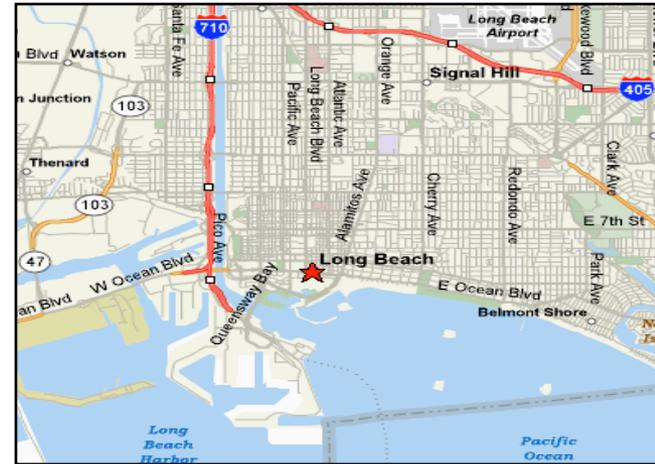




Long Beach 2030

IMAGINE THE POSSIBILITIES

Long Beach 2030: A New General Plan





Overview

- What is a General Plan?
- Why Update and Why Now?
- The Issues We Face Together
- Key Findings to Date
- LB2030 – Opportunities and Placetypes
- Next Steps/How You Can Help
- Breakout Session

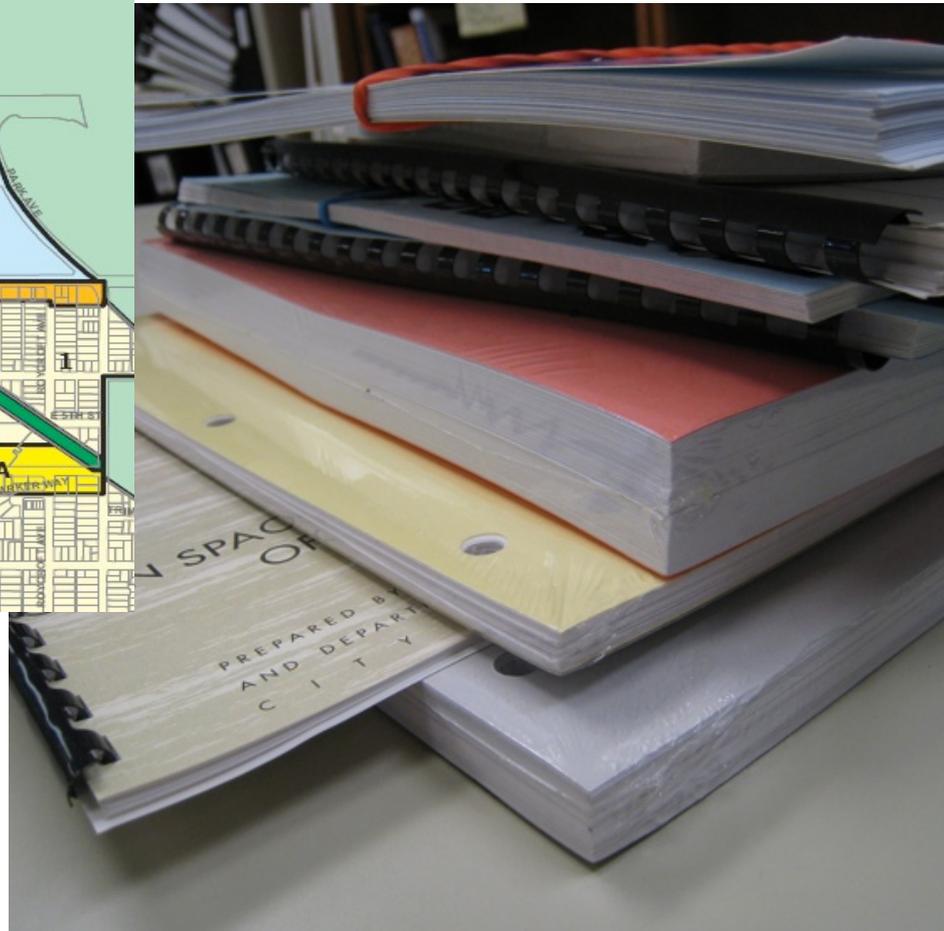
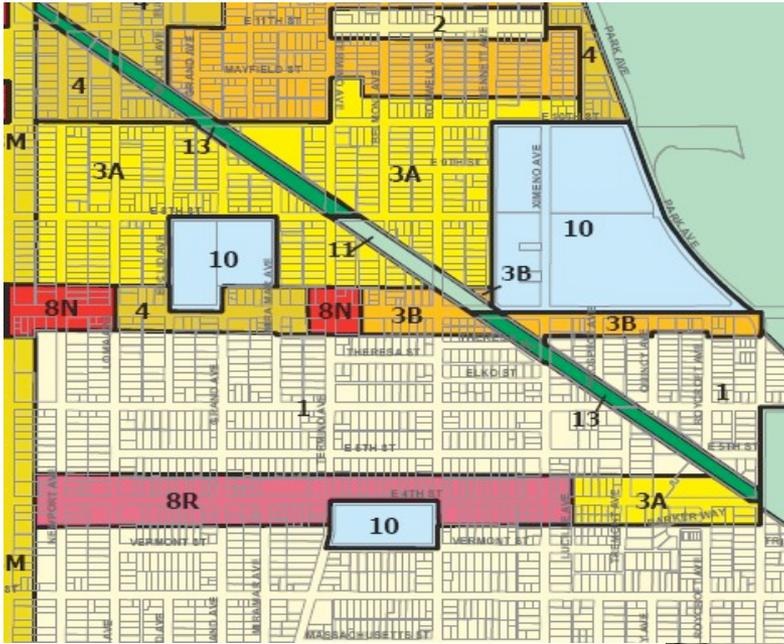


