

MIDTOWN SPECIFIC PLAN AND EIR



OPEN HOUSE AND
EIR SCOPING MEETING
MARCH 25, 2015

LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH

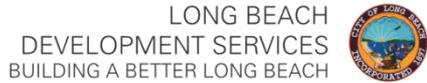


TONIGHT

- Introductions & background
- Draft project concepts
- EIR scoping meeting
- Open house and public input



INTRODUCTIONS



Angela Reynolds, AICP
Deputy Director , City of Long Beach



Richard Flierl | Overall Design
President/Principal, Katalyst



Colin Drukker | Specific Plan
Associate Principal, PlaceWorks



Bill Halligan | EIR
Principal, PlaceWorks

MIDTOWN | LONG BEACH BOULEVARD 1910/20



Long Beach Boulevard in the 1910s/20s; photo courtesy of the Ronald W. Mahan & Joseph J. Musil Photo Theatre Collection

MIDTOWN | LONG BEACH BOULEVARD 1966



Mike Salta Pontiac, 16th Street and Long Beach Boulevard, circa 1966; photo courtesy of Middle: Bob Wicker, PontiacsOnline.com

MIDTOWN | LONG BEACH BOULEVARD

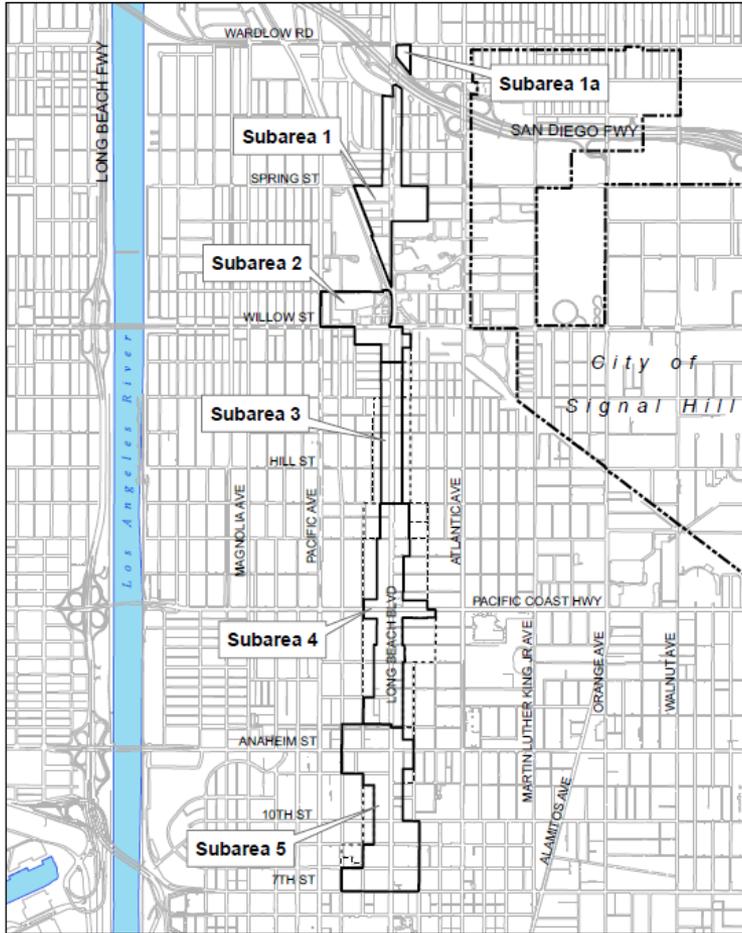
1990



The Blue Line opened in July 1990; photo courtesy of Dorothy Peyton Gray Transportation Library and Archive at the Los Angeles County Metropolitan Transportation Authority

