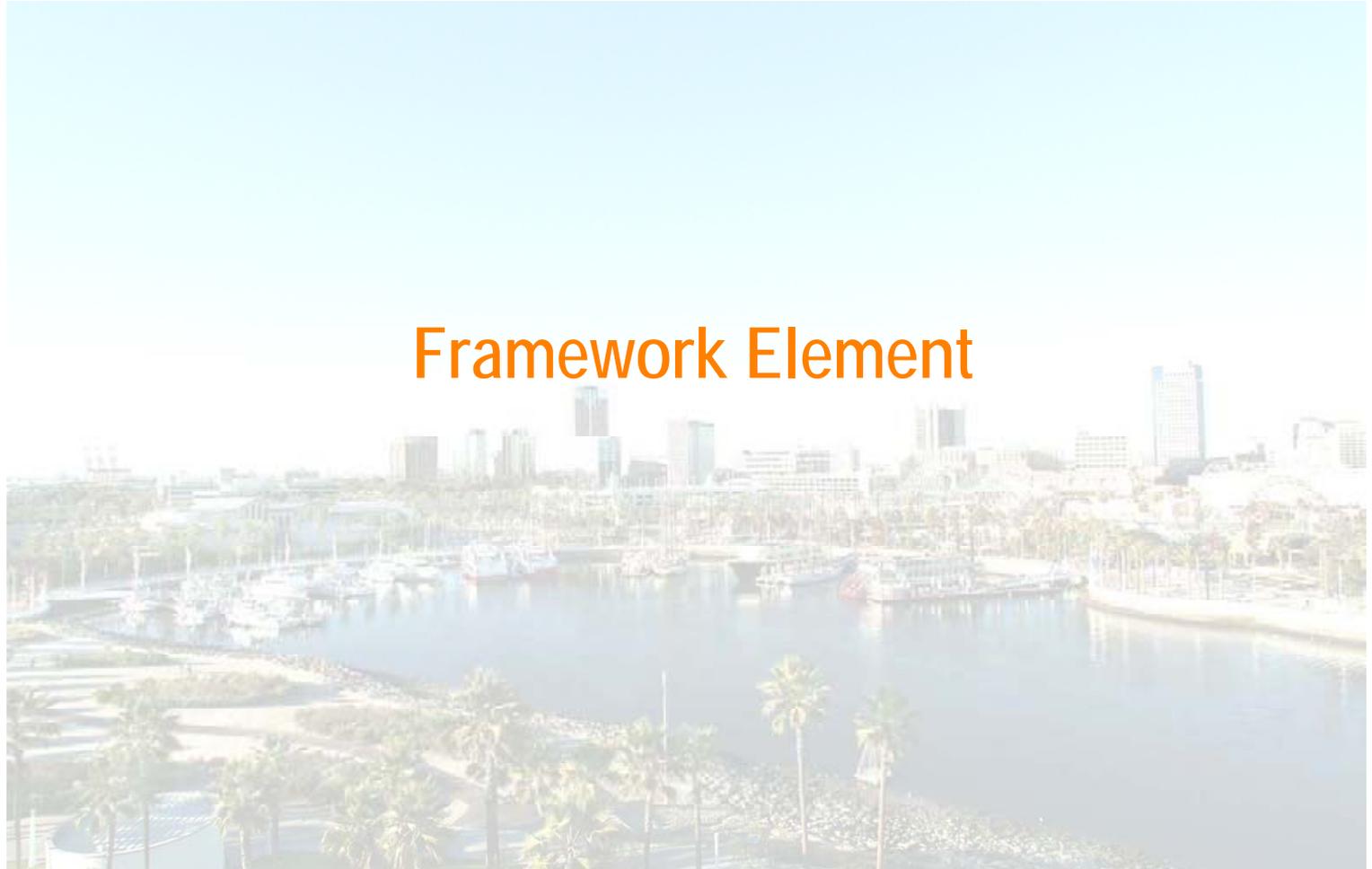


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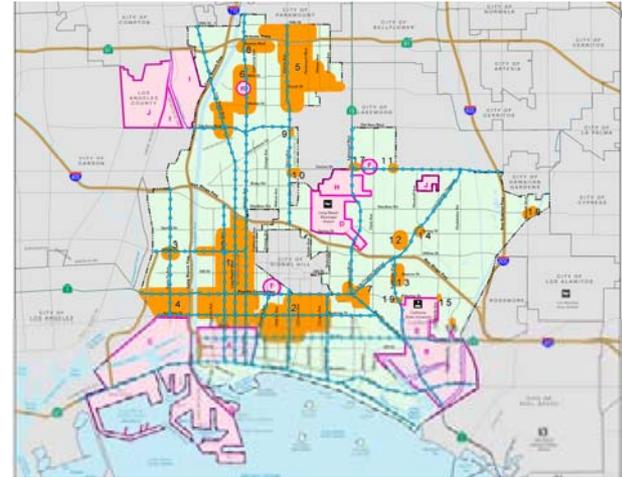
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Framework Element