General Plan 101

- State Law requires every City to have a General Plan, and maintain it
- Required Chapters (Elements) include Land Use, Transportation, Safety, Housing
- Current General Plan practice allows for greater integration and flexibility
- “*A General Plan* is the guide that sketches out all the important details needed to create a thriving, well-balanced community” (Napa County General Plan)



Our General Plan Today





Why a new General Plan for 2030?

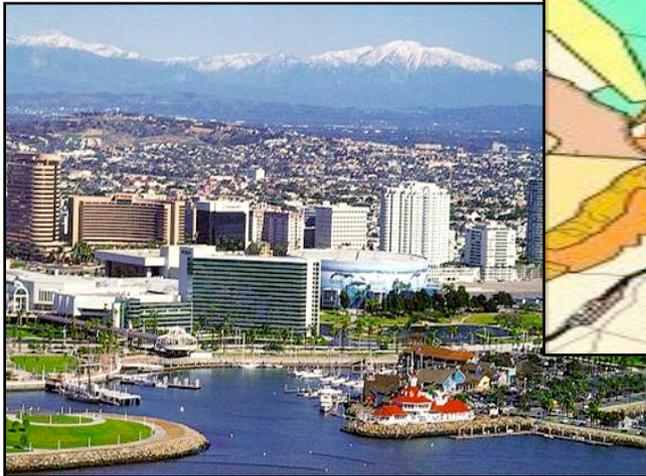
- Change is coming, like it or not
- Population increase (493,000 now, project to be 562,000 by 2030)
- Limited resources to provide services and improve infrastructure
- Desire for a higher quality of life for the next generation (the American Dream)
- Create a robust, diverse and competitive local economy
- Provide options for housing, mobility, and lifestyle choices
- Declining health among our citizens due, in part, to how the City is developed





