



Agenda

- ❖ Introduction
- ❖ CAC Mission & Recent Public Participation Activities
- ❖ Draft Vision Statement and Goals
- ❖ Project Name
- ❖ Project Area Boundaries
- ❖ Opportunities and Constraints Workbook
- ❖ Public Comment
- ❖ Next Steps

Introduction

- ❖ New members and anyone not present at the first meeting
- ❖ Updated roster available on the website and as a handout for binder



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.

Public Participation

❖ In-Person

- Pop-ups
 - What do you love about SE LB?
- Workshops
 - Vision drawing
 - Pop-quiz
 - Project naming

❖ On-Line

- Long Beach Town Hall
 - What do you love about SE LB?
 - Vision priorities
 - Pop-quiz
 - What should the new Specific Plan be called?

Project Priorities

- ❖ From Long Beach Town Hall (in order of importance):
 1. Traffic
 2. Wetlands Enhancement
 3. View Protection
 4. Bike and Pedestrian Transportation Options
 5. Gateway to Long Beach
 6. Public Access to Open Space
 7. Building Form/Architectural Design
 8. Consolidate or Relocate Oil Operations
 9. Retail and Hotel Development
 10. Greater Mix of Land Uses

Vision: Southeast Long Beach Specific Plan 2060

The following is a vision of Southeast Long Beach as described 50 years from now:

Southeast Long Beach serves a unique role as a **Gateway into Long Beach** and Los Angeles County and is home to one of the largest **thriving wetlands** in Southern California.

People enjoy living, working and visiting here because of the **diversity of uses** in close proximity to one another including residential, commercial, hospitality, office, and light industrial uses surrounded by open space areas such as parks, the wetlands and marina making it an **active area** of town. Our established residential neighborhoods are complemented by a broad range of uses along Pacific Coast Highway, our primary corridor and thoroughfare through the area. These areas accommodate the many visitors to the area, as well as provide for the daily shopping and service needs of the surrounding community. The area provides **pedestrian and bike friendly streetscapes, distinctive architecture and public gathering spaces** that also make the Southeast Area a **distinctive neighborhood and community hub** in the City. Our unique community is frequented by residents from adjacent cities and regional visitors alike.

Vision: Southeast Long Beach Specific Plan 2060

The following is a vision of Southeast Long Beach as described 50 years from now (cont'd):

While some undeveloped properties have been built upon, we accommodated **new growth primarily by redeveloping and redesigning existing projects** to create better use of already developed sites and to minimize the development of undeveloped properties adjacent to the wetlands. The mix of uses and thoughtful building design along the corridor has reduced the number of trips made by cars and encouraged the use of bicycles and walking as ways to move around the area.

We are especially proud of our collective efforts to successfully **restore our wetlands, to preserve coastal habitat and to permanently protect lands** that are recognized as a significant local and regional asset. We recognize that the presence of the wetlands contributes considerably to the character of the area and have implemented **thoughtful and carefully designed transitions** between natural and urbanized areas. When residents and visitors experience Southeast Long Beach, they enjoy wetland, marina and distant mountain **views** that can be seen from Pacific Coast Highway.

Vision: Southeast Long Beach Specific Plan 2060

The following is a vision of Southeast Long Beach as described 50 years from now:

We created an **effective network of roadways, bike lanes and pedestrian walkways** to serve the uses and users in the area. Because we have established a well-used and safe pedestrian and bicycle network, cycling and walking have become our preferred modes of transportation and contribute to the community character of Southeast Long Beach and our distinctive sense of place. In addition, our marina, waterfront, wetlands, and bike trails are all thoughtfully linked and are an amenity to the community that is unparalleled in this area.

Project Name

- ❖ What would you call it?
 - Name suggestions from LBTH forum and community workshops
 - Include:
 - SEADIP II
 - SEADIP 21st Century
 - SEACOMP
 - » See handout for comprehensive list

The screenshot shows the Long Beach Town Hall website. The main heading is "What should the new Specific Plan for the Southeast Area be called?". Below the heading, there is 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 showing different scenes: a building, a park, a person walking, and a street view.

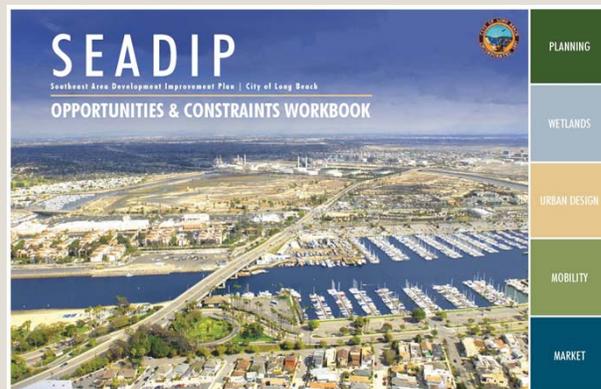
At the bottom of the page, there is a "Feedback" section with "12 statements".

