

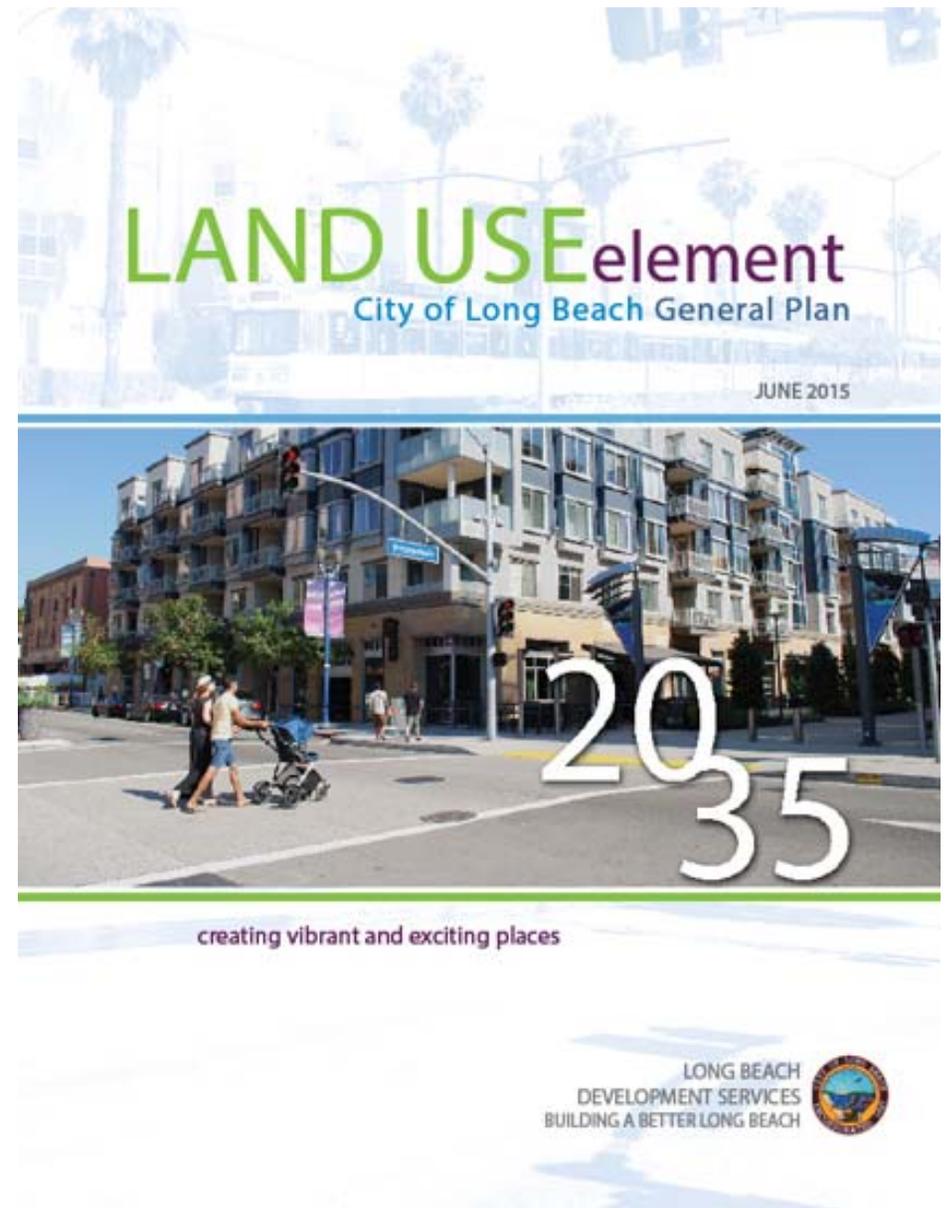
# City of Long Beach

Land Use Element

Urban Design Element

Second Study Session

October 1, 2015



# Second Study Session

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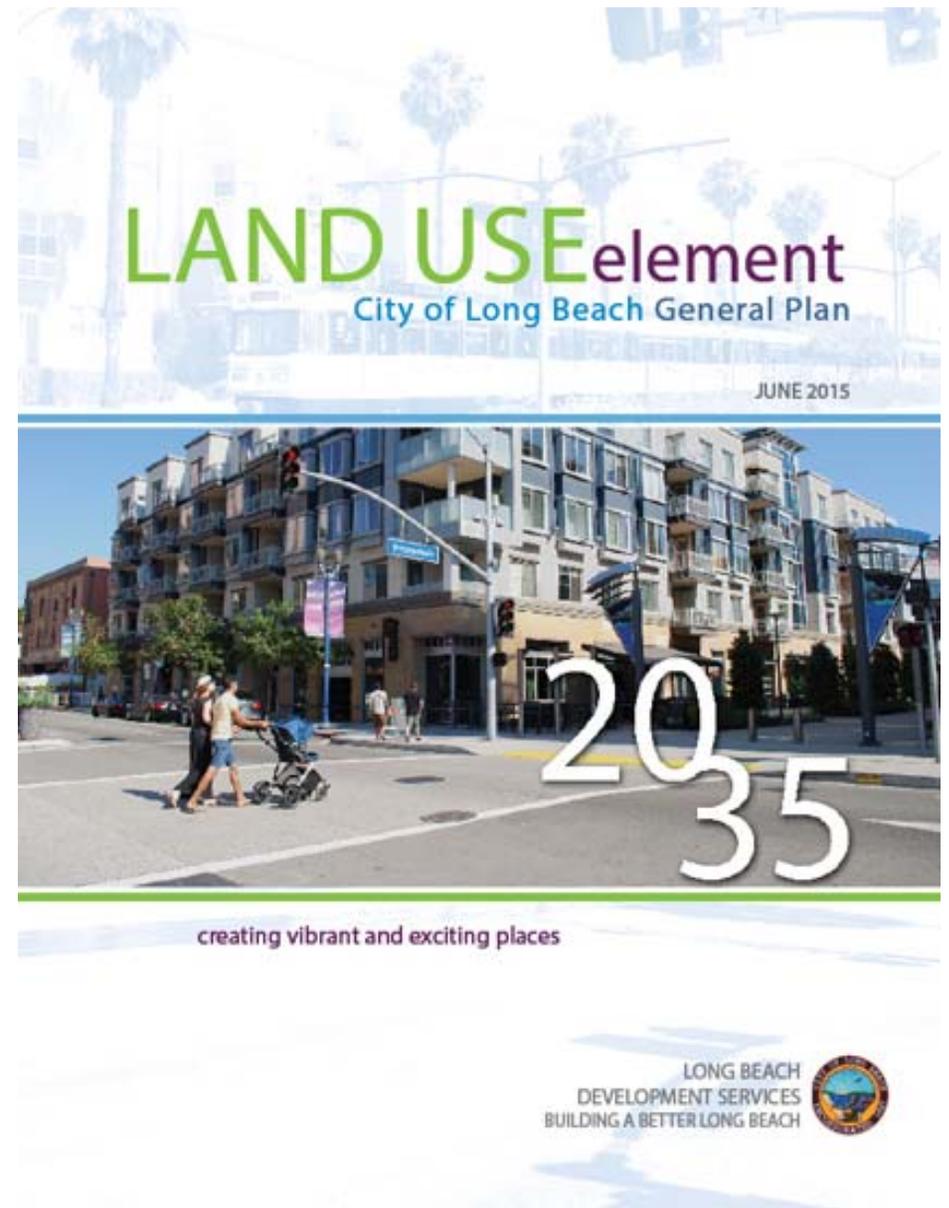
- Overview of the two Draft General Plan Elements
- Understanding Height, FAR and Development
- North Long-Beach Case-Study
- TOD Case-Study
- Discuss Areas of Change
- Next Steps

# City of Long Beach

## Land Use Element

Second Study Session

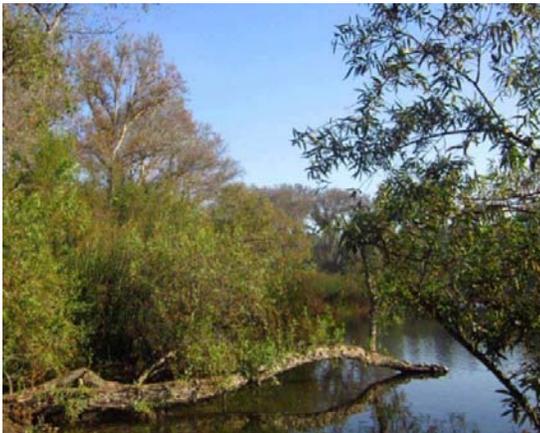
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# General Plan 101

