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## Building A Better Long Beach

# Long Beach 2030 Framework Element

Overview of Concepts and Approach

Long Beach Planning Commission

2 October 2008

Study Session



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# Building A Better Long Beach

## Study Session Overview

- Introductions
- Project Background
- Concepts and Approach
- Next Steps
- Planning Commission Discussion



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# Building A Better Long Beach

## Introductions

- Jill Griffiths, Advance Planning Officer
- Steve Gerhardt, AICP, Senior Planner
- Pat Garrow, Senior Planner
  
- John Bridges, FAICP, EDAW
- Manjeet Ranu, AICP, EDAW
- Nancy Graham, AICP, EDAW
- Lisa Padilla, AIA, LEED, Cityworks Design
- Gary Hamrick, Iteris



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## Building A Better Long Beach

# Overview of the Long Beach 2030 Project

- A vision of the City to be realized over the next 20 years
- Integrates land use, mobility, economic development and urban design to create a physical framework for the City
- Environmental, economic and social sustainability principles are woven throughout
- Seeks the equitable distribution of opportunity and change
- Recognizes that the focus for the City over the next 20 years will be reinvestment, redevelopment and enhancing quality of life
- Will strongly link fiscal and plan policies to improve infrastructure
- Provides individualized policy direction for different conditions in the City within the context of a citywide framework

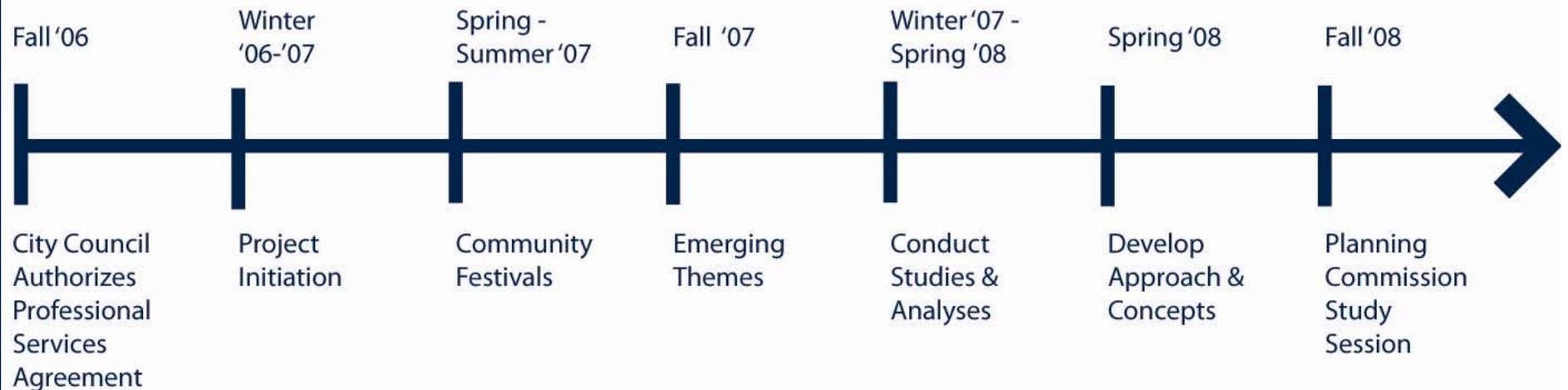


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## Project Timeline



- **Related Parallel Planning Studies**
  - Housing Element
  - Historic Preservation Plan



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## Opportunities and Issues

- Opportunities
  - Traditional urban fabric
  - Projected growth
  - Diversity
  - Become much more sustainable—environmentally, economically and socially
- Issues
  - Aging and deficient infrastructure
  - Inequities
  - Land use and design incompatibilities
  - Stressed, lengthy corridors
  - Public health





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## Building A Better Long Beach

### Why is the Framework Element Needed?

- A New, Comprehensive Vision Defined by the Community
  - The 1989 plan needs updating
  - A new, comprehensive vision is needed in a consolidated, integrated plan
  - A framework to guide local planning
  - Sustainability now
  - Public participation
  - Demographics changed dramatically





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## Building A Better Long Beach

