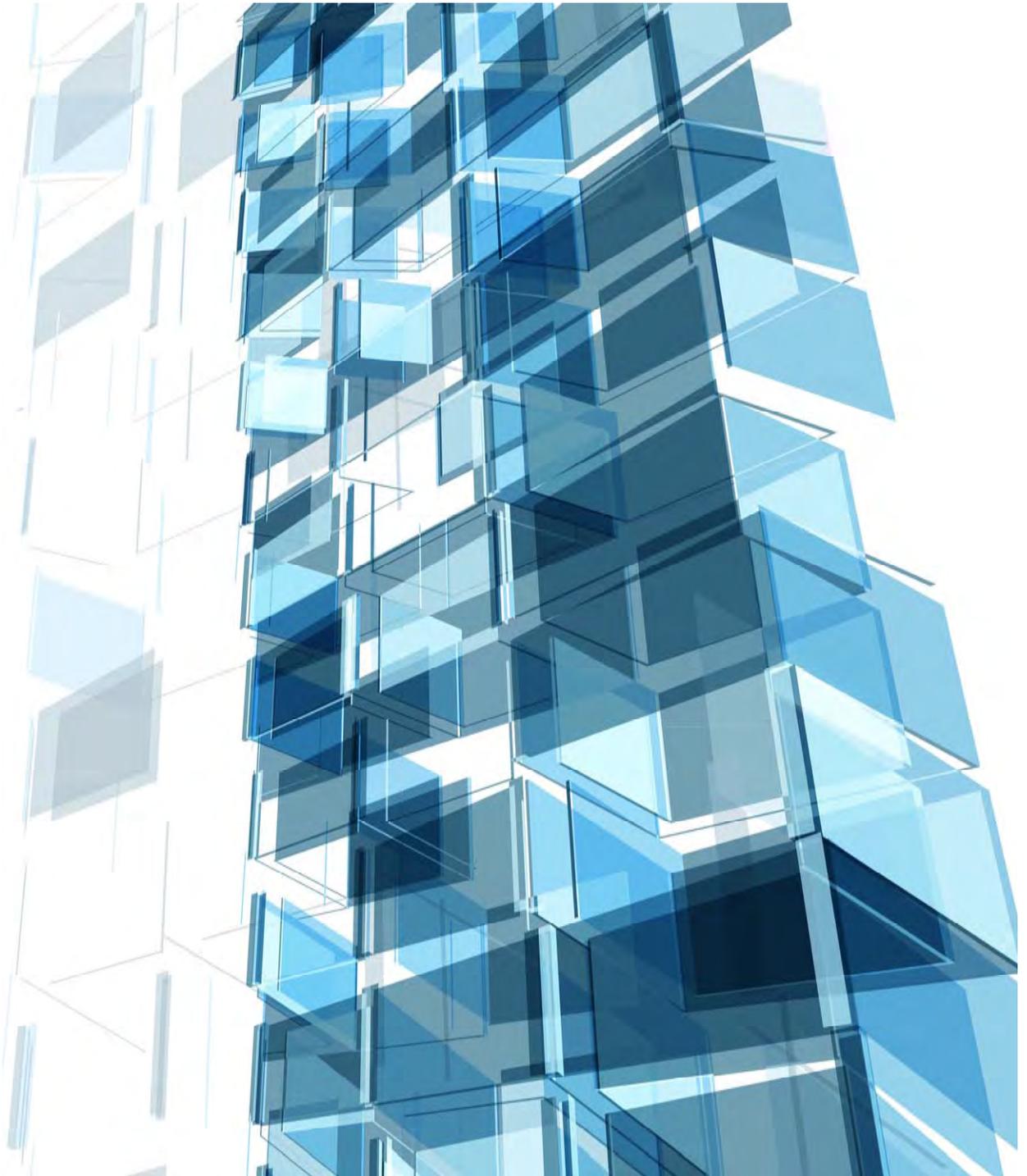


# City of Long Beach

creating vibrant and exciting places

LONG BEACH  
DEVELOPMENT SERVICES  
BUILDING A BETTER LONG BEACH



# Land Use Element

# Urban Design Element

Overview of the two draft  
General Plan elements

Discuss areas of  
change

Economic goals of the  
plans

Case study examples

Implementation plan

Next Steps



# General Plan 101

## The Constitution of Land Use

All regulations flow from the General Plan. The General Plan establishes a vision for the city and a set of goals aimed at achieving that vision. The General Plan provides a long-range guide to physical development within the city.