Project Area Boundaries



Opportunities and Constraints Workbook

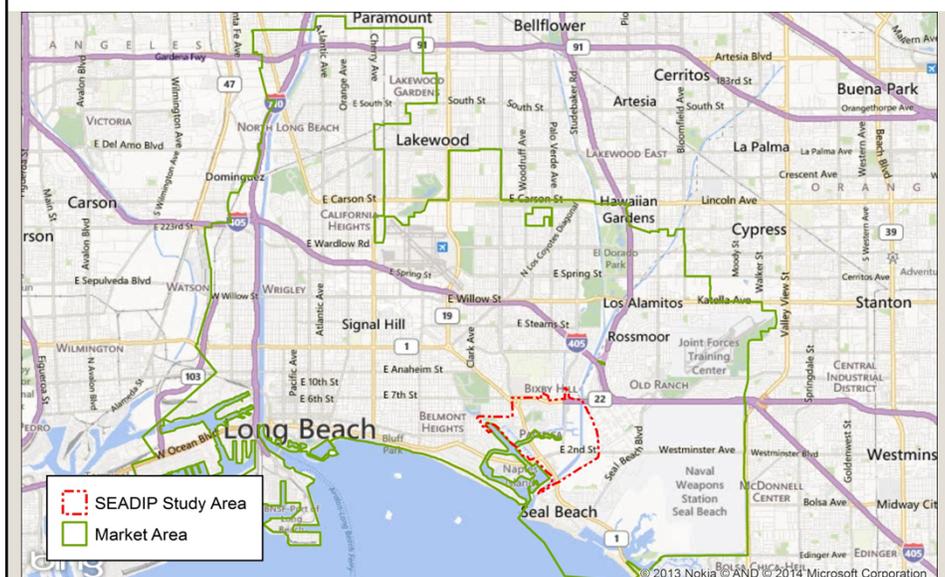
- ❖ Market Assessment: Strategic Economics
- ❖ Urban Design: CityWorks



Workbook: Market Assessment

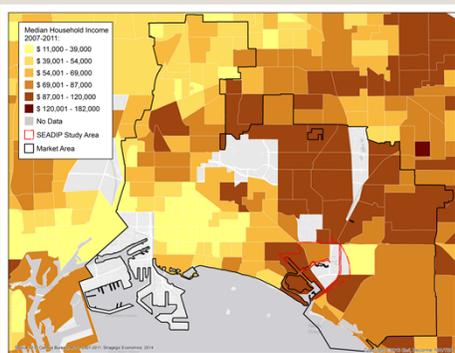
- ❖ Purpose of Market Assessment:
 - Understand market potential for new development in the Study Area
 - Ensure that strategies are economically viable
 - Provide context for financing and implementation
- ❖ Land uses examined: residential, retail, hotel, and office
- ❖ The market assessment is not prescriptive; it is one of many factors that will inform the land use plan