### Why is the Framework Element Needed?

- **Manage Change**
  - Manage regional forces
  - Manage growth
    - Population: 560,000, an increase of 70,000 from today
    - Employment: 199,000, an increase of 18,000 from today
- **Direct Community Investment**
  - Inward development and investment
  - Infrastructure and deferred maintenance



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### Themes Learned During 2007 Public 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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# Building A Better Long Beach

## 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





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## Building A Better Long Beach

### Sustainability Concepts

- Focuses growth into a limited set of areas
- Focuses on integrated places
- Emphasizes a multi-modal mobility system to reduce climate change impact and improve public health
- Increases opportunities for a range of housing choices
- Provides the framework to increase employment and economic opportunities within Long Beach
- Directs sustainable building practices



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## Land Use Concepts

- What We Want to Become
  - A City with land use planning that supports a truly multi-modal transportation system
  - A City that manages growth and redevelopment
  - A City with a unified land use vision
- How We Will Get There
  - Integrate employment and housing
  - Re-direct and focus growth into opportunity areas
  - Prepare community plans for different areas of the City
  - Be strategic to maximize public investment



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## Mobility Concepts

- What We Want to Become
  - A truly multi-modal transportation system
  - A flexible transportation system
  - Mobility practices that strengthen community planning, design and the environment
- How We Will Get There
  - Adapt our existing transportation framework through context-sensitive and functional changes
  - Complete mobility corridors using multiple roadways functioning as a single system
  - Creative, shared approaches to meeting parking and traffic needs





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## Urban Design Concepts

- What We Want to Become
  - Distinctive, attractive places
  - A comprehensible community fabric
  - Ethnic and cultural diversity celebrated through design
- How We Will Get There
  - Establish citywide urban design policies
  - Identify special features key to the city's form and structure
  - Emphasize the public realm, where design is crucial to creating community



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# Economic Prosperity Concepts

- What We Want to Become
  - A regional employment center
  - A place where our residents can find economic opportunity
  - Infrastructure promotes and facilitates economic development
- How We Will Get There
  - Retain and improve economic capacity of industrial lands
  - Invest in infrastructure first



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# Building A Better Long Beach

## Planning Tiers

- Recognizes that most of the City is strong, stable and healthy
- Focuses growth and change in strategic areas of the City
- Allows targeted public and private sector investment
- Goal is for the whole City to become an area to maintain and enhance





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## Building A Better Long Beach

### Areas to Maintain and Enhance

- Strong, stable and healthy areas of the City
- Quality of life strategies will maintain and enhance these areas
- Land uses will remain substantially as presently exists





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## Building A Better Long Beach

### Focused Planning Areas

- Includes areas that are undergoing or need to undergo a separate, focused planning study
- Remain subject to existing zoning or plans until ready to be designated as an opportunity area



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## Opportunity Areas

- Underutilized areas
- Land use or design incompatibilities
- Opportunity to highly integrate land use and transportation
- Significant new investment is needed to create complete places