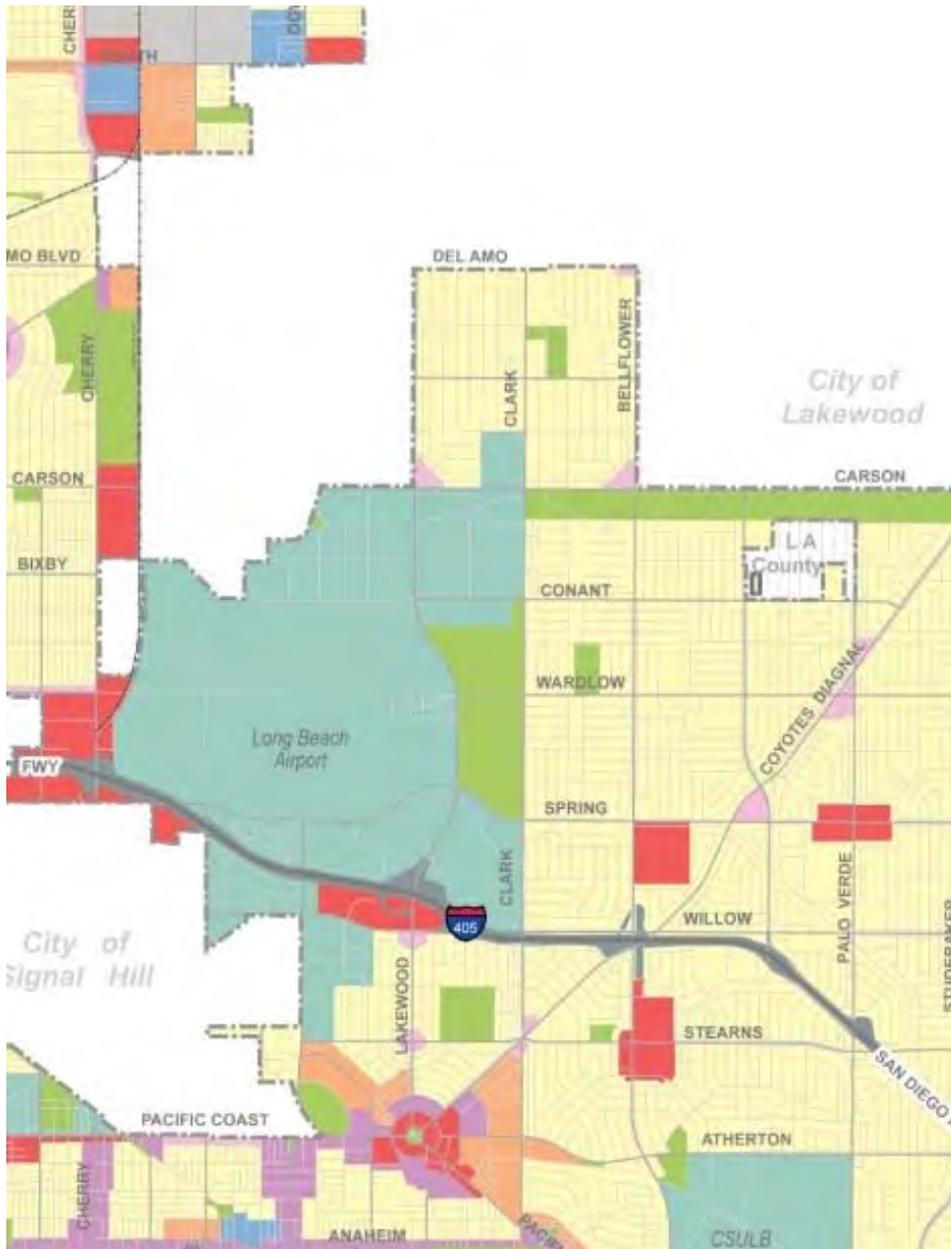
## Seven Required Elements

Land Use, Circulation (Mobility), Housing, Conservation, Open Space, Noise and Safety are required elements. The City of Long Beach has also adopted optional elements including Scenic Routes, Public Safety and Historic Preservation. Consistency across all adopted elements is legally required.

## A Timely Update

The Land Use Element was last updated in 1989 and the Scenic Routes element has not been updated since it was adopted in 1975. A General Plan update is an important resource-intensive, multi-year process. The proposed update looks forward through 2040.