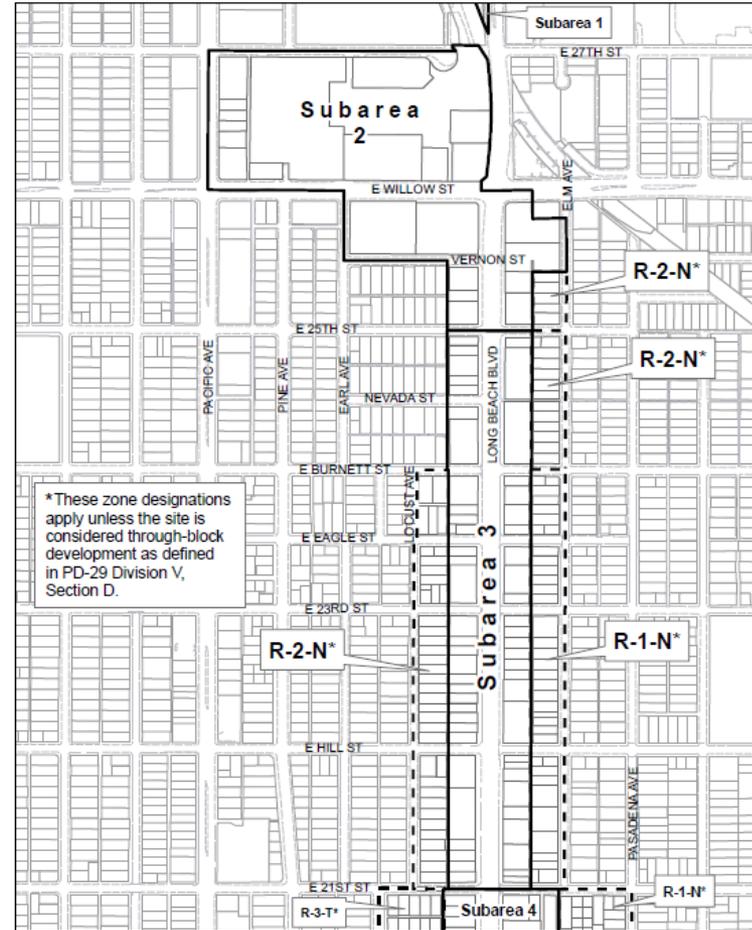
MIDTOWN | LONG BEACH BOULEVARD

PD-29



Map 1 of 5
Revised 9/27/07

Long Beach Boulevard
Planned Development District (PD-29)



Map 3 of 5
Revised 9/27/07

Long Beach Boulevard
Planned Development District (PD-29)



MIDTOWN | LONG BEACH BOULEVARD

SCAG Funded Planning & Analysis

LONG BEACH BOULEVARD
Infill Analysis and
Redevelopment Strategies

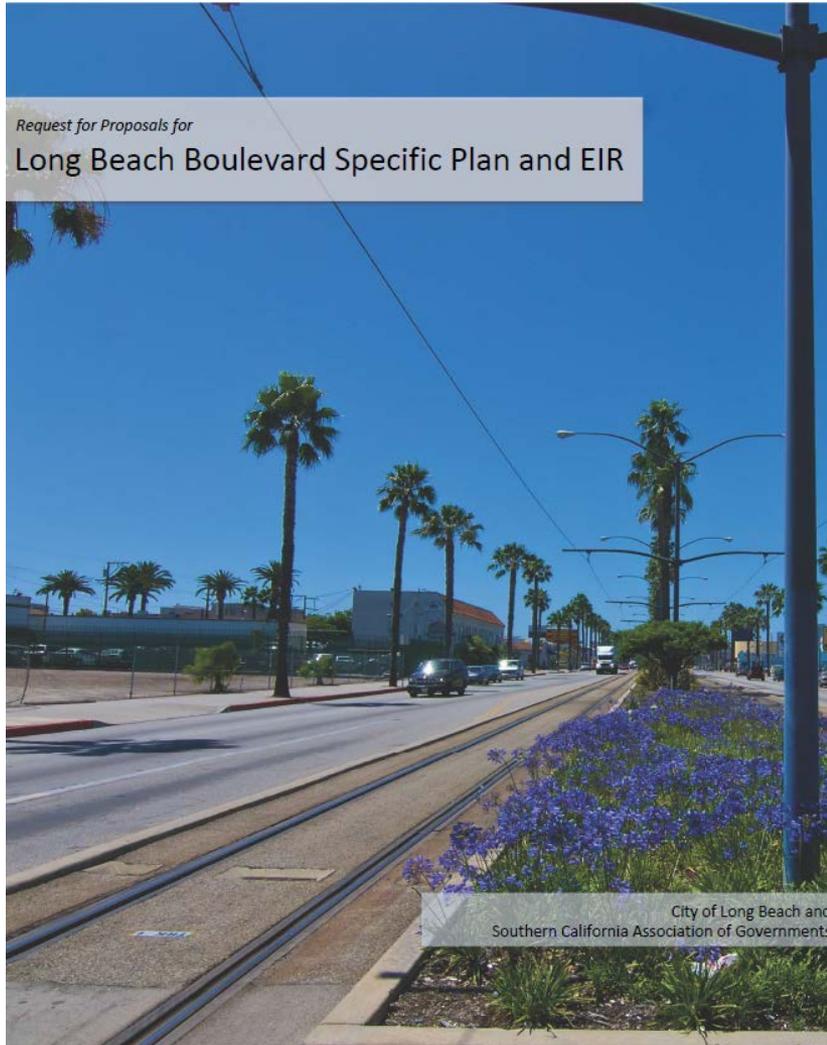
CITY OF LONG BEACH
COMPASS BLUEPRINT
SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