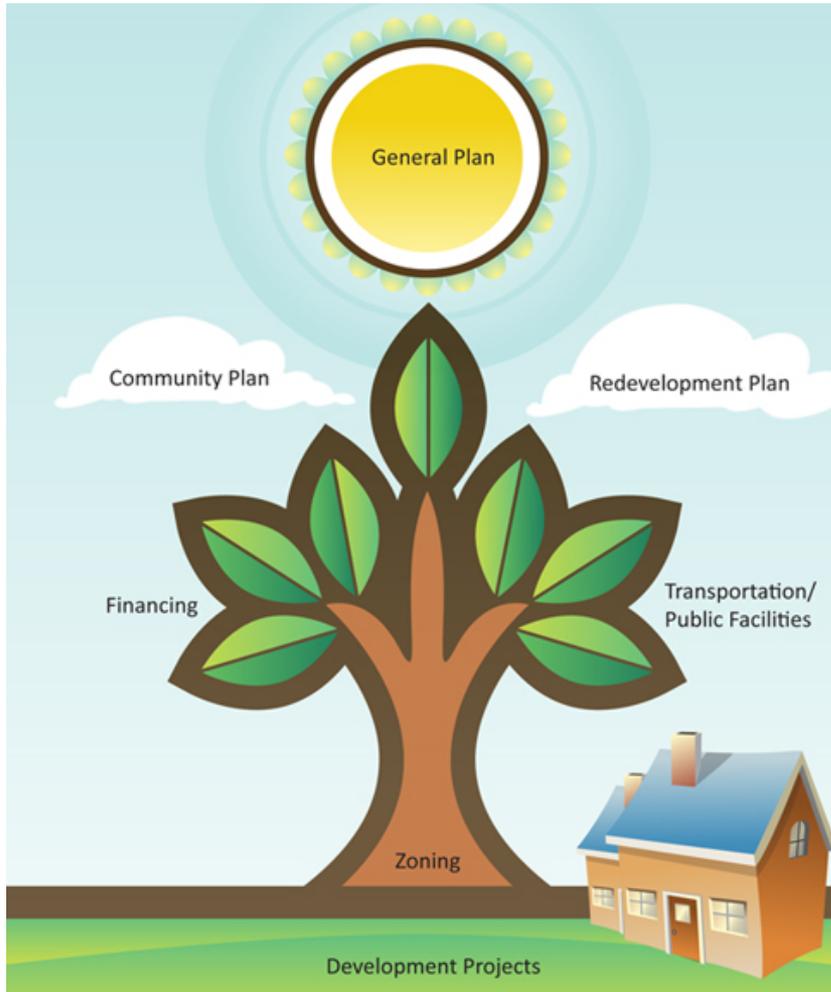
Long Beach 2030: A New General Plan

- Look at the City in the broadest possible sense
- Focus on urban form and character rather than use
- Define Opportunity Areas and Apply Placetypes
- Think long-term





Relationship to Other Land Use Plans



- General Plan: Broad/Long Range Policies
- Community Plans: Targeted Neighborhood Improvement Strategies
- Zoning: Uses and Standards
- Existing Land Use: What's out there



Leverage Our Advantages

- Excellent regional location
- Mostly gentle topography
- Port and Airport
- Traditional urban fabric and street grid
- Relatively efficient roadways
- Diversity





Challenges We Face

- Aging and deficient infrastructure
- Inequities in open space and retail distribution
- Land use and design incompatibilities
- Public health concerns
- Lack of parking in some locations
- Stressed, lengthy and haphazard corridors





Key Findings – Economics

- Sales tax leakage involving major regional retailers due to viable shopping destinations outside of the City
- Excessive supply of low cost retailers, primarily on the City's commercial corridors
- Sales tax revenue is generated along the City's commercial corridors; 27 percent generated from the City's higher profile shopping destinations
- Off-site port logistics has largely shifted to the Inland Empire
- Manufacturing has declined, remains one of the largest employment sectors



Key Findings – Economics

- Health care and social assistance is the largest employment sector; continues to grow
- LBUSD is largest employer
- Retail sector is volatile and requires self-renewal, making it easier to shape for change
- More businesses are being created in Long Beach, but with fewer employees; 30 percent of the new businesses created between 2000 and 2006 were located in residential areas (home-based business)



Key Findings – Mobility

- Existing right-of-way is physically maximized citywide, little opportunity for expansion
- City's grid system of streets contributes to its efficiency, although per capita car ownership is lower in Long Beach
- Transit ridership and dependency is concentrated in the Mid-shore area along Anaheim St; along the Long Beach Boulevard, Atlantic Avenue and Pacific Avenue corridors; along Santa Fe Avenue; and at higher education centers, but not to LBG



Key Initiatives – Mobility

- Use existing streets, or groups of streets to create complete streets
- Make walking and biking viable options
- Encourage mobility practices that strengthen community and enhance the environment
- Develop creative, flexible, and shared approaches to meet parking demands, reducing requirements where appropriate





Key Initiatives – Sustainability

- Emphasize integrated places served by a multi-modal mobility system to reduce GHG and VMT and improve public health
- Provides the policy framework to increase green employment opportunities for Long Beach
- Directs sustainable building practices