Competitive Market Area



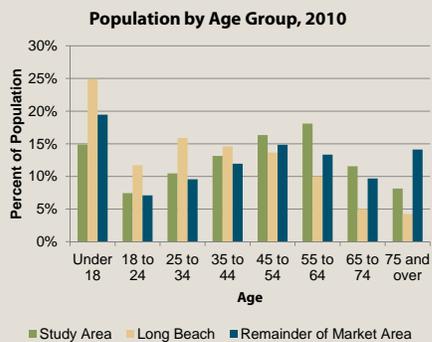
Demographic Profile

Study Area households are more affluent than in the city and Market Area



Source: U.S. Census

Study Area has higher share of "Baby Boomer" and senior households

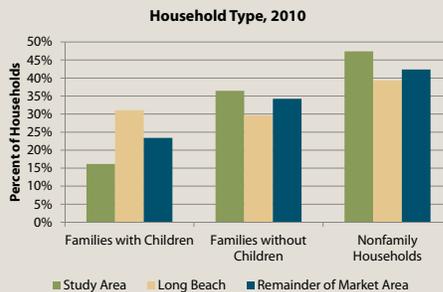


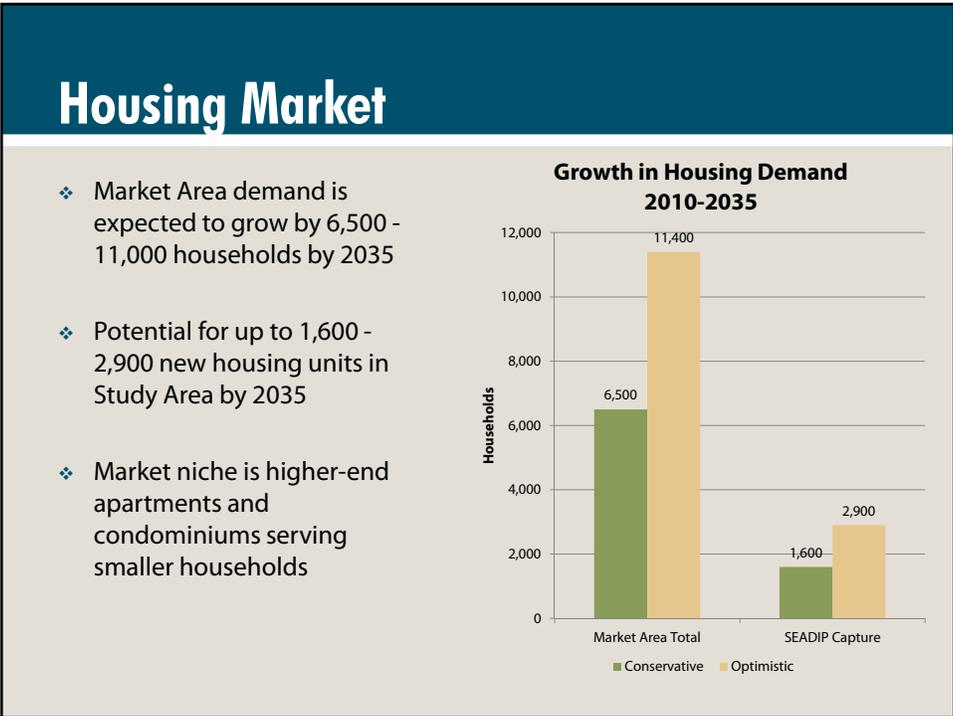
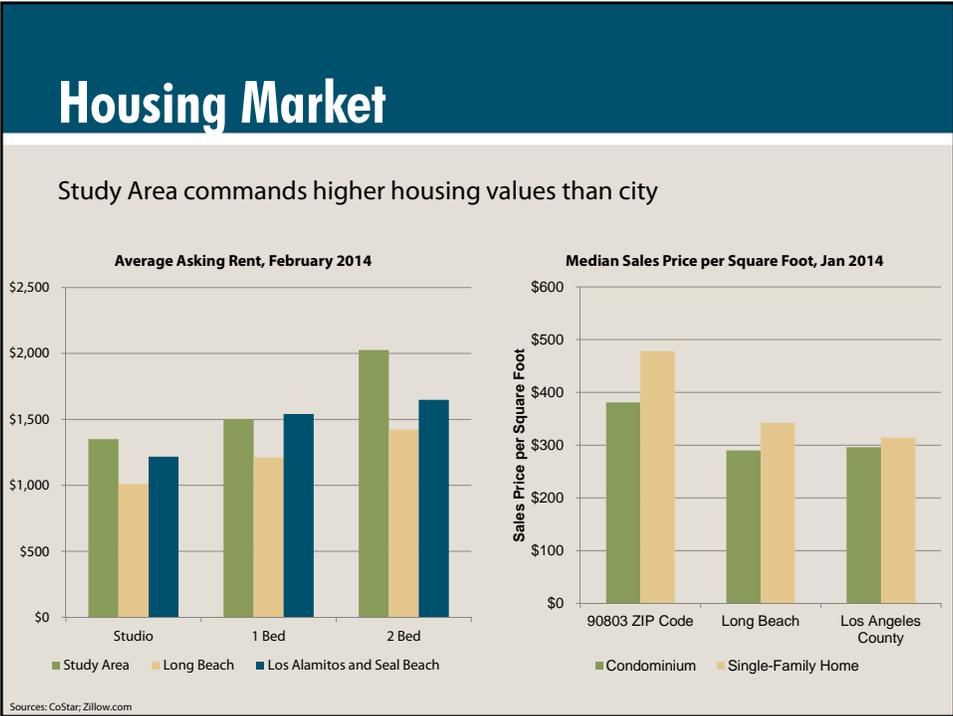
Study Area households are generally smaller in size



Source: U.S. Census

Study Area households are much less likely to be families with children





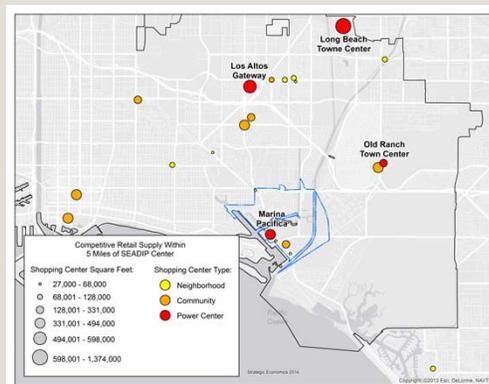
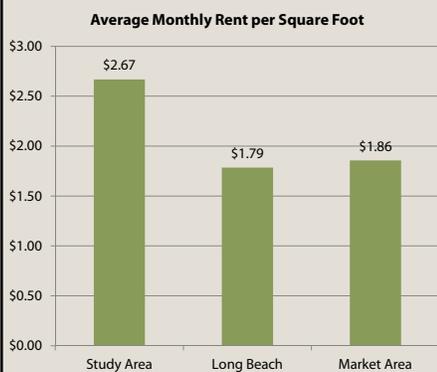
Retail Market

- ❖ Study Area has existing retail concentration
- ❖ Small share of overall city retail sales
- ❖ Strengths in furniture, liquor, recreation



Retail Market

- ❖ Study Area retail performs better than Market Area overall
- ❖ Retail environment is competitive, with multiple existing retail centers in the Market Area