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- Long-Range Policy and Planning Document
- Guides Physical Development
- Seven Required Elements
- Optional Elements
- Internal Element Consistency



# Long Beach General Plan 2030 Update

- Mobility Element
- Land Use Element
- Urban Design Element
- Economic Development
- Community Values
- Environmental Resources/Infrastructure

## LUE Updates from First Study Session

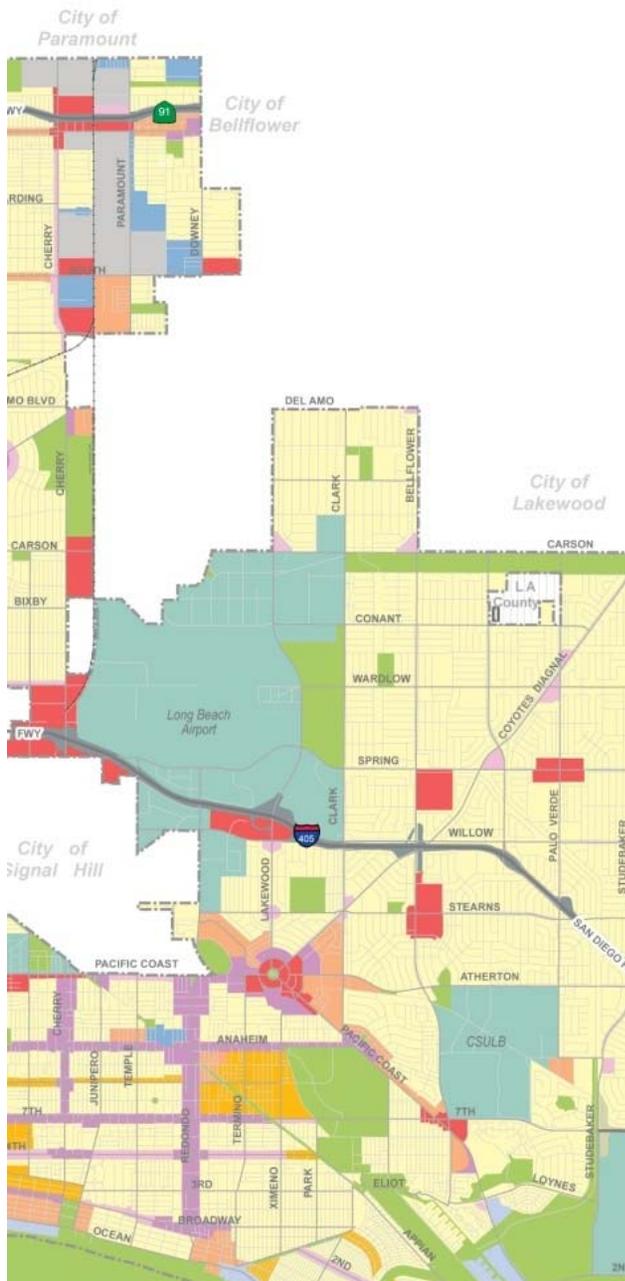
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### Updated PlaceTypes and Heights

