



# COMMUNITY ADVISORY COMMITTEE Meeting #1

Southeast Area Specific Plan | March 26, 2014



# Agenda

- ❖ Introduction
- ❖ Background
- ❖ Public Participation Activities
- ❖ Visioning Exercise
- ❖ Public Comment
- ❖ Administration & Next Steps

# Project Team

## ❖ City Staff

- Angela Reynolds, AICP, *Deputy Community Development Director*
- Craig Chalfant, *Planner, Project Contact*
- Brant Birkeland, *Planner, Project Contact*

# Project Team

## ❖ Consultant Team

- **PlaceWorks** (formerly The Planning Center | DC&E)  
*Project Manager: Wendy Grant, AICP*
- **Katz and Associates**- Facilitation and Outreach
- **Fehr & Peers**- Transportation Network and Traffic Modeling
- **VCS**- Wetlands Delineation and Habitat Assessment
- **Strategic Economics**- Market Studies and Fiscal Analysis
- **CityWorks Design**- Urban Design Strategies and Design Guidelines
- **Fusco**- Hydrology, Geology, and Infrastructure Assessment

# CAC Mission Statement

- ❖ To provide perspectives and input to the project team to **generate a project vision, identify issues and opportunities, and formulate planning alternatives and recommendations** that will inform the Specific Plan, which will be forwarded to decision makers for consideration.
- ❖ The Committee's mission also includes **encouraging the involvement of other community members** in the public participation process and **considering the community's input** in discussions about the Specific Plan.

# Collaborative Problem Solving Approach

# Positional Bargaining

- ❖ Positional bargaining is a ***battle of wills***
- ❖ Positional bargaining is ***hard on relationships***
- ❖ Positional bargaining ***produces unwise agreements***
- ❖ Win-lose usually becomes ***LOSE-LOSE***

# Positions Versus Interests

- ❖ Can't ask people to set aside their interests
- ❖ Can ask people to suspend their positions while participating in process
- ❖ Intent of collaborative problem solving is to articulate and understand stakeholders' interests so best solution can be crafted



# Ground Rules of Collaborative Problem Solving

- ❖ Everyone's perspective is valued
- ❖ Listen to understand, not to debate
- ❖ Be hard on the issues – soft on the people
- ❖ Avoid right-wrong paradigms
- ❖ Everyone has an equal opportunity to participate
- ❖ What's past is past – focus on the future

# Outcomes of Collaborative Problem Solving

- ❖ Gain mutual respect for each other's interests
- ❖ Develop alternatives that respect everyone's interests
- ❖ Not uncommon to develop solutions that no one has imagined yet

# Levels of Consensus

Consensus is achieved if all participants indicate that they are at Levels 1-4 (not Levels 5 or 6).

1. I can say an **unqualified 'yes'** to the decision. I am satisfied that the decision is an expression of the wisdom of the group.
2. I find the decision **perfectly acceptable**. It is the best of the real options we have available to us.
3. I can **live with** the decision. However, I'm not especially enthusiastic about it.
4. I do not fully agree with the decision and need to register my view about it. However, I do not choose to block the decision and will **stand aside**. I am willing to support the decision because I trust the wisdom of the group.
5. I do not agree with the decision and feel the need to **block** the decision being accepted as consensus.
6. I feel that we have no clear sense of unity in the group. We need to **do more work** before consensus can be achieved.

## Background: HOW DID WE GET HERE?

- ❖ Renewed development interest
- ❖ Wetlands conservation
- ❖ Sustainability focused grant from the California Department of Conservation
  - Includes support for wetlands delineation, habitat assessment, mobility, development standards, economic analysis, CEQA and LCP

## **Background:** EXISTING & PROPOSED DEVELOPMENT

- ❖ No moratorium on development
- ❖ PCH and 2nd EIR
- ❖ City staff will address any specific development questions after the meeting
- ❖ Community engagement program

# Timeline / Work Plan

## ❖ SPRING/SUMMER 2014

- Background Data collection
- Identify Opportunities & Constraints
- Develop Vision, Goals & Objectives
- Opportunity Area selection

## ❖ FALL 2014

- Create Opportunity Area alternatives
- Economic Feasibility and Pro Forma Analysis of Alternatives
- Prepare cost analysis of Wetland Mitigation Alternatives

# Timeline / Work Plan

## ❖ WINTER 2014/2015

- Select Land Use Plan
- Prepare Specific Plan
- Initiate Local Coastal Program (LCP) Amendment
- Coordinate with Coastal Commission

## ❖ SPRING 2015

- Initiate Environmental Impact Report
- Prepare Technical Studies (Air Quality, Cultural, Noise, etc.)