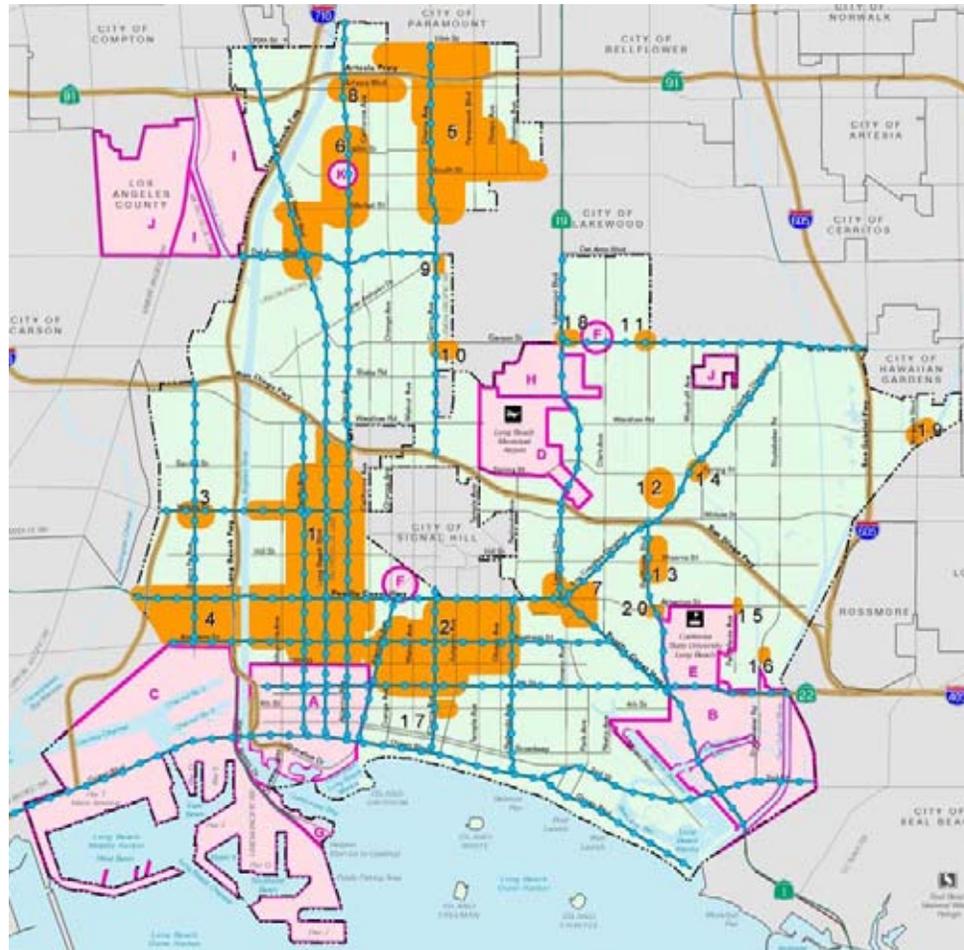


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## Planning Tiers





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## Planning Tiers





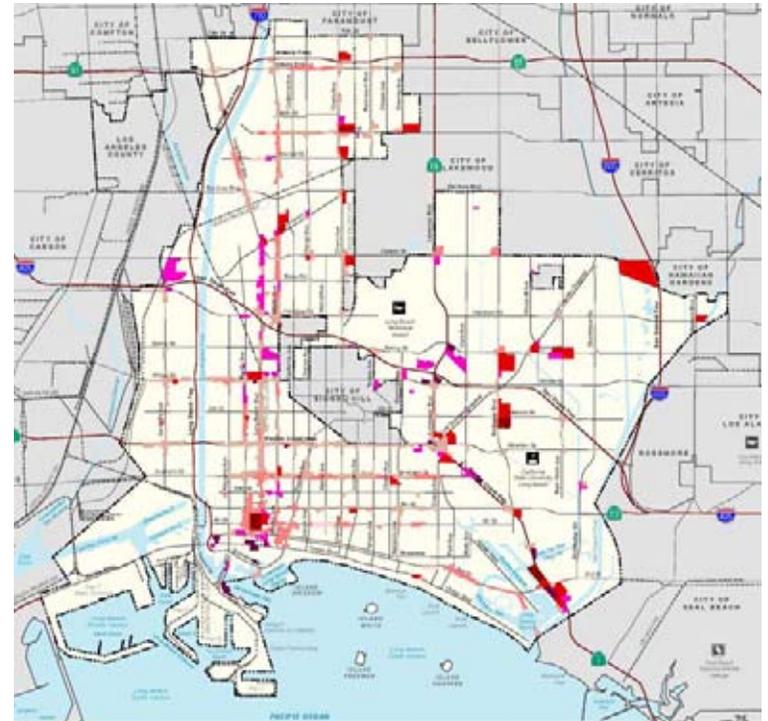
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## Building A Better Long Beach

### Corridors—Community Connectors

- Stitch neighborhoods together
- Connect places to the rest of the City
- Many need significant public and private sector investment to become integral places and represent a type of opportunity area





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## Building A Better Long Beach

### Corridors—Community Connectors

- Placetypes will establish how the corridors will change and become community connectors
- Long corridors need to be broken down into segments that meet the needs and reflect the character of adjacent neighborhoods
- Land uses converge and intensify on community connectors to support mobility strategies