# Land Use Element



- Provides a map of allowable land uses, building types and heights.
- Forecasts jobs and population and establishes policy to accommodate those projections.
- Includes implementation measures to guide future public and private investment and development.



# 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



# Proposed Place Types

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



# 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

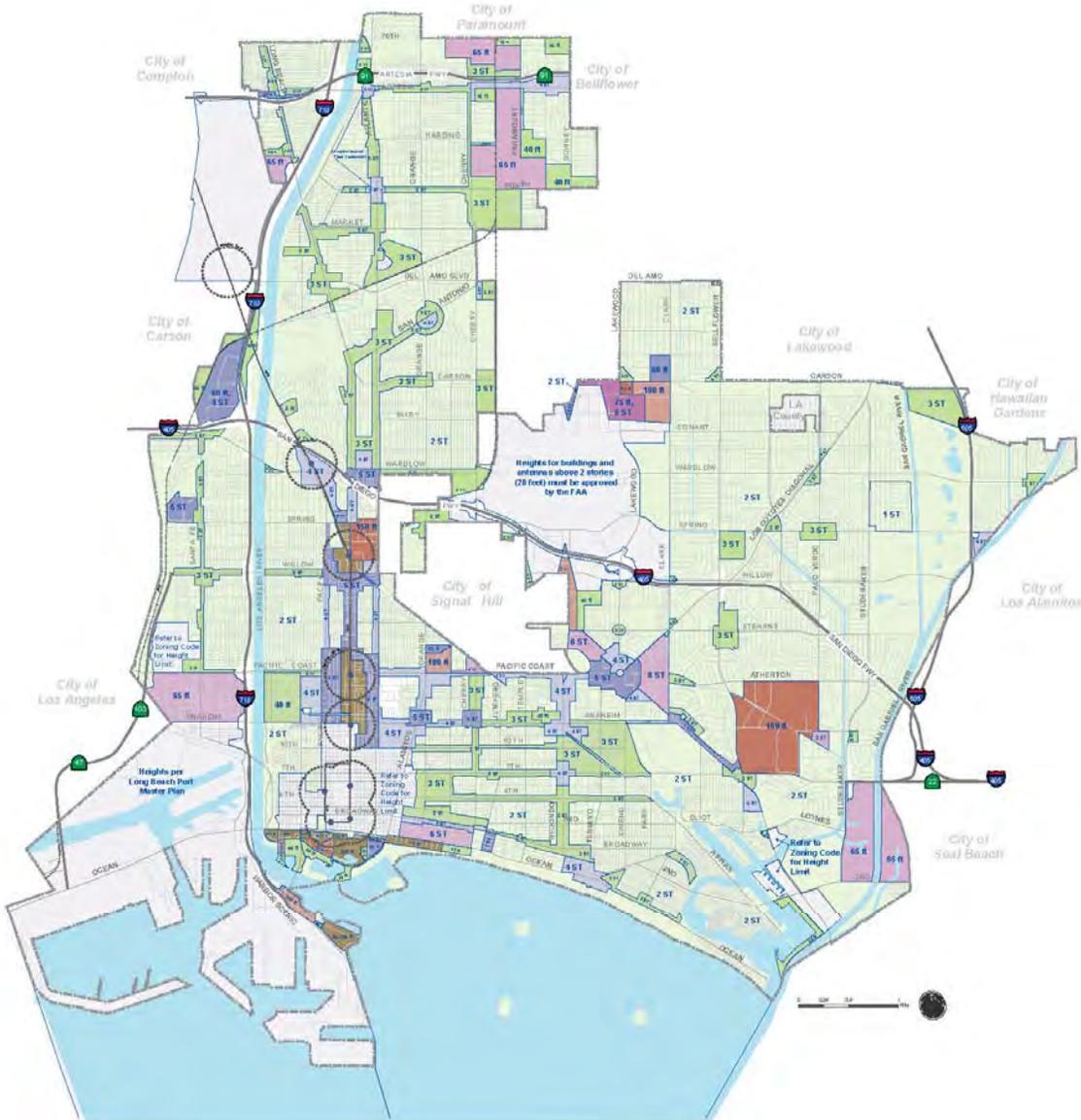


Open Space

# Proposed Place Types



# Proposed Heights



**Legend**

<b>Building Heights (Stories)*</b>	<b>Building Heights (Feet)*</b>	<b>Light Rail Transit</b>
2 Stories	24 - 28 Feet	Metro Blue Line Station and 1/4 Mile Radius
3 Stories	38 - 45 Feet	
4 Stories	50 Feet	
5 Stories	60 Feet	
6 Stories	65 Feet	
7 Stories	75 Feet	
8 - 10 Stories	80 - 100 Feet	
11 - 15 Stories	135 - 150 Feet	
16 Stories and Over	240 Feet and Over	