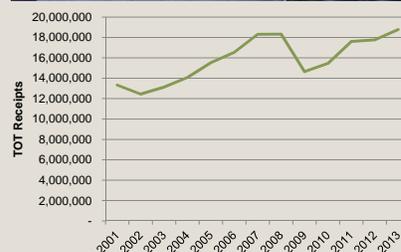
Sources: CoStar

Retail Market

- ❖ Retail demand driven by new household growth in Long Beach and Market Area (conservative estimate)
- ❖ Study Area has potential to attract between 70,000 to 110,000 square feet of new retail space
 - Expansion or re-tenanting of existing shopping centers
 - New development on under-utilized sites or ground-floor of mixed-use buildings
 - New tenants likely to be upscale retail and restaurants serving the Market Area
 - Could be higher if SEADIP can capture more of the Market Area's retail sales
- ❖ Constraints: Traffic congestion/circulation and competing retail centers

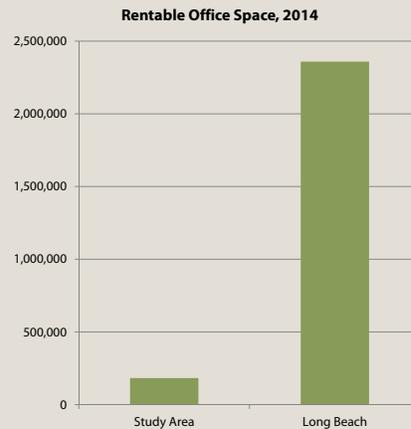
Hotel Market

- ❖ Tourism and conventions are growing in Long Beach
- ❖ Occupancy at existing hotels in Long Beach is strong
- ❖ Study Area's waterfront location is desirable for hotel development
- ❖ Projected demand for 150 to 350 new hotel rooms in Long Beach by 2020
- ❖ Constraints: Study Area is removed from the convention center and other hotels



Office Market

- ❖ Citywide office market is currently soft with 14.6% vacancy rate
- ❖ Study Area contains small professional office space in multi-tenant buildings; space performs well
- ❖ Study Area could attract smaller office development for professional firms, but is unlikely to attract major tenants or large-scale office development.



Source: Costar, 2014

Market Assessment Questions

- ❖ *Do any of the market assessment findings surprise you?*
- ❖ *If so, which ones?*

Workbook: Urban Design

- ❖ What is urban design?
- ❖ Development history & character
- ❖ Neighborhoods
- ❖ Gateways, landmarks, destinations & views
- ❖ Public realm
- ❖ Placemaking

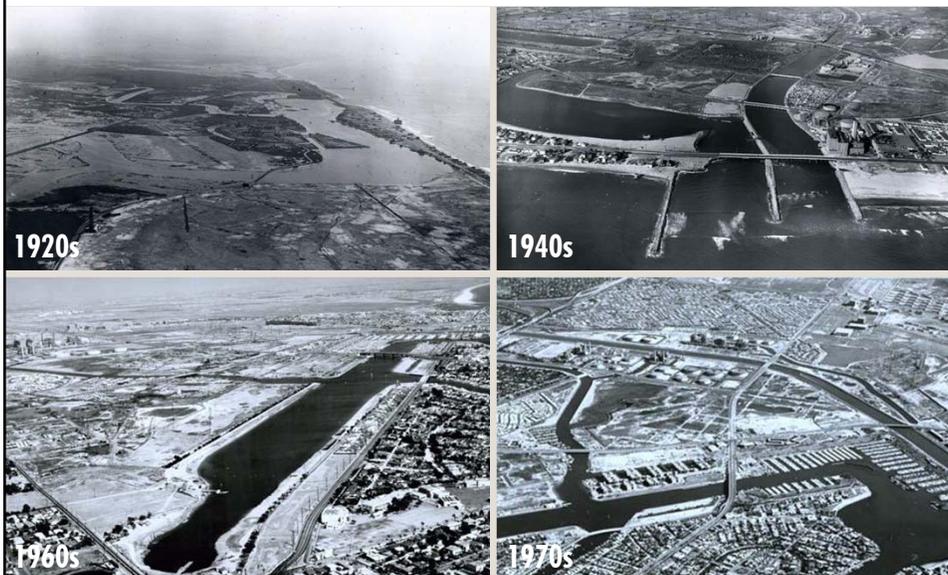
What is Urban Design?