- Correct errors and assure consistency.
- Adjust development regulations to reflect existing and developing PDs, Specific Plans and Studies.
- Create new maps reflective of updated placetypes and heights.

### Updated text and diagrams

- Assure that maps, diagrams, tables and text are all consistent.
- Ongoing QA/QC on the document.



## What is the Land Use Element?

- Establishes development criteria and standards
  - Building intensity and housing/population density
- Land Use Map
  - Depict the general distribution, location, and extent of public and private uses of land



## Bold Moves

- Targeted Growth and Mobility
- Capitalize on Our Regional Strategic Location and Strengths
- Build Up Local Businesses and Educational Institutions
- Become a Smarter City
- Provide Clean, Renewable Energy
- Prioritize Green and Healthy Living Approaches
- Address and Adapt to Climate Change
- Celebrate and Support Diversity



"Growth is inevitable and desirable, but destruction of community character is not. The question is not whether your part of the world is going to change. The question is how."

Edward T. McMahon  
*The Conservation Fund*



## Land Use Element

- Vision: A City That Thrives
- Introduction
- Context
- Land Use Plan
- Development Standards
- Implementation
- Administration
- Appendix

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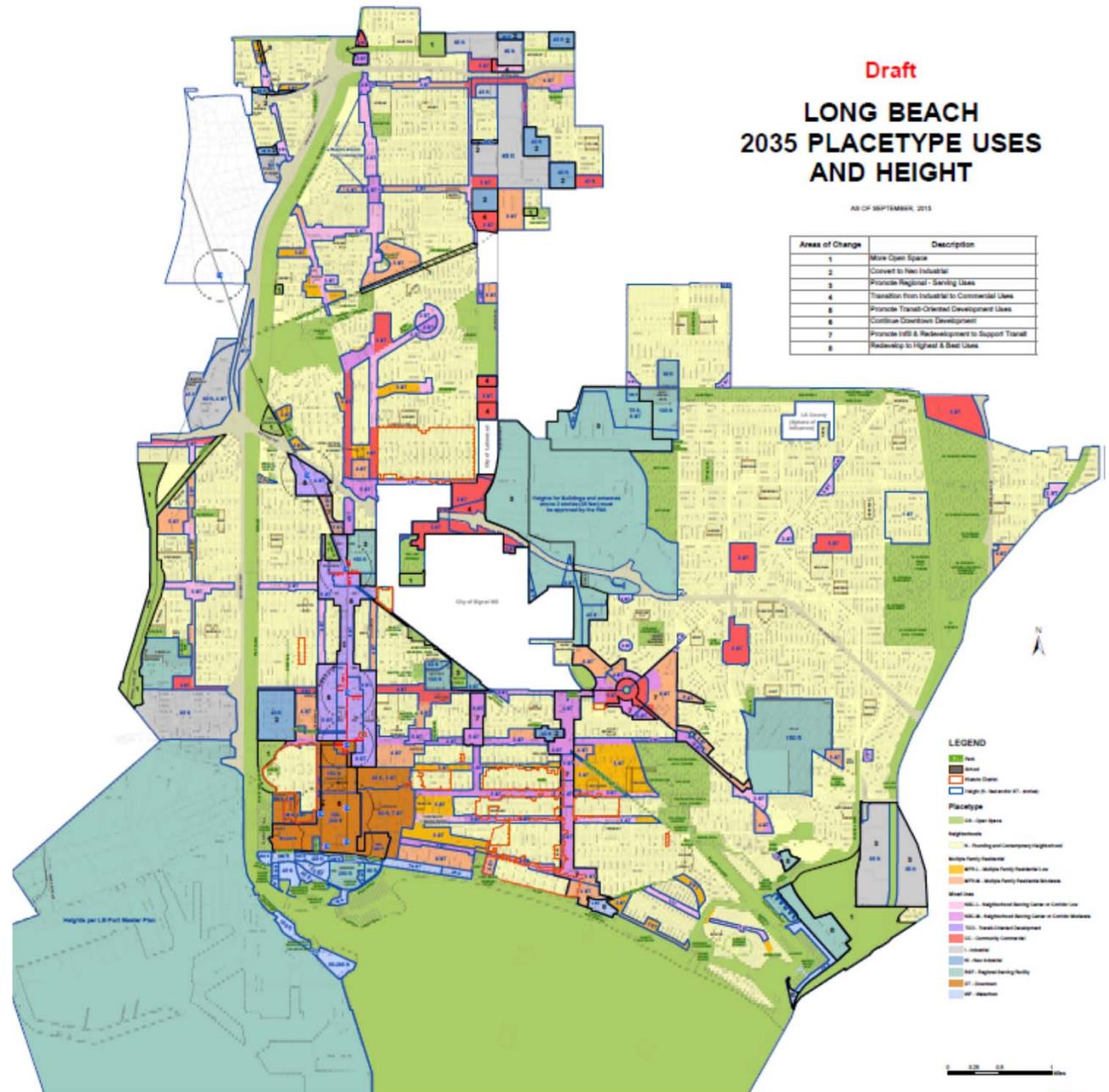