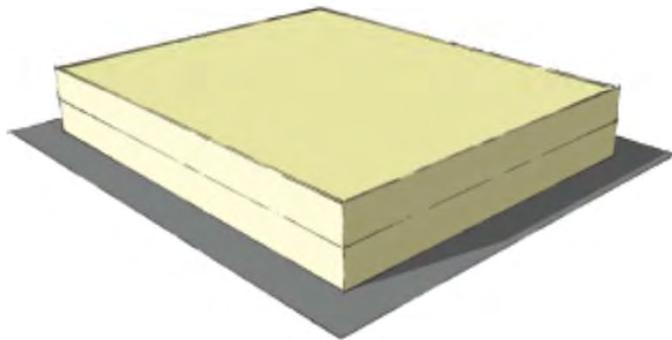


# Understanding Height and FAR

## 2.0 Floor-Area Ratio (FAR)

### 2-Story Height Limit

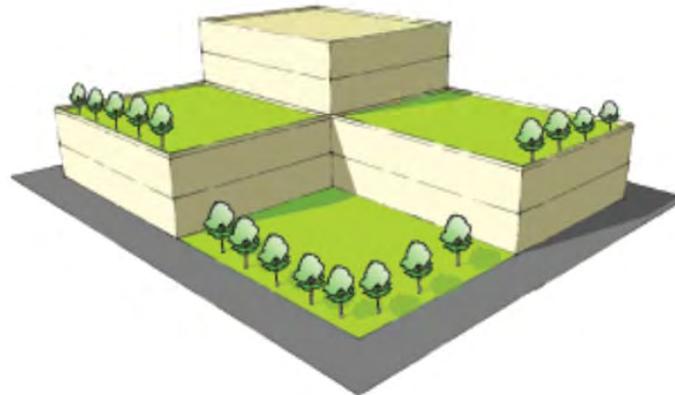
- Lot Size: 50,000 Square Feet
- Building Size: 100,000 Square Feet
- Lot Coverage: 100%



## 2.0 Floor-Area Ratio (FAR)

### 4-Story Height Limit

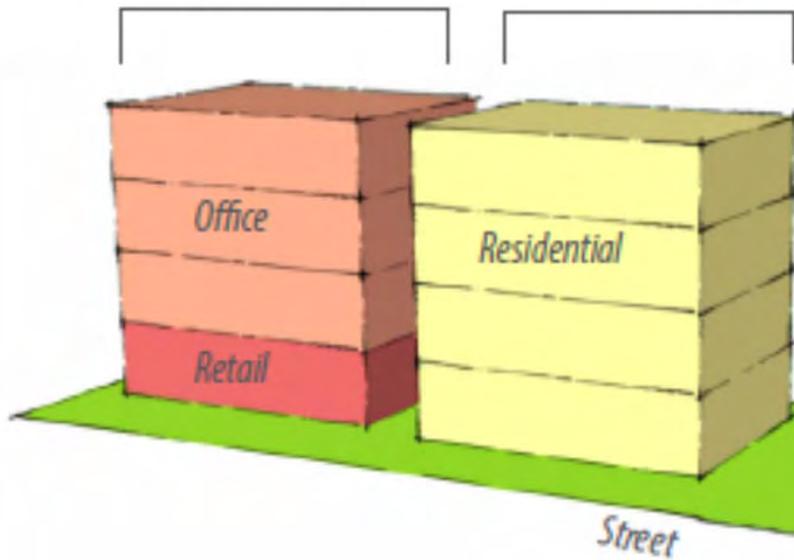
- Lot Size: 50,000 Square Feet
- Building Size: 100,000 Square Feet
- Lot Coverage: 75%
- More Open Space Opportunities