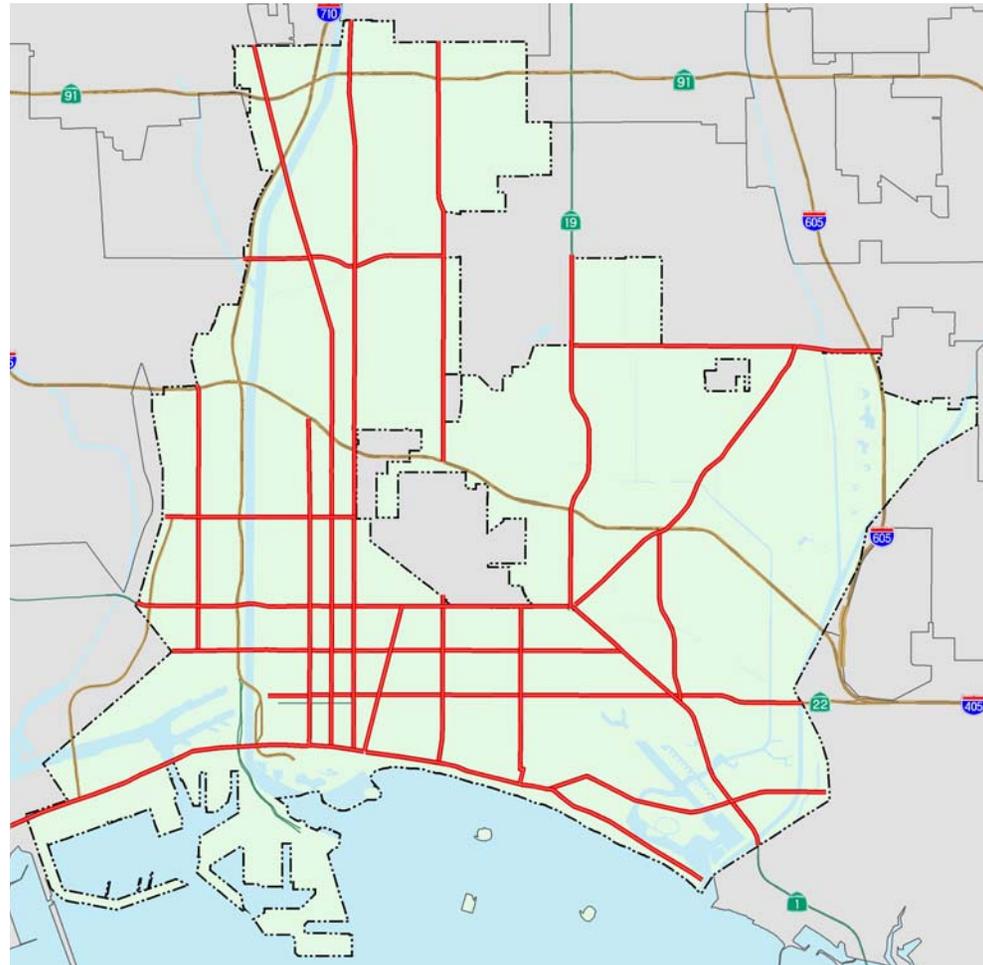


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## Corridors—Community Connectors





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## Building A Better Long Beach

### Placetypes

- Integrates the basic ingredients of the Framework Element to create holistic places—people-centric instead of land use-centric
- Goal is to shift focus from individual land uses to realizing complete, genuine places
- Placetypes respond to opportunities, issues, and guiding principles