Framework Element

- Presents over-arching policy guidance
- Discusses opportunities and issues
- Establishes preliminary land use policies
- Describes intended design standards



Big Ideas

- Value Our Neighborhoods and Vital Places
- Make Community Connections
- Focus Community Investment
- Make Long Beach More Sustainable
- Become a Diversified Regional Employment Center
- Improve Infrastructure



Key Principles

- Maintain and enhance most of the existing City
- Focused Planning Areas (Downtown, Airport, others) for special policies
- Focus growth and change in Opportunity Areas
- Transform commercial corridors into community connectors
- Utilize Placetypes to describe character, intent of Opportunity Areas



Areas to Maintain and Enhance

- Strong, stable and healthy residential areas of the City
- Quality of life strategies will maintain and enhance these areas
- Land uses will remain mostly as they are today



Opportunity Areas

- Targeted areas for growth and change
- Commercial corridors as the heart of the community: stitch neighborhoods, provide connections and identity
- Create corridor segments that reflect individual neighborhoods
- Served by transit: Blue Line, bus lines
- Includes activity centers



Focused Planning Areas

- Focused Planning Areas for further study
- Downtown, Airport, CSULB, others
- Existing zoning/plans are maintained until ready to be designated as an Opportunity Area





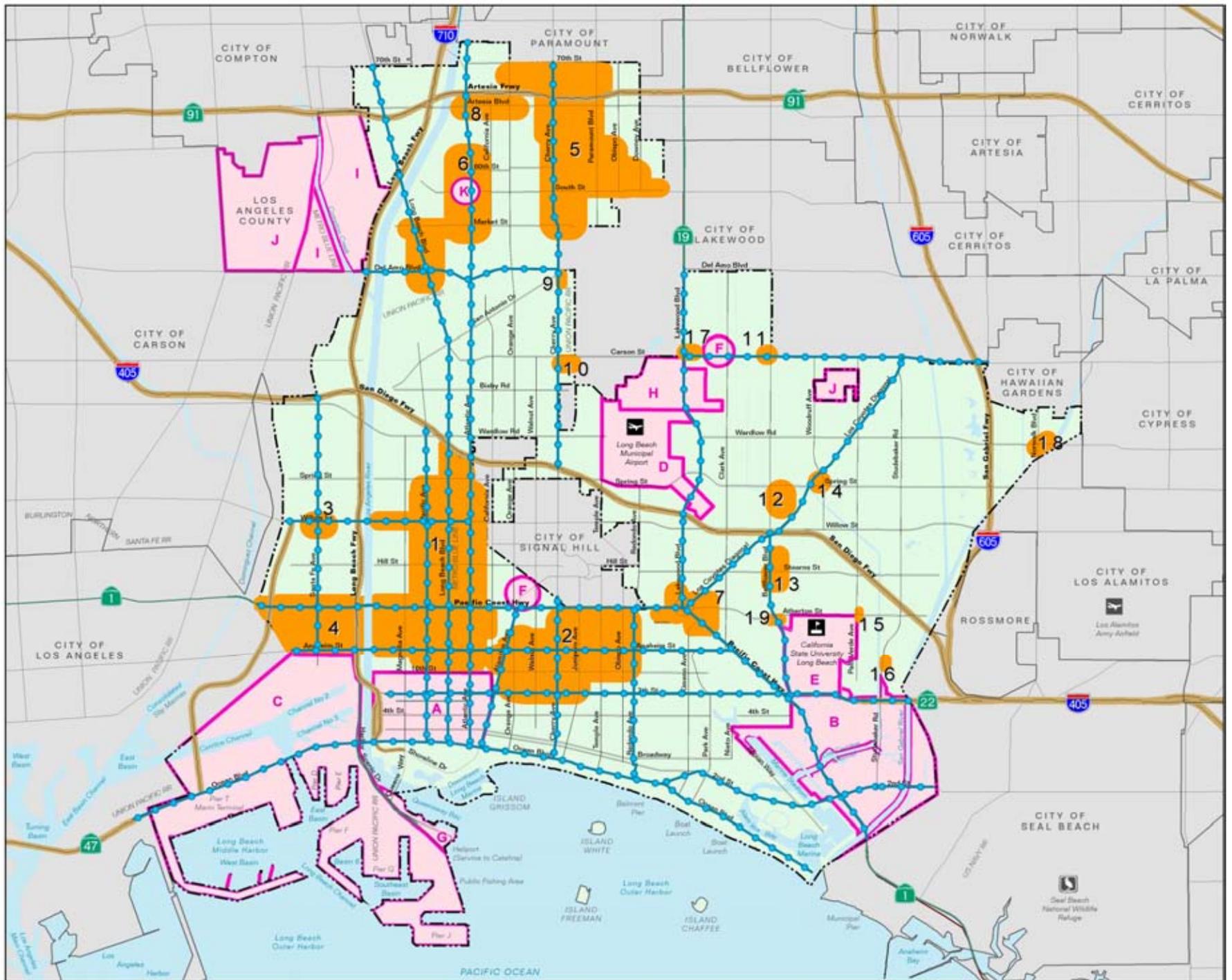
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Planning Tiers & Opportunity Areas