## ❖ SUMMER 2015 →

- Complete Specific Plan and EIR
- Planning Commission & City Council
- Attain LCP Certification from Coastal Commission

# Timeline / Work Plan

TIMEFRAME »»»	SPRING 2014	SUMMER 2014	FALL 2014	WINTER 2014-2015	SPRING 2015	SUMMER 2015 AND BEYOND
<b>TASKS</b> 	<ul style="list-style-type: none"> <li>• Collect Background Information</li> <li>• Identify Issues, Opportunities and Constraints</li> <li>• Begin Wetland Delineation and Habitat Assessment</li> <li>• Community Advisory Committee application and selection</li> <li>• Draft Vision, Goals and Objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Develop Workbook of Land Use Concepts to inform the Land Use Plan</li> <li>• Identify options to consider for vehicular, bike, and pedestrian circulation and transit opportunities</li> <li>• Generally define community amenities and where new amenities may be possible</li> <li>• Identify Opportunity Areas for more detailed evaluation and analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Develop sketches, illustrations and visual concepts of Opportunity Areas</li> <li>• Economic Feasibility and Pro Forma Analysis for Opportunity Areas</li> <li>• Prepare Alternative Restoration and Development Concepts</li> <li>• Prepare costs to inform Wetland Restoration and Mitigation Alternatives being considered</li> </ul>	<ul style="list-style-type: none"> <li>• Select the Land Use Plan</li> <li>• Prepare Draft Specific Plan               <ul style="list-style-type: none"> <li>• Development Standards</li> <li>• Design Guidelines</li> <li>• Circulation Plan</li> <li>• Public Realm and Amenities</li> <li>• Infrastructure Phasing Plan</li> <li>• Administration</li> </ul> </li> <li>• Begin coordination with Coastal Commission and Local Coastal Program Amendment</li> </ul>	<ul style="list-style-type: none"> <li>• Continue Preparation of Draft Specific Plan</li> <li>• Initiate Preparation of Environmental Impact Report and Technical Studies               <ul style="list-style-type: none"> <li>• Air Quality and Greenhouse Gas</li> <li>• Cultural Resources</li> <li>• Hydrology/Water Quality/ Geotechnical</li> <li>• Noise and Vibration</li> <li>• Traffic</li> </ul> </li> <li>• Continue Coordination with Coastal Commission and preparation of Local Coastal Program Amendment</li> </ul>	<ul style="list-style-type: none"> <li>• Complete Specific Plan Draft</li> <li>• Complete the Environmental Impact Report</li> <li>• Attain Certification of the Local Coastal Program Amendments</li> </ul>
<b>OUTREACH</b> 	<ul style="list-style-type: none"> <li>• Pop-Up Events</li> <li>• Community Advisory Committee Meetings #1 and #2</li> <li>• Community Workshop #1</li> <li>• Stakeholder Interviews</li> <li>• Interagency Meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Pop-Up Events</li> <li>• Interagency Meetings</li> <li>• Planning Commission and City Council Briefing</li> <li>• Community Advisory Committee Meeting #3</li> <li>• Community Workshop #2</li> </ul>	<ul style="list-style-type: none"> <li>• Pop-Up Events</li> <li>• Interagency Meetings</li> <li>• Community Advisory Committee Meetings #4 and #5</li> <li>• Community Workshop #3</li> </ul>	<ul style="list-style-type: none"> <li>• Interagency Meetings</li> <li>• Planning Commission and City Council Briefing</li> </ul>	<ul style="list-style-type: none"> <li>• Scoping Meeting for Project EIR</li> </ul>	<ul style="list-style-type: none"> <li>• Planning Commission and City Council Hearings</li> <li>• Coastal Commission Hearings</li> </ul>

**NOTES** The project web page and the online community engagement tool Long Beach Open Town Hall will be available over the duration of the project and will serve as the primary source for information and online participation during the Specific Plan effort. This is a general timeline of activities associated with the Specific Plan effort. Items listed and timeframes noted above are subject to change as a result of new information or need for refinement of the schedule as the scope of work is implemented.