# Long Beach PlaceTypes

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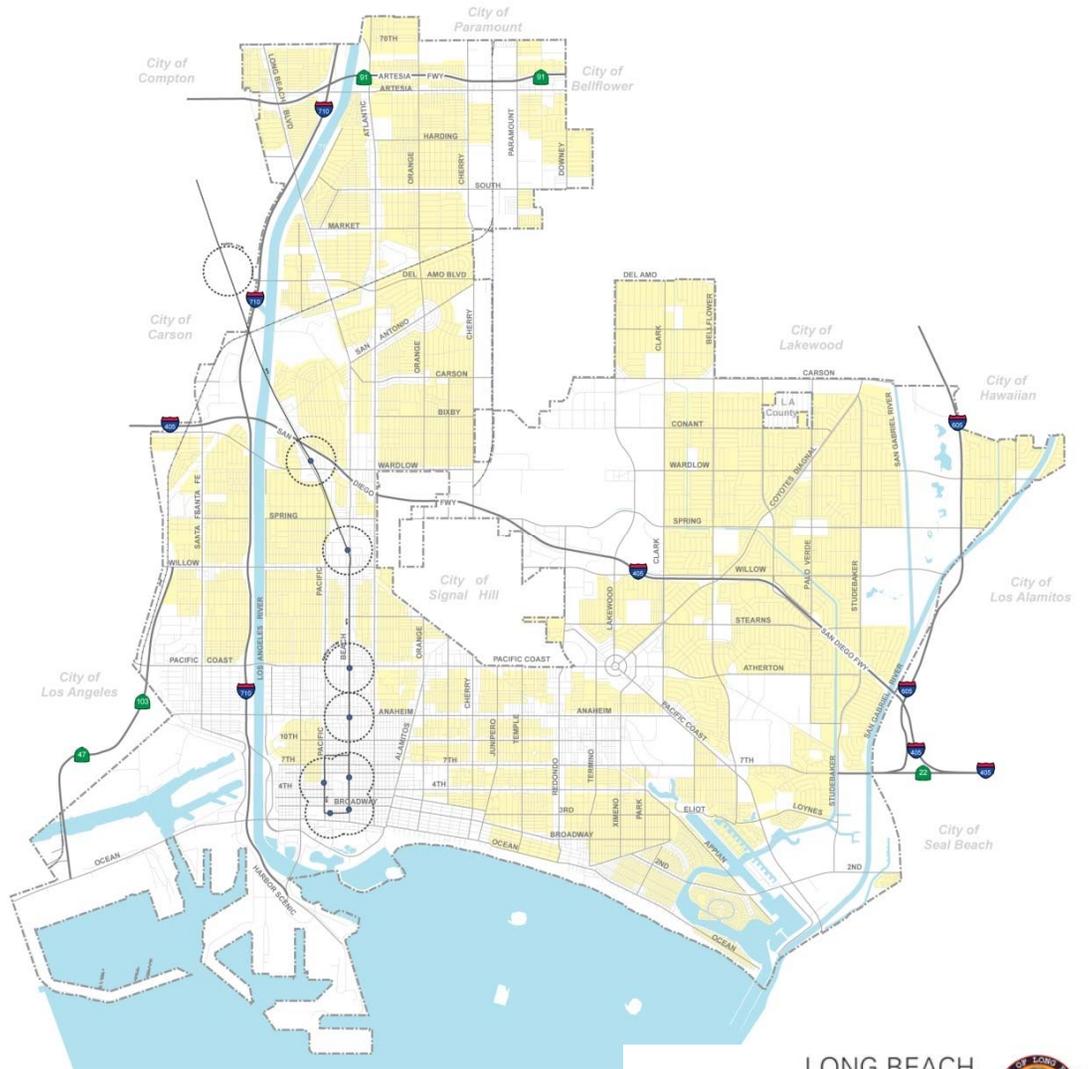
- Open Space
- Neighborhood
- Multi-Family – Low and Moderate
- Centers and Corridors – Low and Moderate
- Transit-Oriented Development
- Community Commercial Centers and Corridors
- Industrial
- Neo-Industrial
- Regional-Serving Facility
- Downtown
- Waterfront