Key Findings – Urban Design

- Corridors need clarity and character definition, a comprehensive community fabric
- Edge conditions/interface between various land uses is poor along alleys, corridors and older industrial areas
- Limited open space and public gathering places within commercial corridors and neighborhoods
- Emphasize the public realm, including streets, where design is crucial to creating community and celebrating unique neighborhoods



Key Findings – Land Use

- Focus new development along corridors to support a multi-modal transportation system
- Commercial corridors define our neighborhood character
- Parcels within commercial corridors are relatively small and shallow
- Industrial opportunity areas provide employment; yield is relatively low
- Infill development compatible with existing fabric



Guiding Principles

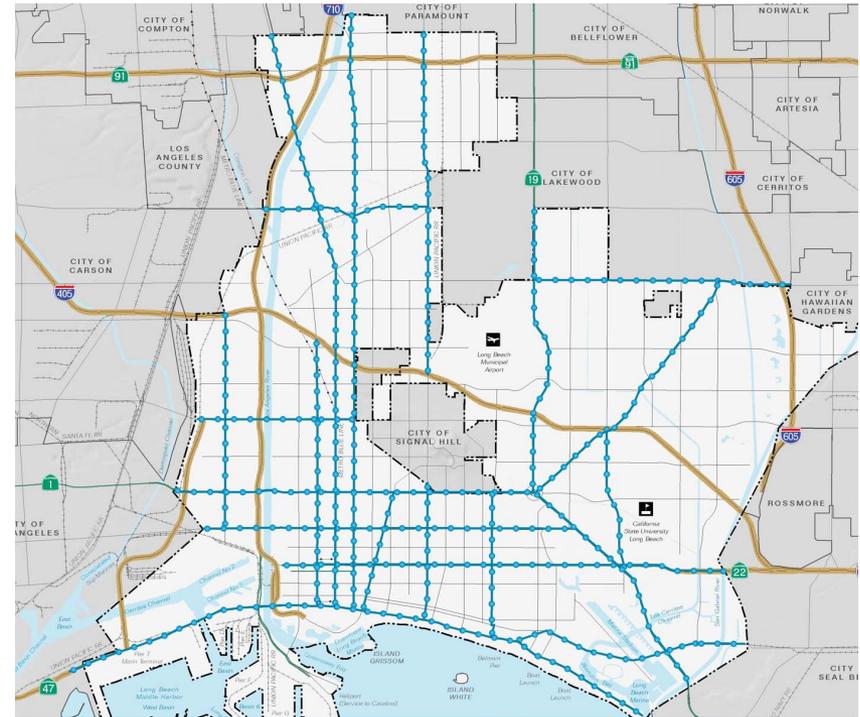
- A City at the Water's Edge
- A Clean Environment Everywhere
- Healthy and Active Neighborhoods
- Expanded Transportation Choices
- Community Connections and Culture
- Shared Economic Prosperity
- Safe and Secure Environment





A Network of Corridors

- How we are identified
- Stitch neighborhoods together
- Need significant public and private sector investment
- How we get around





Community Connectors

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



Maintain and Enhance

- Recognizes that vast majority of the City is strong, stable and healthy
- Focuses growth and change along corridors
- Prioritizes targeted public and private sector investment
- Enhances public amenities, streetscape, provides missing components
- Goal is for the whole City to become an area to maintain and enhance





Focused Planning Areas

- Includes areas that are undergoing or need to undergo a separate, focused planning study (e.g., SEADIP, Downtown)
- Areas subject to existing zoning or community plan until new plans are adopted



Opportunity Areas

- Targeted change in underutilized areas
- Land use or design incompatibilities
- Opportunity to highly integrate land use and transportation
- Significant **new** investment is needed to create complete places





What are Placetypes?