# Understanding Mixed Use

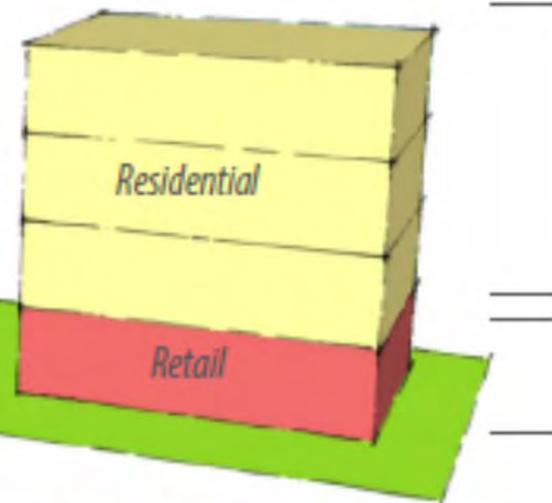
## Horizontal Mixed Use

Commercial/Office Building      Residential Building



## Vertical Mixed Use

Upper Floors - Residential



First Floor - Commercial

# Urban Design Element

## URBAN DESIGN element

City of Long Beach General Plan  
June 2015



creating livable environments

The Urban Design Element is proposed to address the relationship between buildings as well as open and gathering spaces. Once adopted, the Urban Design Element will replace the Scenic Routes Element.



# 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, CALIFORNIA.



# Understanding the Past and Present

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

The "Pike" and Bath House.



Beach in Front of the Bath House.



# Urban Fabric



- Neighborhood and Community Building Blocks
- Building Form and Development
- Compact Urban and Infill Development
- Natural Areas and Parks
- Scenic Routes and Iconic Sites