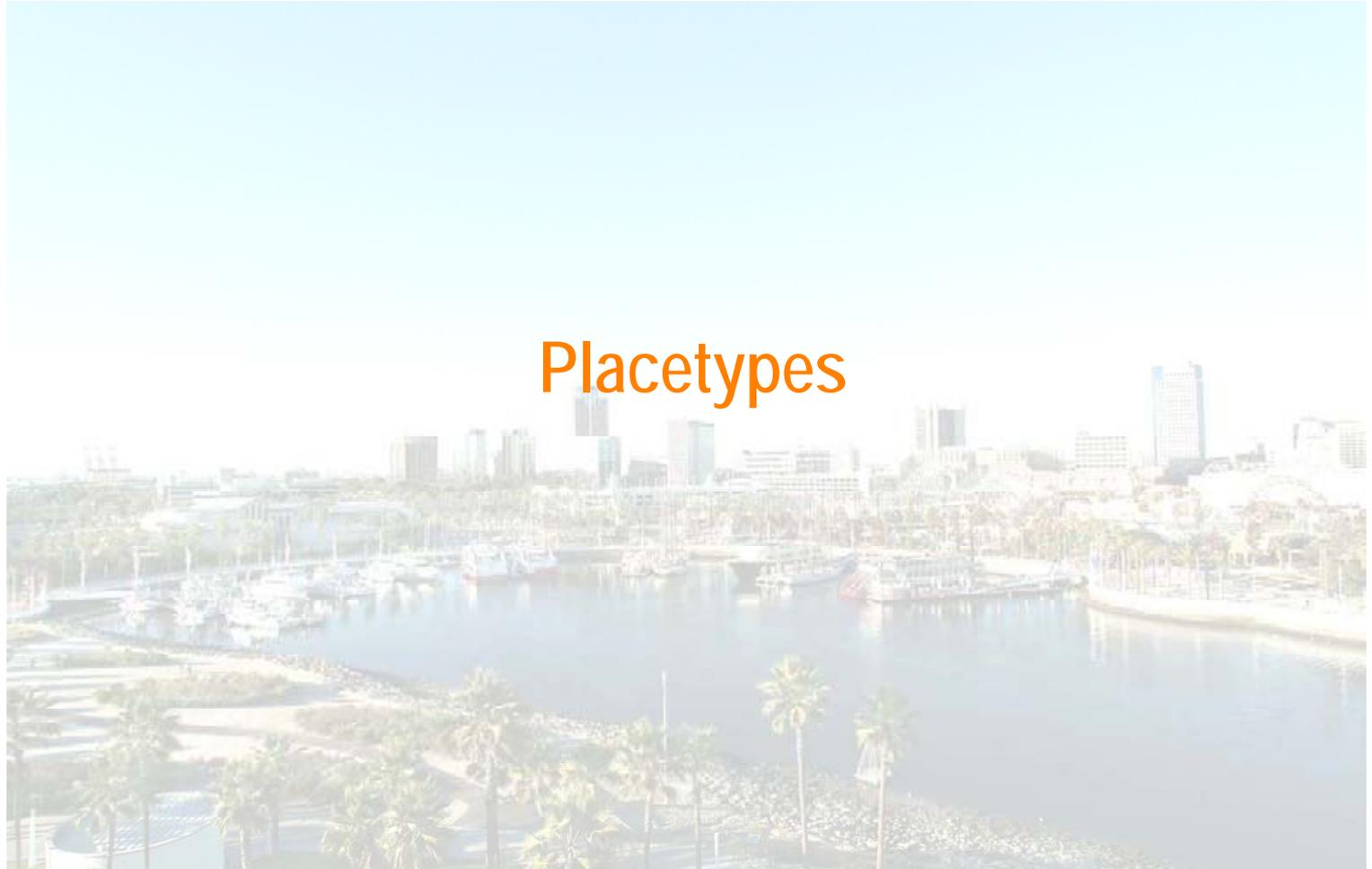


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Placetypes



Placetypes

- Create holistic vision
- Encourage “real” places
- Take a “form-based” approach
- Outline key qualities of land use, design, other standards
- Direct future zoning modifications



Downtown

- Center for employment, entertainment, culture
- Focus on infill
- Enhance access to water and other areas of City



Transit-Oriented Corridor

- Along Blue Line
- Connect Downtown to north
- Mixed-use development at stations
- Parking strategies



Neighborhood Village Center

- Places that to contribute to unique neighborhood identity
- Accommodate modern retail needs and uses
- Focus on healthy goods and services
- Enhance connections to neighborhoods



Multiple Use Neighborhood Corridor

- Located within and between neighborhoods
- Create local “main streets” as the heart of the community
- New housing opportunities



Neighborhood Commercial Corridor

- Commercial uses for residents
- Local businesses
- Enhance existing character
- Vital, vibrant environments



Automobile-Oriented Commercial

- Accommodate auto-oriented uses
- Enhance appearance of properties and street
- Improve traffic flow and circulation