# Long Beach PlaceTypes and Heights





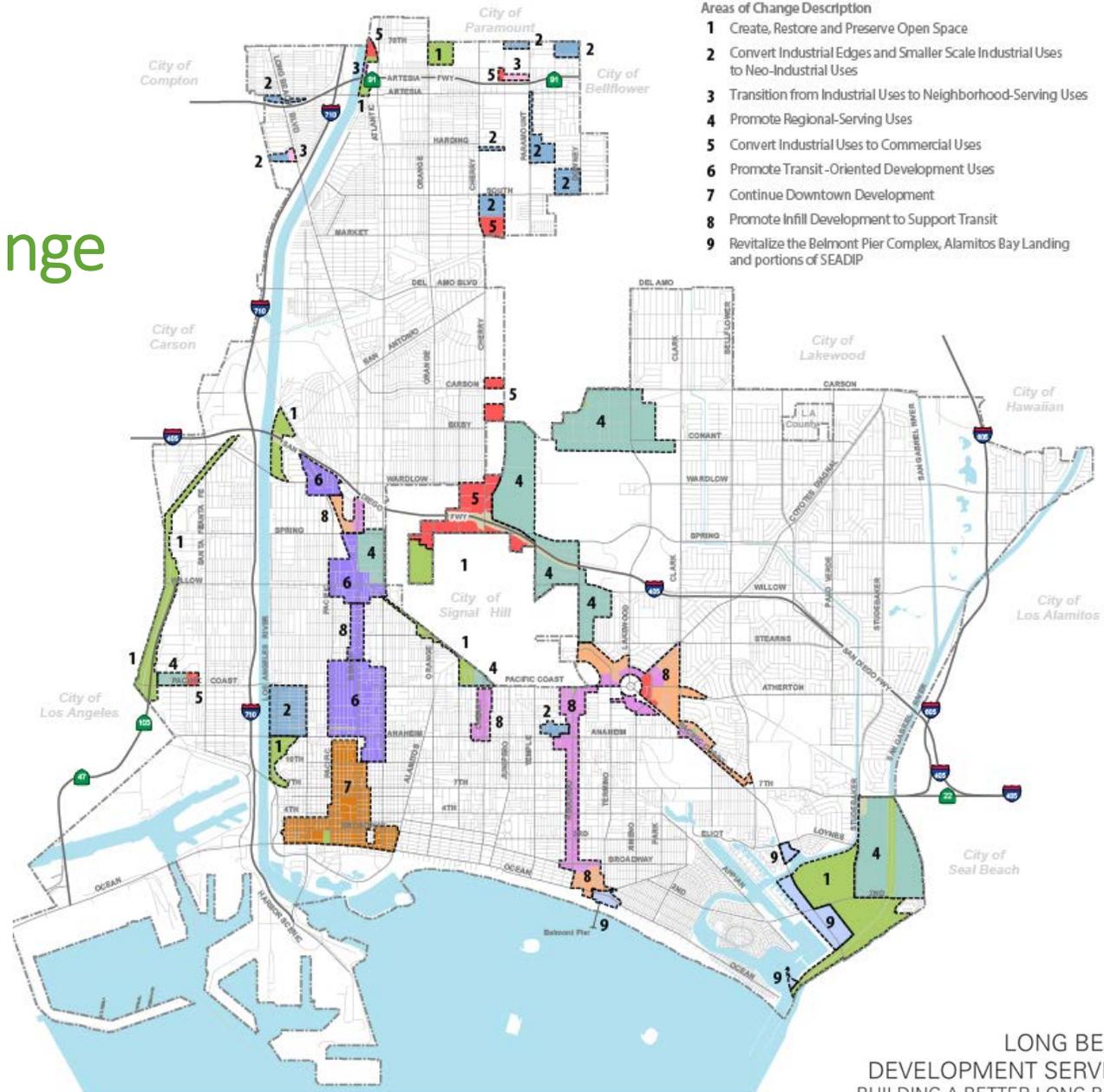
# Neighborhood PlaceType



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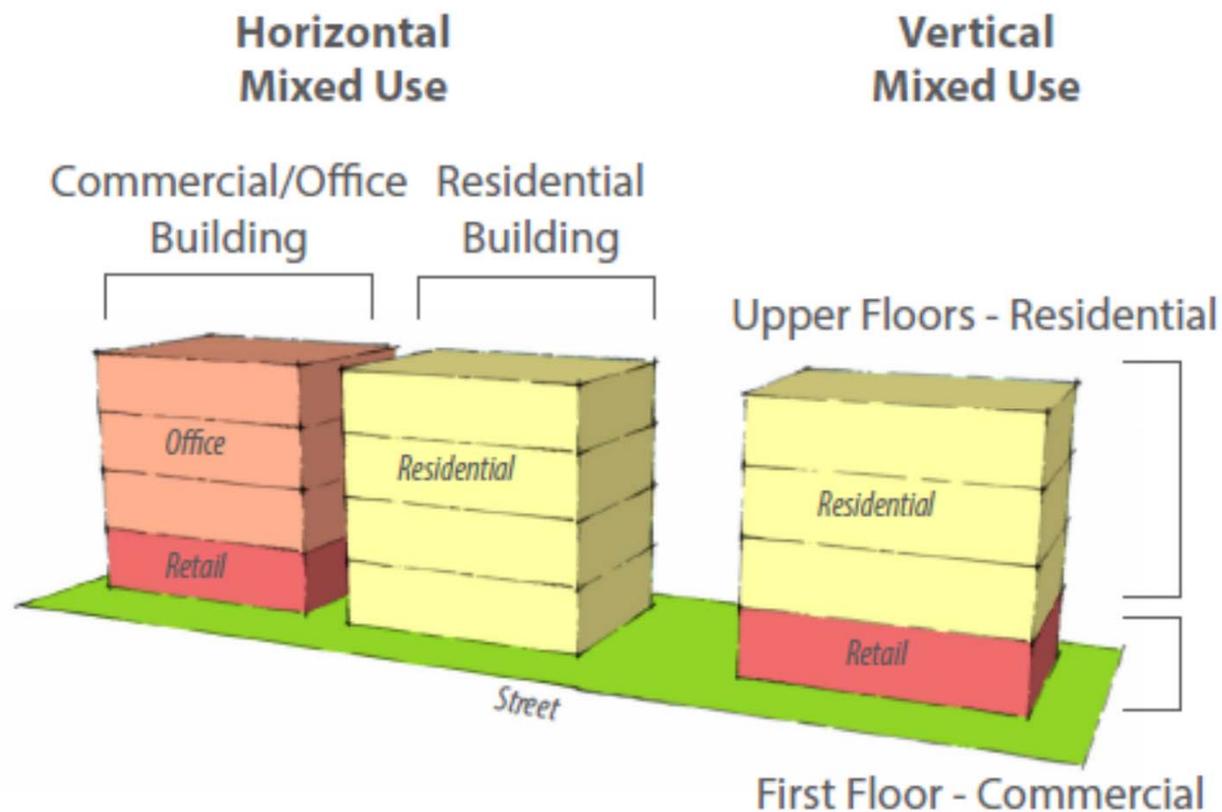
# Long Beach Place Types: Areas of Change