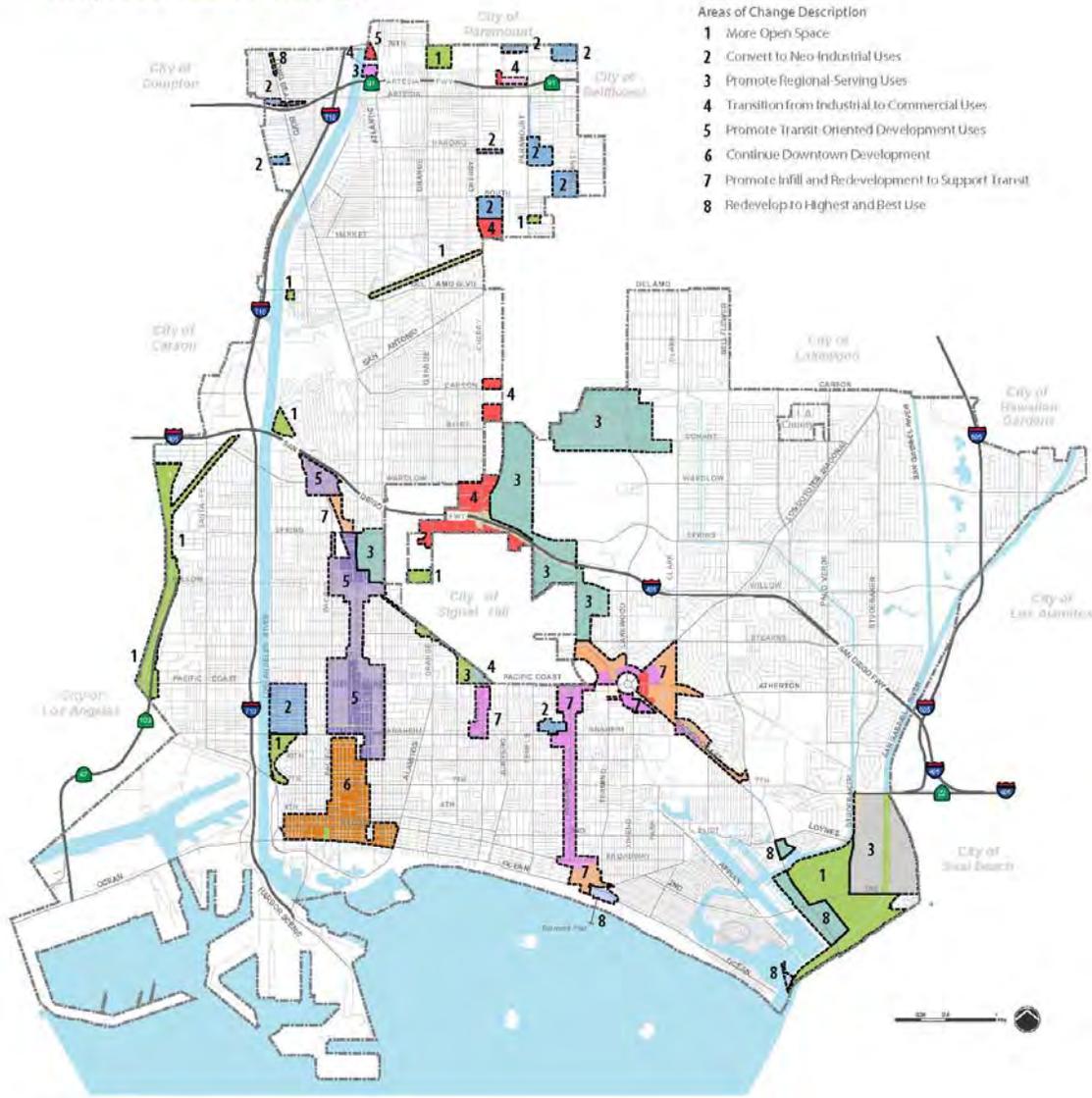


# Great Places

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



**Map LU-19**  
**Major Areas of Change**



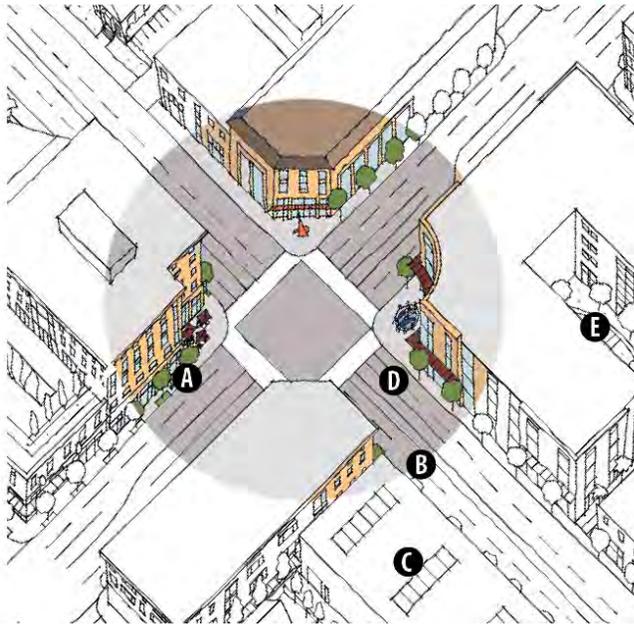
- Areas of Change Description**
- 1 More Open Space
  - 2 Convert to Neo Industrial Uses
  - 3 Promote Regional-Serving Uses
  - 4 Transition from Industrial to Commercial Uses
  - 5 Promote Transit-Oriented Development Uses
  - 6 Continue Downtown Development
  - 7 Promote Infill and Redevelopment to Support Transit
  - 8 Redevelop to Highest and Best Use

# Areas of Change

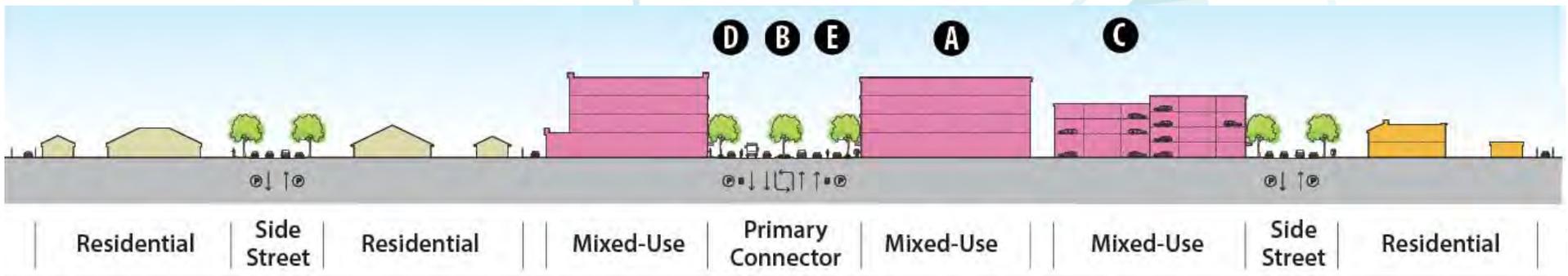
**Legend**

- |  |   |                                 |
|--|---|---------------------------------|
| Areas of Change  | <b>Place Types</b>                                    | CC - Community Commercial       |
| OS - Open Space  | MFR-L - Multi-Family Residential - Low                | I - Industrial                  |
| MFR-M - Multi-Family Residential - Moderate                | NSC-L - Neighborhood-Serving Center or Corridor - Low | NI - Neo-Industrial             |
| NSC-M - Neighborhood-Serving Center or Corridor - Moderate | TOD-L - Transit-Oriented Development - Low            | RSF - Regional-Serving Facility |
| TOD-M - Transit-Oriented Development - Moderate            | DT - Downtown   | WF - Waterfront                 |

# 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.*



## Economic Goals of the Plans

- Facilitate high quality development in appropriate locations.