# Process Chart



## SOUTHEAST LONG BEACH SPECIFIC PLAN PROCESS

Background and Vision

Land Use Plan

Specific Plan, Local Coastal Program, & EIR

Getting Smart

Establishing the Vision

Land Use Planning

Preparation of Documents

Approving the Plan

Project Background

Economic Analysis

Wetland Delineation

Vision

Project Background

Focus Area Goals

Project Objectives

Specific Plan Framework

Focus Area Concepts

Develop the Land Use Plan



Follow up Research

Specific Plan Components

Local Coastal Program Amendment

Program Environmental Impact Report

1. Screencheck Draft

2. Public Review Draft

3. Hearing Draft & Final Adoption



# Outreach Plan

- ❖ Comprehensive outreach effort includes:
  - Community Advisory Committee
  - Background Research Meetings with Stakeholders
  - Community Workshops
  - Online Forum
  - Public Hearings



# Outreach: FEBRUARY POP-UP BOOTHS



During 3 pop-up outreach events Long Beach residents shared what they LOVE about Southeast Long Beach. Here is what a few of them had to say...

Thank you to all who participated!

#### Event locations:

- Marina Pacifica Mall
- Marketplace
- Southeast LB Farmers Market

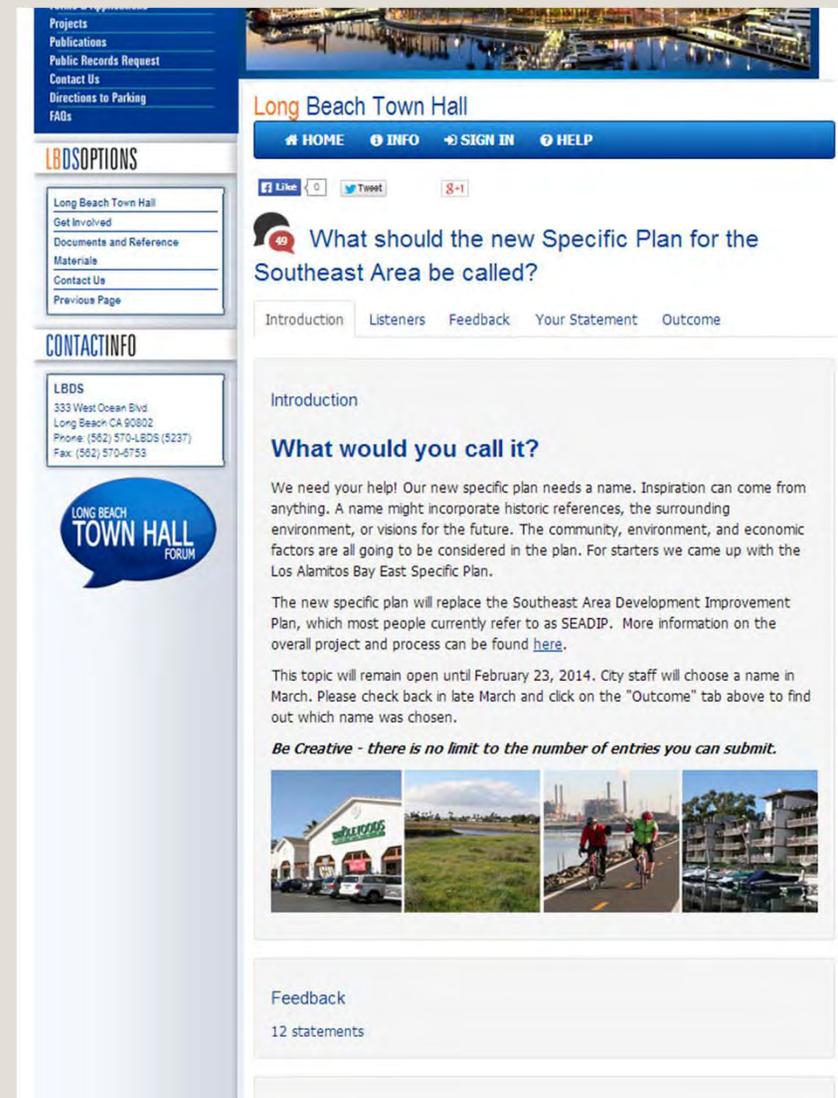


February 2014



# Outreach: LONG BEACH TOWN HALL

- ❖ On-line public forum
- ❖ Topics correspond with outreach events
- ❖ 143 Subscribers