Urban Residential Neighborhood

- Updated, higher quality multi-family housing
- More compatible with nearby single-family
- More pedestrian-oriented design for walkability
- Located near transit



Contemporary Neighborhood

- Post-WWII suburban housing
- Predominantly single-family



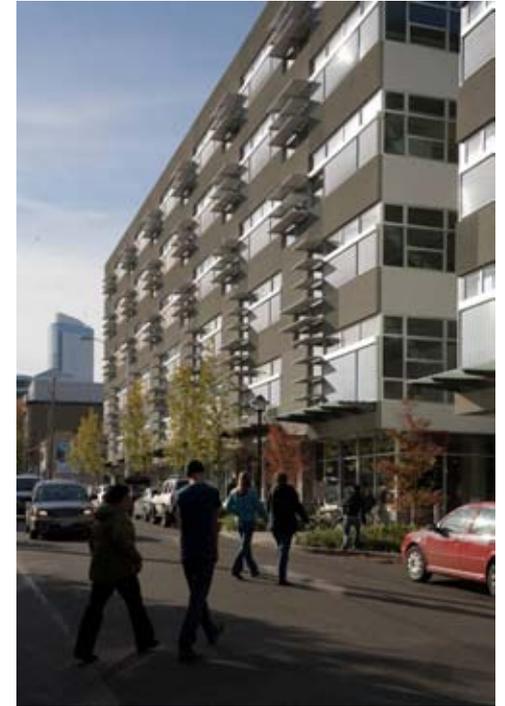
Founding Neighborhood

- Older, “streetcar” urban neighborhoods
- Walkable streets



Employment Center

- Office areas
- Medical-related uses
- Healthy goods and services
- Enhance circulation with bicycles, circulator service



Industrial/Employment

- Protect industrial lands
- Revitalize outdated industrial areas
- Encourage sustainable, green uses
- Provide long-term base of jobs



Live-Work District

- Home-based, local businesses
- Diverse housing opportunities
- Adaptive re-use, conversion of older industrial buildings
- Preserve existing character
- Arts focus for streetscape design



Regional Public Facility

- Long Beach Airport
- Port of Long Beach





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Workshop Activity



Small Group Discussions

- Find your group
- Discuss Opportunity Areas and Placetypes:
North, Central, East, South
- Summary of tonight's ideas:
what we heard
- Next steps and adjourn!