- Bring certainty to the development process for the benefit of communities, business operators and developers.

- Promote shared economic prosperity.

- Create clear and easy to follow regulations that are applied consistently and fairly.

- Bring certainty to the development process for the benefit of communities, business operators and developers.



## Economic Goals of the Plans

Maintain a strong, diversified economic base that attracts employers.

Attract and invest in green and innovative industries to expand creative employment opportunities.

Create and maintain safe, accessible and sustainable employment and higher education centers.

Support and leverage the port, airport and regional facilities as hubs of economic activity.



## Key Economic Opportunities

### Port

Continued growth at the port with associated employment in construction and logistics.

### Downtown

The center of civic and business activity, downtown can continue to grow through continued mixed-use development.

### TOD on Long Beach Boulevard

Redevelopment of Long Beach Boulevard creates the opportunity for new walkable communities with direct access to transit.



## Key Economic Opportunities

### Douglas Park

Continued build-out of industrial, office and retail spaces will create major employment opportunities.

### Commercial Corridors

Underperforming centers could be redeveloped into neighborhood-serving mixed-use buildings.

### SEADIP

Development of a separate Specific Plan may provide new opportunities for hotel, retail and residential uses.



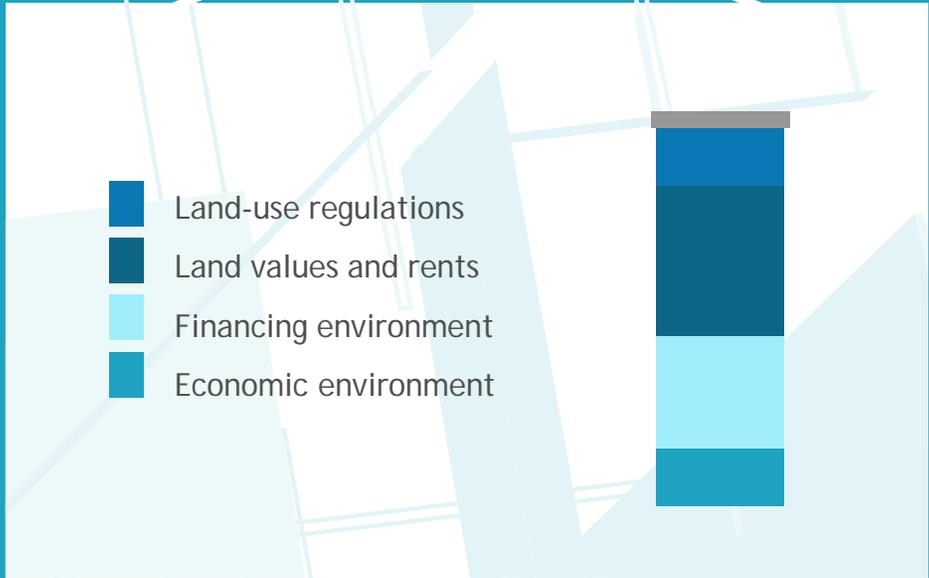


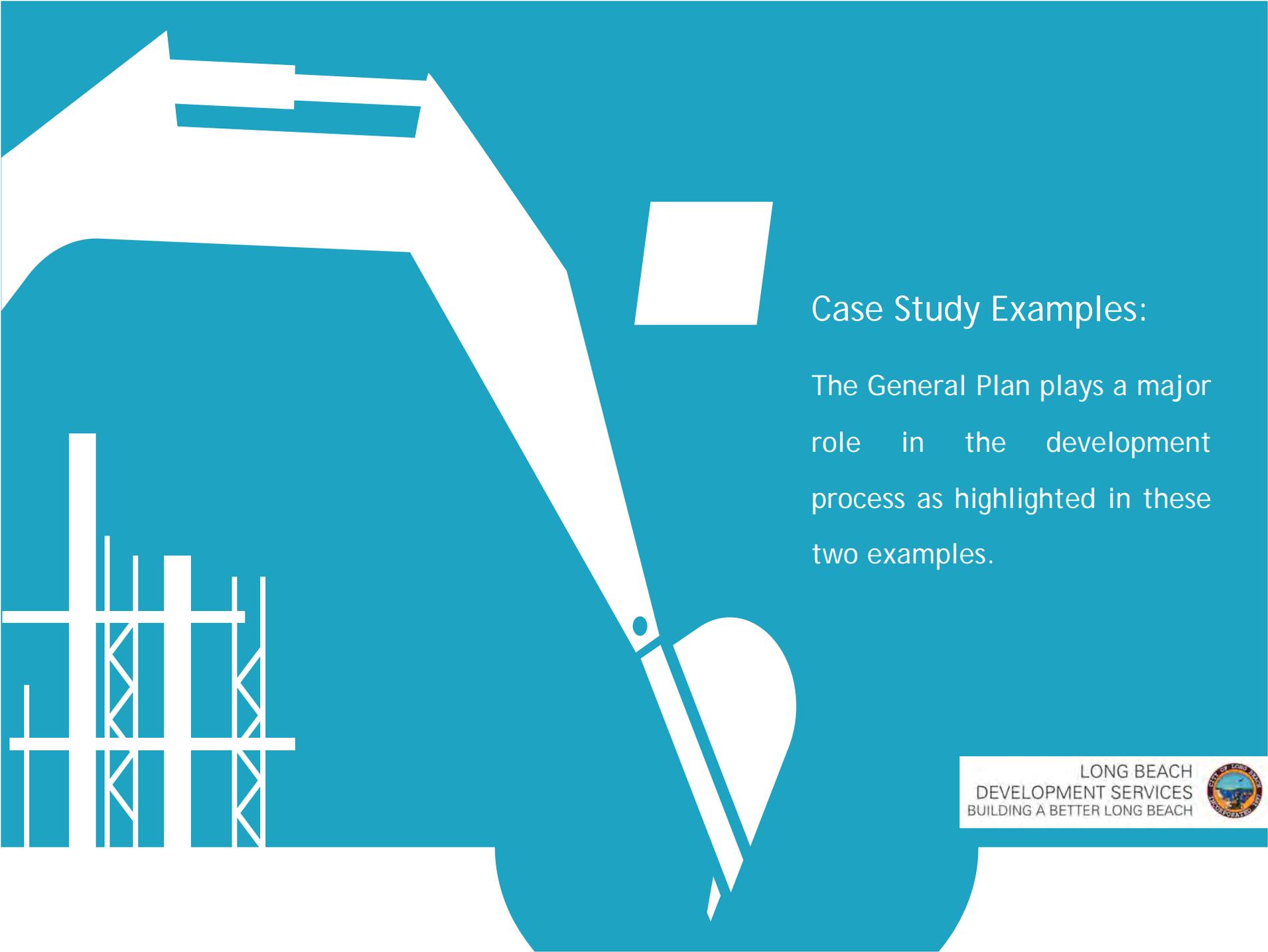
# Development of Opportunity Sites

City land-use plans and regulations are only one factor in the real estate development market.

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### Case Study Examples:

The General Plan plays a major role in the development process as highlighted in these two examples.



# Development Opportunity Example #1

## North Atlantic Avenue

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