- Land use designations (current General Plan) become Placetypes (LB2030)
- Combine the basic ingredients of placemaking
- Take a form-based approach using a larger scale
- Goal is to shift focus to creating and enhancing complete, genuine neighborhoods and provide direction for future growth



Placetypes

- Integrate compatible Land Uses and appropriate Mobility choices
- Address Urban Design and Neighborhood Context
- Provide broad development guidance not documentation





Placetypes – Images

Neighborhood Village Center





Placetypes – Axonometrics

Multiple Use Neighborhood Corridor

Multiple Use Development

Provide a mix of uses along the corridor that include office and housing over ground floor retail or commercial uses

Sustainable Design

Provide a mix of uses that encourage walking, biking and taking transit, while integrating sustainable design in new development

Streetscape

Provide shade trees and transit amenities along the main street and encourage ground floor active uses

Transitions

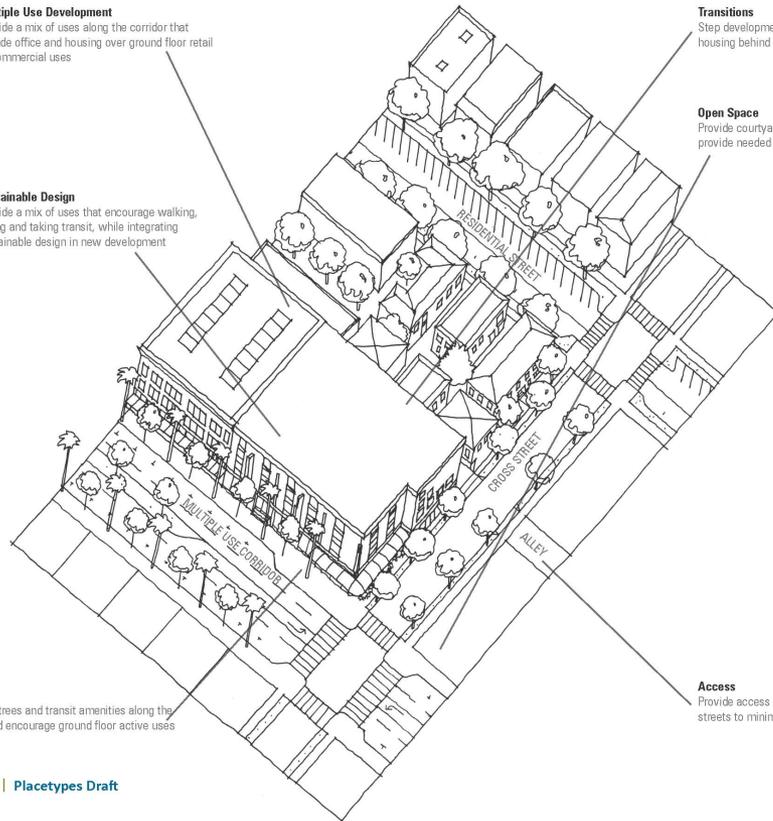
Step development down to single family attached housing behind the corridor

Open Space

Provide courtyards, paseos and public plazas that provide needed open space

Future Vision

A birdseye view of how a multiple use corridor might evolve over the next twenty years.





LB2030 Placetypes

COMMERCIAL

- Neighborhood Commercial Corridor
- Automobile-Oriented Commercial

MIXED USE

- Transit-Oriented Corridor
- Neighborhood Village Center
- Multiple Use Neighborhood Corridor
- Downtown Long Beach



LB2030 Placetypes

RESIDENTIAL

- Urban Residential Neighborhood
- Single Family Residential Neighborhood (WWII)

EMPLOYMENT

- Employment Center
- Industrial/Employment
- Neo-Industrial District
- Regional Public Facility (Campus, Hospital, Port & Airport)



Short-Term Next Steps

- Create and document citywide policies, goals, and programs, and define urban form in Draft Framework Element
- Refine and re-imagine Mobility Network
- Refine Placetypes (puzzle pieces)
- Apply Placetypes Citywide (stitch together)
- Continue dialogue (we'll be back)



How you can help

- Continue to attend community meetings
- Discuss LB2030 with your neighbors
- Provide input via website
www.LongBeach2030.org





Long Beach 2030

IMAGINE THE POSSIBILITIES

- **Questions???**
- **Discussion**
- **Boisterous Applause**





Break-out Session Exercises

Opportunity Area Map

- Look over the composite map
- Discuss proposed change areas
- Suggest changes to the boundaries
- Suggest Placetypes for the Opportunity Areas



Break-out Session Exercises

Neighborhood Description

- Review Existing General Plan Neighborhood Description
- Suggest Changes and Updates

Policy Priorities

- Suggest changes or new policies
- Note on map