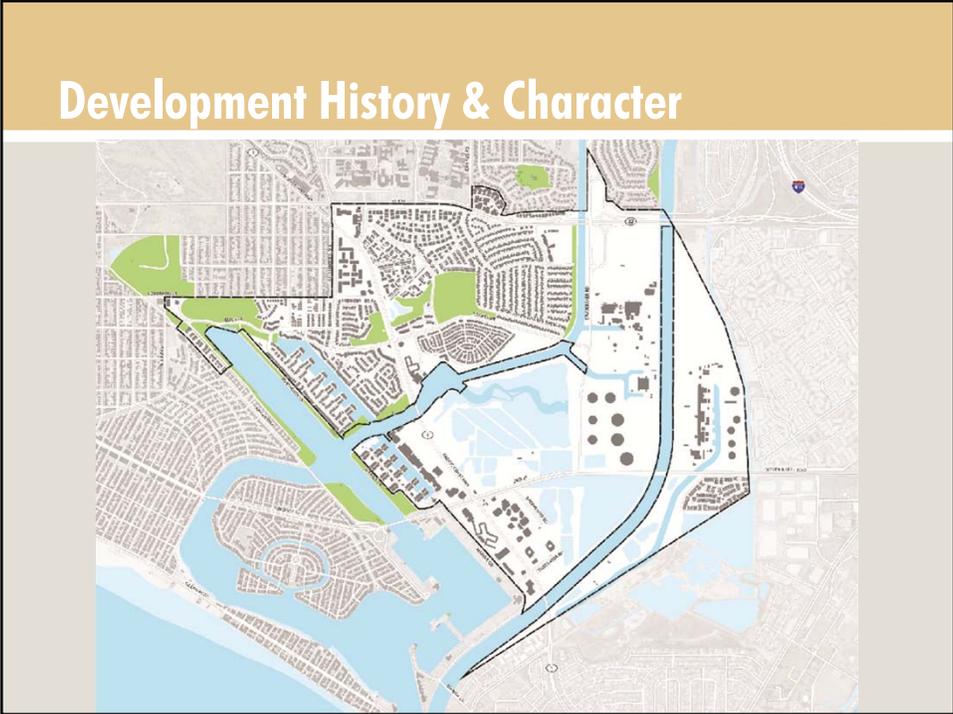
- ❖ **A professional discipline and process** that focuses on how cities and neighborhoods are designed
- ❖ Not necessarily “urban” but about **place**
- ❖ Products that come out of the process can **influence physical design** and are usually codified in a specific plan, development standards or design guidelines
- ❖ Also refers to the **detailed design** of streets and public spaces

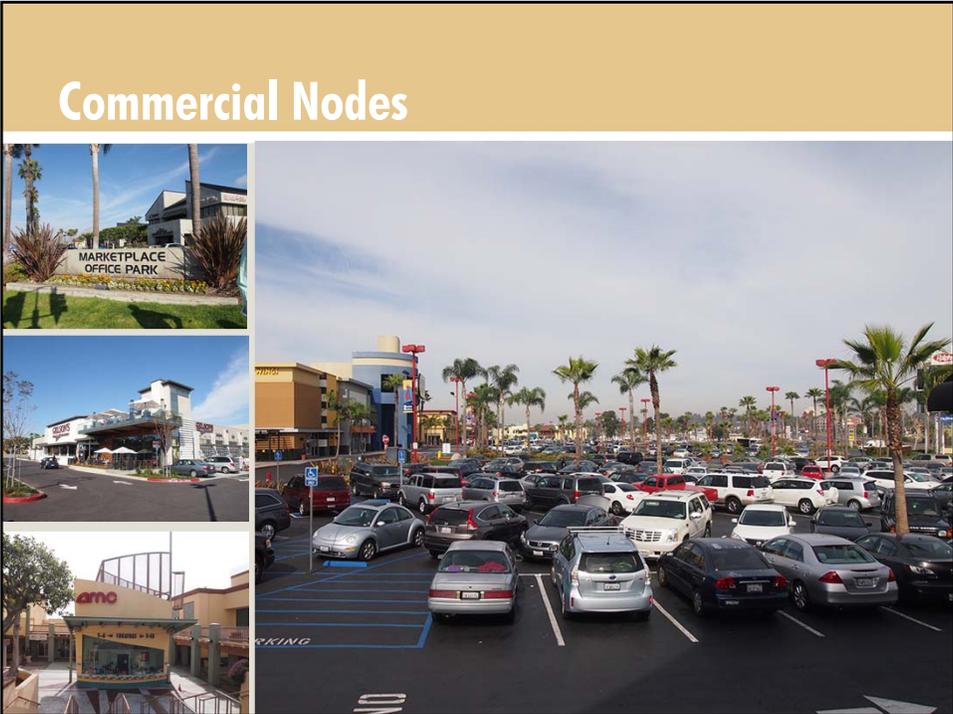
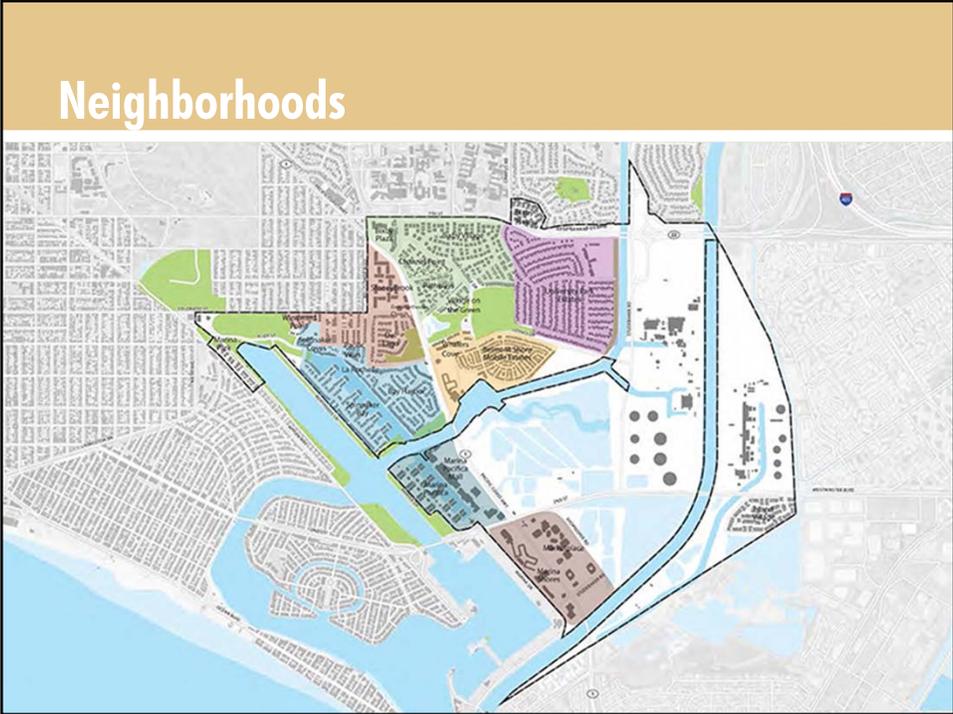
What is Urban Design?