- 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 bulb-outs, enhanced crosswalk treatment, and uniform street trees

## Development Opportunity Example #2 PCH at 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









- 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 Long Beach Boulevard
- Urban Design Streetscape elements include: sidewalk widening with bicycle parking and planted bulb-outs, enhanced crosswalk treatment, and uniform street trees

# Benefits of Transit-Oriented Development

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- Building development fixed costs as well as some operational costs are shared across different user groups.
- 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.



# Implementation Plan



## Zoning Code Updates

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Existing codes, regulations and maps will require updates. In addition, new zones for neighborhood serving commercial corridors are needed.



## Strategic Investments

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City investments through its Capital Improvement Plan (CIP) will lay the groundwork for private sector investment and development.



## Additional Updates

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The City will prepare a Climate Action Plan as well as updates to other General Plan elements over time.



# Next Steps

## ■ Complete the EIR

Summer release with Planning Commission Study Session on September 1<sup>st</sup>.

## ■ Planning Commission

Planning Commission will review the document and make a recommendation to the City Council.

## ■ City Council

City Council conducts a public hearing and issues a final decision.

## ■ Implementation

The plan is effective immediately and implementation will occur over time.

# Land Use Element Urban Design Element

Documents at

[http://www.lbds.info/planning/advance\\_planning/lb\\_2030/documents.asp](http://www.lbds.info/planning/advance_planning/lb_2030/documents.asp)

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