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# Understanding Height Mixed Use

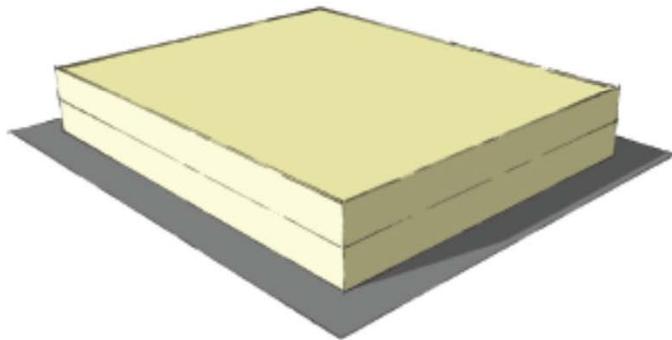


# Understanding Height, FAR, and Mixed Use

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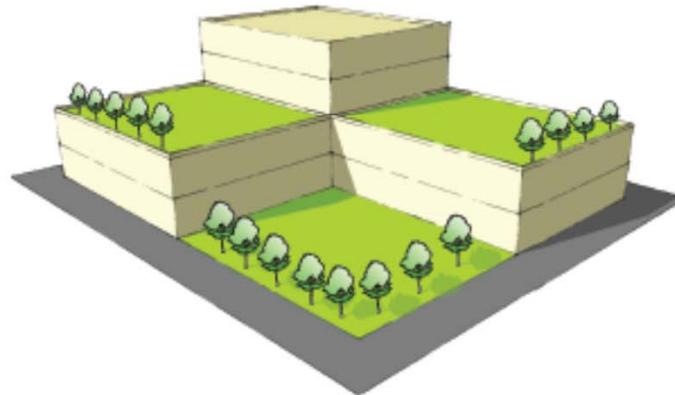
## 2.0 Floor-Area Ratio (FAR) 2-Story Height Limit

- Lot Size: 50,000 Square Feet
- Building Size: 100,000 Square Feet
- Lot Coverage: 100%