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## Placetypes

Neighborhood Village Center





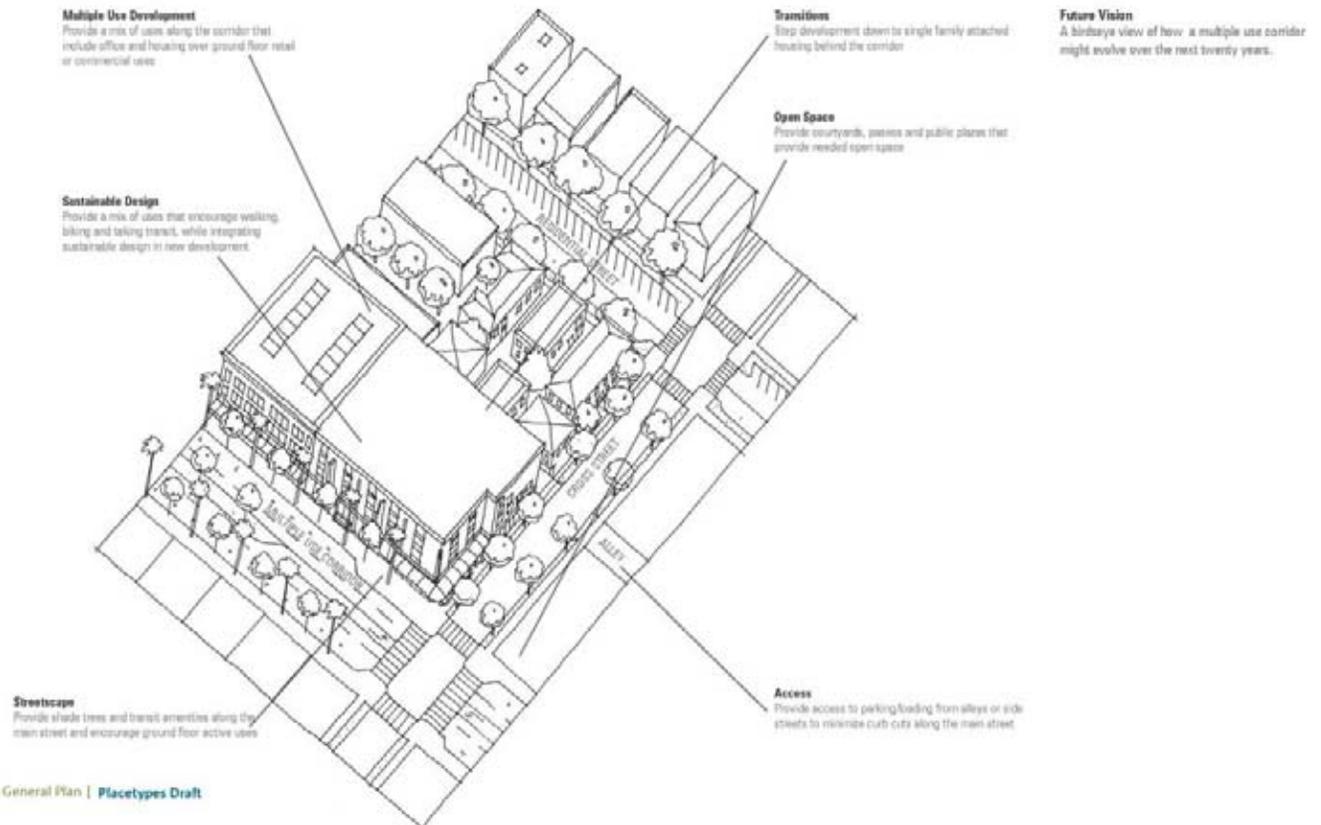
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## Placetypes

### Multiple Use Neighborhood Corridor





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## Placetypes

### Topics

- Vision
- Land Use
- Economic Prosperity
- Urban Design & Historic Preservation
- Mobility





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# Building A Better Long Beach

## Placetypes

- Downtown
- Transit-Oriented Corridor
- Neighborhood Village Center
- Multiple Use Neighborhood Corridor
- Neighborhood Commercial Corridor
- Automobile-Oriented Commercial
- Urban Residential Neighborhood
- Neighborhood Residential
- Employment Center
- Industrial/Employment
- Live-Work District
- Regional Public Facility



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## Next Steps: Public Outreach

- 28 October community meeting
- Newsletter
- Individual and group presentations by staff





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### Short Term Next Steps

- Refine mobility network
- Create urban design framework and citywide policies
- Refine Placetypes
- Draft Framework Element document



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### Overall Next Steps

- Public input on the vision framework
- Prepare public review draft of the Framework Element document
- Prepare Draft Environmental Impact Report
- Revise Framework Element document based on public review and Draft EIR
  - Planning Commission study session
- Planning Commission and Redevelopment Agency recommendation
- City Council action in September 2009



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# Planning Commission Discussion