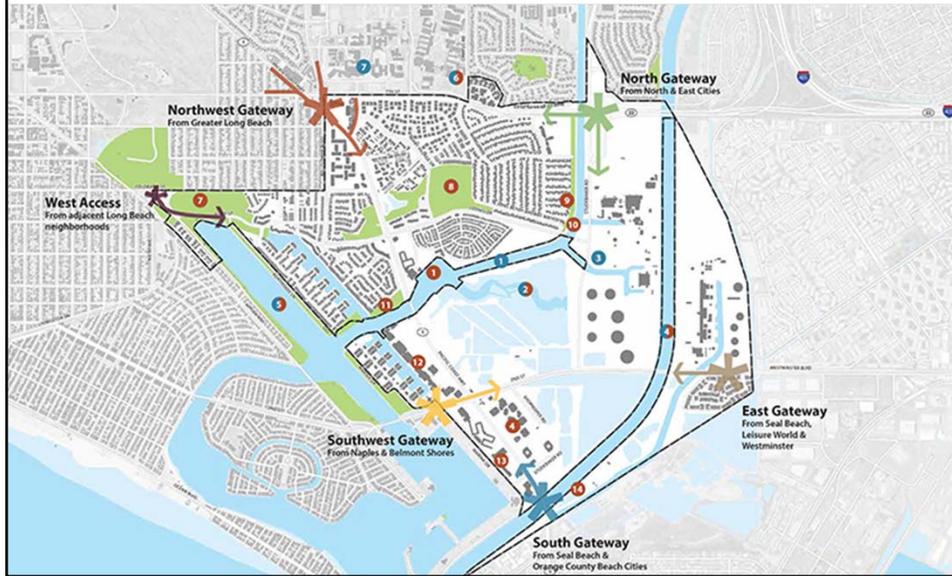
Development History & Character



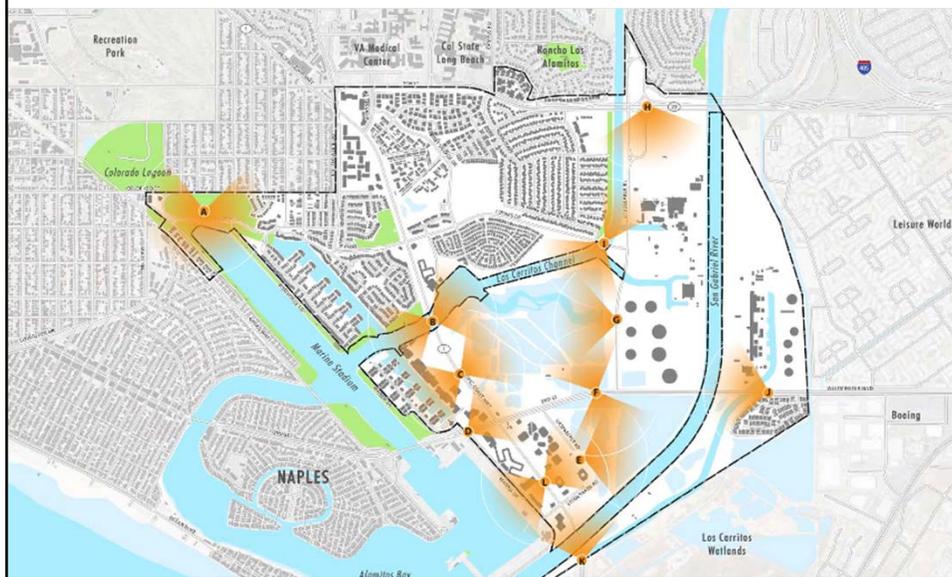


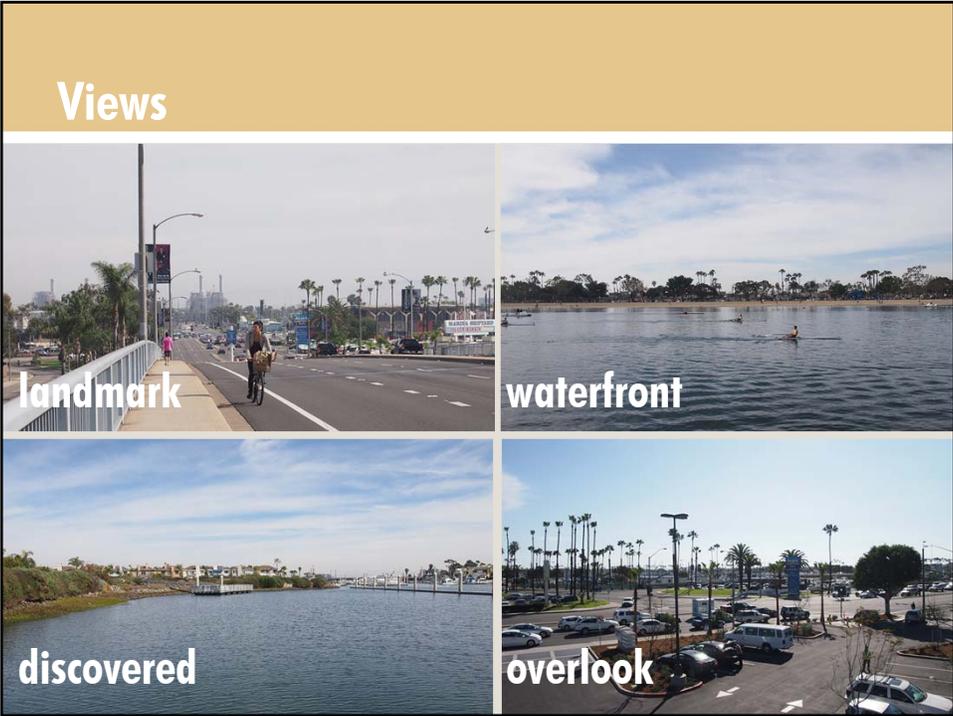