## 2.0 Floor-Area Ratio (FAR) 4-Story Height Limit

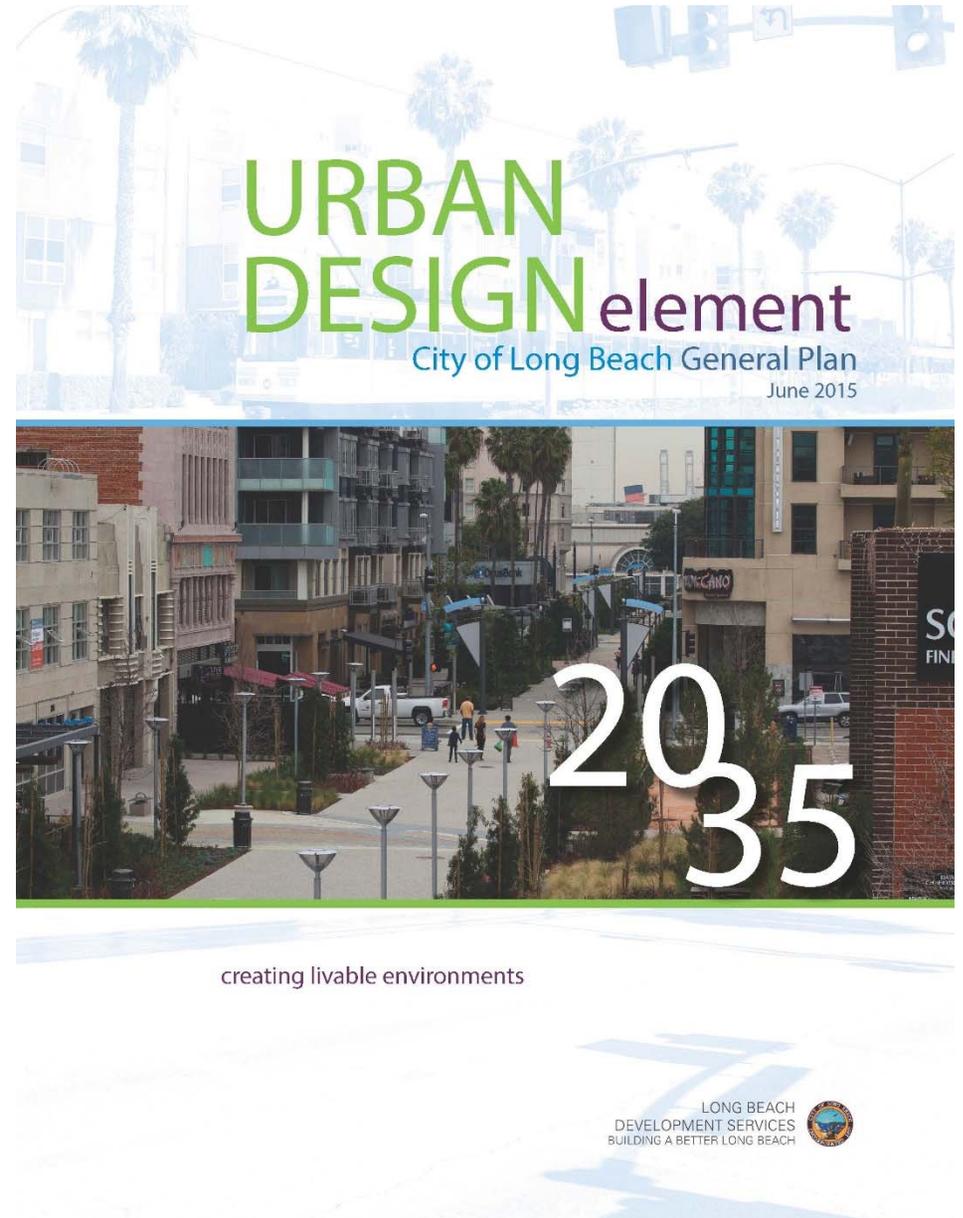
- Lot Size: 50,000 Square Feet
- Building Size: 100,000 Square Feet
- Lot Coverage: 75%
- More Open Space Opportunities



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# City of Long Beach Urban Design Element October 2015



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## UDE Updates from First Study Session

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### Edges, transitions between commercial corridor and residential

- Incorporate policies in Building Form and Development to address conflicts between uses and promote sensitive development patterns
- Incorporate CPTED strategies

### Water-efficient/drought tolerant landscaping

- Incorporate policies in Plazas, Squares, and other Publicly Accessible Private Spaces
- Add imagery of attractive drought tolerant landscaping
- Move “Trees and Landscaping” after Street Type and include drought tolerant policies and images

### City gateways/entrances

- Include Implementation Strategy to create and adopt a City-wide Gateway Identification Program.

# What is Urban Design?

## Physical Character of the Urban Environment

- Building form and character as it relates to the street and its surrounding
- Relationship between people and place
- Acknowledges the importance of historical context and existing development patterns
- Enhanced pedestrian spaces
- Connectivity and linkages





# Long Beach 2030

## General Plan 2030 Update

- Land Use Element
- Mobility Element
- **Urban Design Element**
- Economic Development
- Community Values
- Environmental Resources/Infrastructure

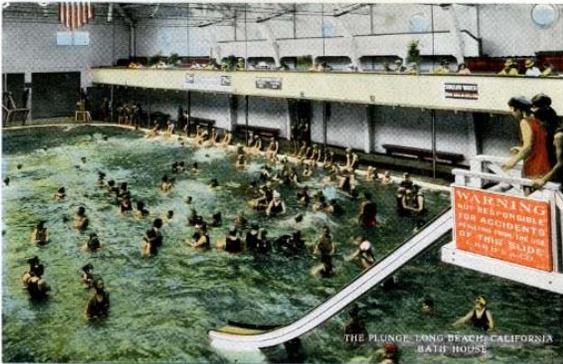
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October 1, 2015



LONG BEACH, CALIFORNIA.



# Understanding the Past and Present

- Edges
- Thoroughfares
- Scenic Routers
- Trails
- Districts
- Centers
- Gateways
- Landmarks and Iconic Sites
- Water Features
- Topography and Views





## Urban Fabric

- Neighborhoods/Community Building Blocks
- Building Form and Development
- Compact Urban and Infill Development
- Natural Area and Parks to Built Area
- Scenic Routes and Iconic Sites

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# PlaceTypes



Community Commercial Centers and Corridors



Industrial



Neo-Industrial



Single-Family Neighborhood



Multi-Family Neighborhood



Neighborhood-Serving Centers and Corridors, Mixed-Use, and Transit-Oriented Development



Regional-Serving Facility



Downtown



Waterfront



Open Space

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## Great Places

- Improved Functionality
- Improved Appearance
- Improved Health and Sustainability
- Economic Resilience
- Social and Cultural Vitality and Diversity
- Public Art
- Signs and Wayfinding