The screenshot displays the Long Beach Town Hall website. The top navigation bar includes links for HOME, INFO, SIGN IN, and HELP. A sidebar on the left contains sections for 'Projects' (Publications, Public Records Request, Contact Us, Directions to Parking, FAQs), 'LBDSOPTIONS' (Long Beach Town Hall, Get Involved, Documents and Reference, Materials, Contact Us, Previous Page), and 'CONTACTINFO' (LBDS, 333 West Ocean Blvd, Long Beach CA 90802, Phone: (562) 570-LBDS (5237), Fax: (562) 570-6753). A blue speech bubble logo for 'LONG BEACH TOWN HALL FORUM' is also present.

The main content area features a post titled "What should the new Specific Plan for the Southeast Area be called?". The post includes an "Introduction" section with the following text:

**What would you call it?**

We need your help! Our new specific plan needs a name. Inspiration can come from anything. A name might incorporate historic references, the surrounding environment, or visions for the future. The community, environment, and economic factors are all going to be considered in the plan. For starters we came up with the Los Alamitos Bay East Specific Plan.

The new specific plan will replace the Southeast Area Development Improvement Plan, which most people currently refer to as SEADIP. More information on the overall project and process can be found [here](#).

This topic will remain open until February 23, 2014. City staff will choose a name in March. Please check back in late March and click on the "Outcome" tab above to find out which name was chosen.

**Be Creative - there is no limit to the number of entries you can submit.**

Below the text are four small images: a building with a sign, a grassy field, two people riding bicycles, and a modern apartment building.

At the bottom of the page, there is a "Feedback" section showing "12 statements".

# Outreach: LONG BEACH TOWN HALL

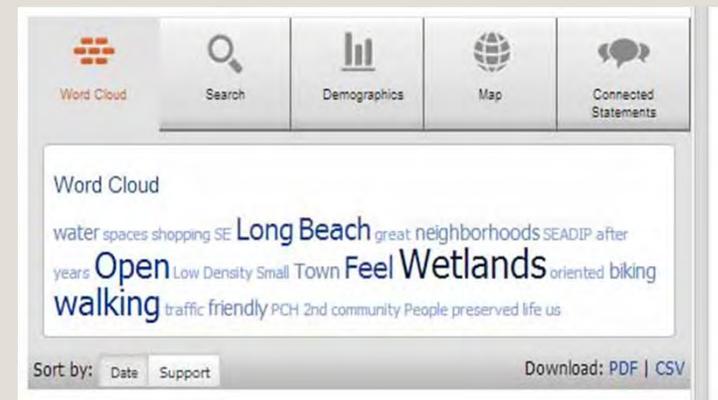
## ❖ Topic #1

- What do you love about Southeast Long Beach?
  - 103 views with 11 on-forum statements



## ❖ Topic #2

- What should the new Specific Plan for the Southeast area be called?
  - 56 views with 7 on-forum statements



# Outreach: LONG BEACH TOWN HALL

- ❖ Registration
  - On-forum vs. Off-forum
- ❖ Feedback so far
- ❖ Webcards

**Get Involved & Stay Informed!**

**LONG BEACH TOWN HALL FORUM**

For information on the **Southeast Area Plan Update** go to

[www.lbds.info/seadip\\_update](http://www.lbds.info/seadip_update) or call Brant Birkland at 562-570-6922



# Visioning Exercise

- ❖ Katz:
  - Describe activities
  - Breakout groups
  - Group presentations
  - Emerging Themes



# Public Comment



# Administration & Next Steps

- ❖ Scheduling and Contact Information
- ❖ Future CAC Meetings
- ❖ Community Workshop #1
  - Wednesday April 23 and April Saturday 26
- ❖ Homework: Project Name