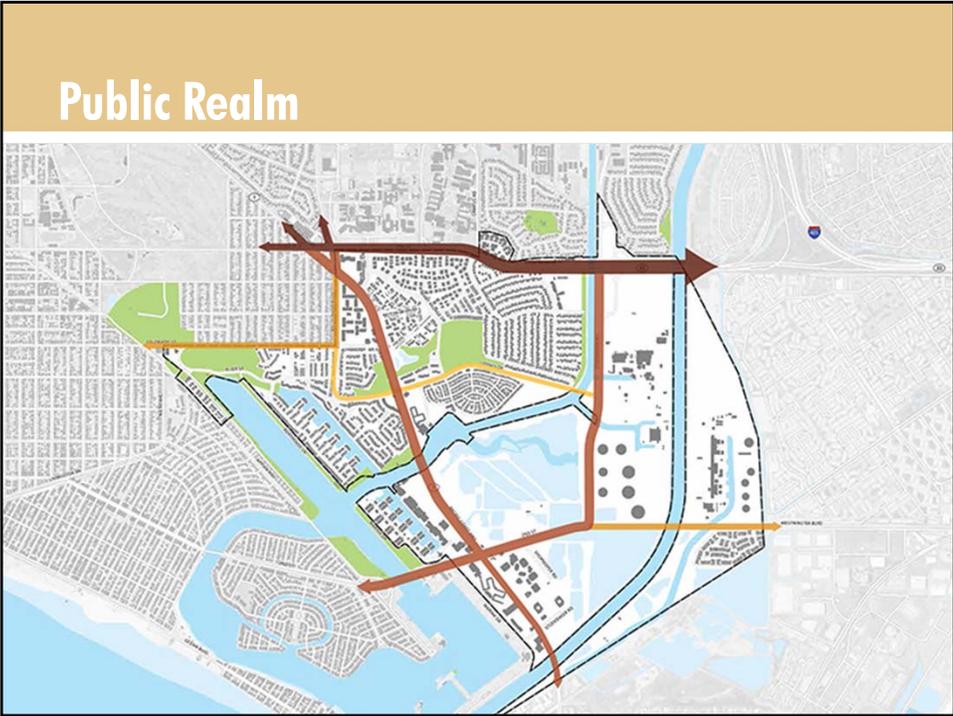
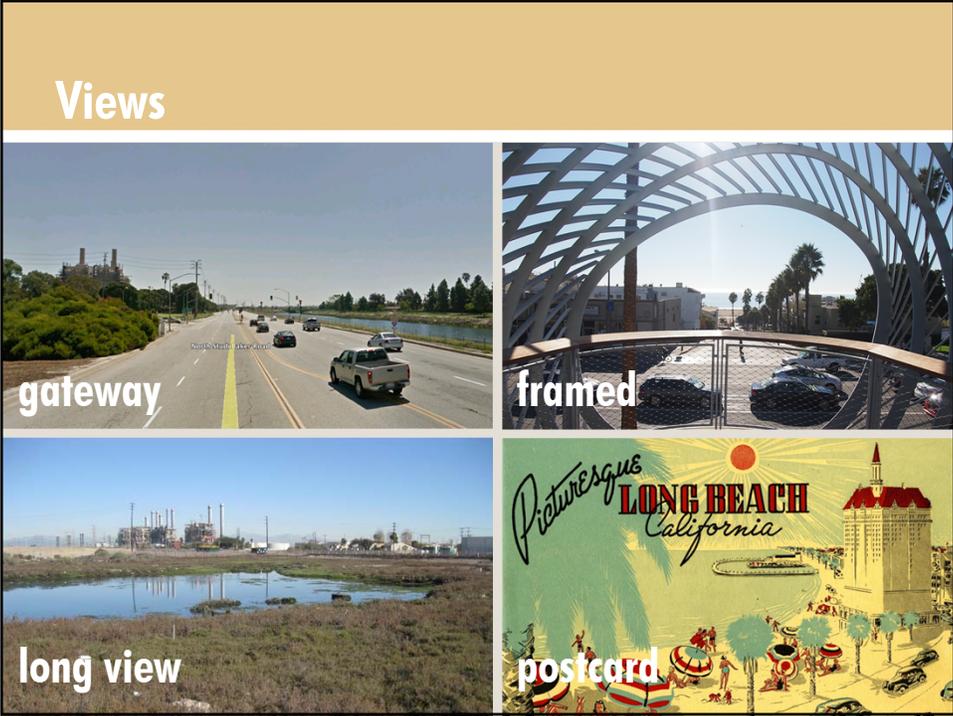
Gateways, Landmarks & Destinations