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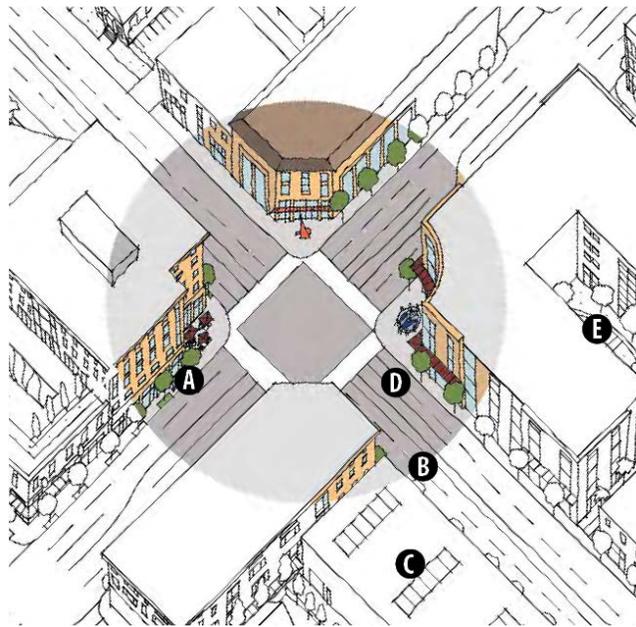


# Development of Opportunity Sites

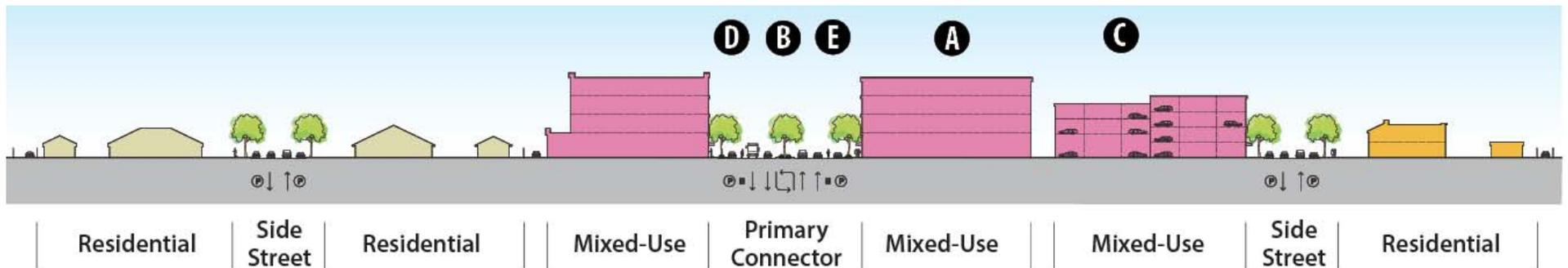
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- Development is a function of Governmental factors:
  - General Plan Designation
  - Zoning
  - Development Process, Timeline and Predictability
- Development is also a factor of market forces:
  - Land Values
    - Ratio of Improvement Value to Residual (Land) Value
    - Ratio of Fixed Costs to Total Costs
  - Rents
  - Overall Economic Climate and Trends
  - Availability of Financing

# Neighborhood-Serving Mixed-Use Corridors



- A** *Ensure neighborhood amenities are within walkable proximity (i.e., parks, public facilities, commercial, transit).*
- B** *Preserve and enhance streetscape character and connections.*
- C** *Provide off-street parking to alleviate on-street parking demands. Provide bicycle parking facilities to encourage bicycle use.*
- D** *Encourage streetscape furnishings and amenities.*
- E** *Provide courtyards, paseos, and public plazas.*



# Development Opportunity Example #1

## North Atlantic Avenue

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- Vacant, former RDA site
- Important, highly-visible site
- Diverse community with retail and service needs
- Suitable for medium-intensity, high-quality development



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- Forecourt at entrance creates outdoor dining area
- Forecourt provides seating, landscaping, lighting, fountains, and dining opportunities
- Storefronts placed close to the street provide inviting large, glazed openings and entries
- Ground floor ceiling heights are higher than floors above to support commercial activity
- Gallery provides colonnade and shelter along Artesia
- Urban Design Streetscape elements include: planted median, sidewalk widening with bicycle parking and planted bulbouts, enhanced crosswalk treatment, and uniform street trees

## Development Scenario #2

### TOD Opportunity: PCH/Long Beach Boulevard

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- Major intersection brings together rail and bus transit with high vehicle volumes
- Very high pedestrian levels
- Lacks quality goods and services
- Currently dominated by auto-oriented uses and fast food establishments



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- Storefronts placed close to the street provide large, glazed openings and entries
- Ground floor ceiling heights are higher than floors above to support commercial activity
- Gallery provides colonnade and shelter along Artesia
- Urban Design Streetscape elements include: sidewalk widening with bicycle parking and planted bulbouts, enhanced crosswalk treatment, and uniform street trees

# Benefits of TOD Development

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- Proximity of uses to transit and each other decreases auto-usage.
- Combining employment, goods, services and gathering places creates complete communities and sense of place.
- Development of vacant and under-utilized sites alleviates visual clutter and blight.
- Concentration of activity creates “eyes on the street” that improves the perception and reality of safety.

# Next Steps

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- Continue to Refine the Documents
  - Final revisions to placetypes, heights and policies
  - Update text and exhibits to support rail *and* bus transit
- Continue the Environmental Process
  - Technical studies are underway
  - Yearend draft EIR release goal
- Return to the Planning Commission for review and approval

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