Views





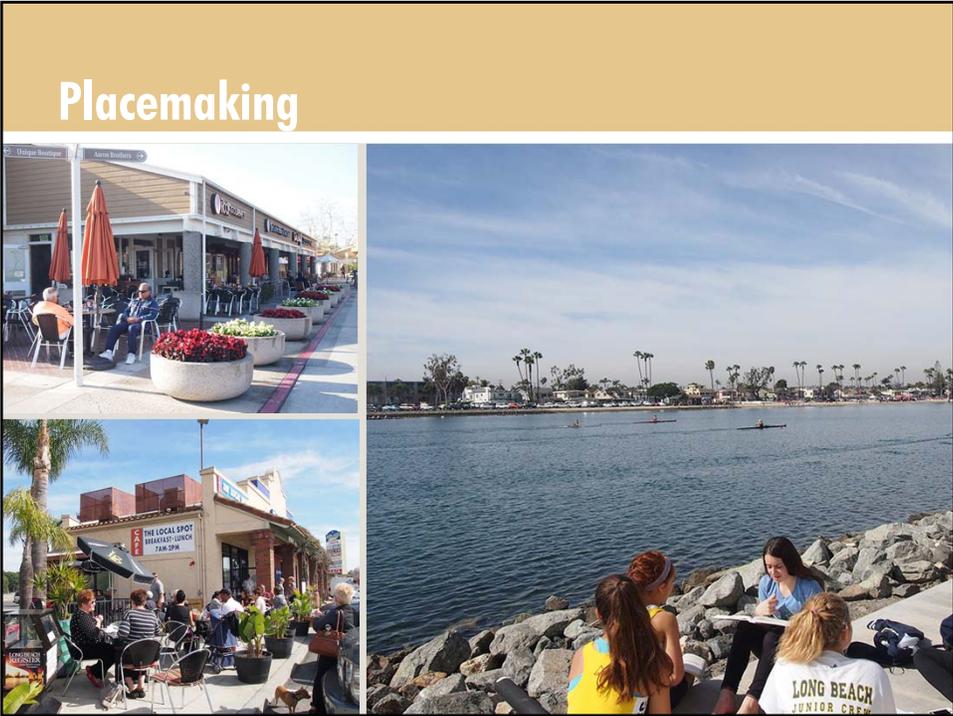


Public Realm



Public Realm





Placemaking



The Public Realm's Role in Placemaking

Preserve Existing Trees when healthy or part of a street's character

Shade Trees should always be included and planted to achieve a continuous canopy

Utilities including above-ground control or meter boxes should be within the amenity zone, and on a cross-street where possible. All in-ground meter boxes should be flush mounted if located under the walk zone

Tree Wells should be a minimum 4'x6' with a permeable surface

Bicycle Amenities—can include: corral in parking zone or bike rack in amenity zone

Functional Art can include: sculptural bike racks and district wayfinding markers

Pedestrian Amenities should include: pedestrian lights, signage and trash receptacles in the amenity zones

Buffers can be provided in the parking zone, in the parking zone, or in both to help make pedestrians

Storefront design should maximize transparency and "eyes on the street" and should include pedestrian oriented signage

Setback should be treated as an extension of the sidewalk with outdoor dining & commercial activity when sidewalk and setback area is wide enough

Study Areas



Urban Design Questions

- ❖ *What are some good examples of complete neighborhoods you've enjoyed (waterfront or otherwise)?*
- ❖ *What kind of community do you envision for the future - where all parts are work well together, support each other sustainably?*

Public Comment



Administration & Next Steps

- ❖ Next CAC meeting July 9th
 - Topic: Opportunities and Constraints Workbook- Planning, Mobility, Wetlands
- ❖ Next Public Workshop August 6th
- ❖ Homework
 - Review workbook sections for next meeting

Timeline / Workplan

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