Request for Proposals for
Long Beach Boulevard Specific Plan and EIR

City of Long Beach and
Southern California Association of Governments

MIDTOWN | LONG BEACH BOULEVARD

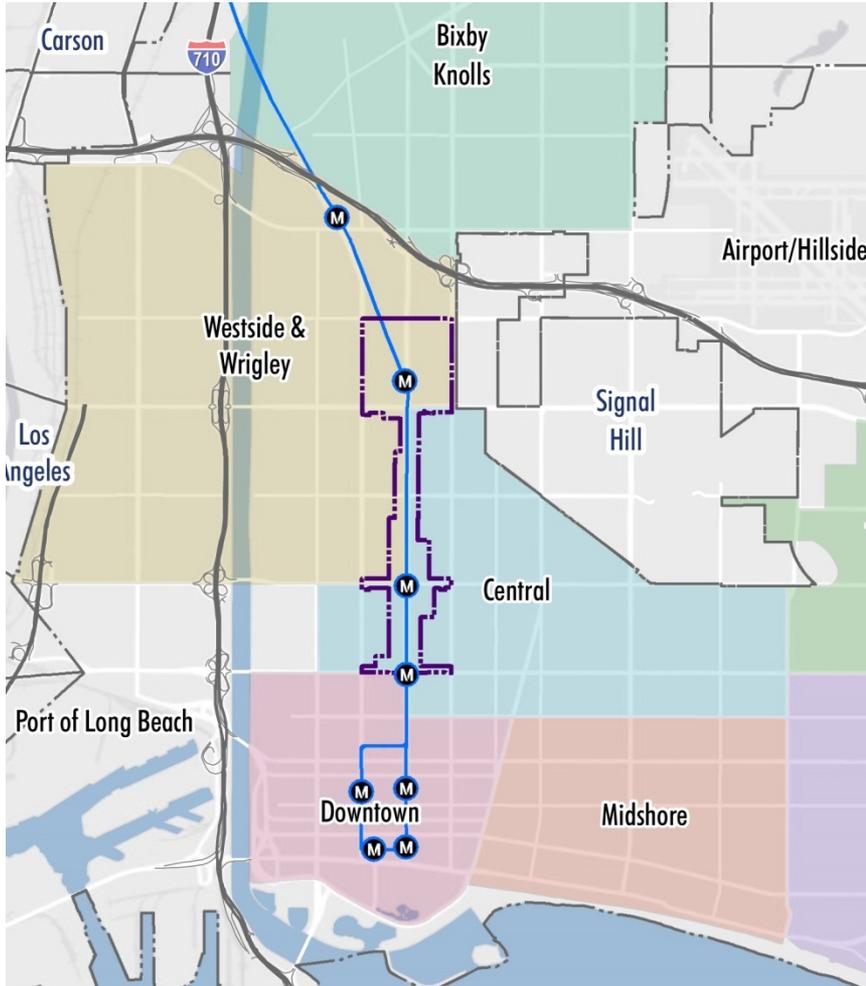
Initial Objectives



- Stimulate new investment
- Reduce auto dependence
- Improve bike/ped safety
- Promote sustainable building
- Promote active living
- Streamline future projects

MIDTOWN | LONG BEACH BOULEVARD

Specific Plan Boundary



- 2 miles
- 353 acres
- North: Spring Street
- South: Anaheim Street
- Willow, PCH, Anaheim Metro stops

OPEN HOUSE

1. Presentations

a. Midtown Specific Plan

b. Environmental Analysis

2. Welcome/Sign-in Area

3. Land Use, Mobility, and Design Tables

4. EIR Scoping Table

VISION, PRINCIPLES, AND LAND USE



Long Beach Boulevard Midtown

MIDTOWN VISION

Midtown will be a vibrant and thriving community for our children, family, and friends.

Midtown will be known for its unique blend of parks, strong businesses, and transit-oriented housing.

Additionally, this part of Midtown will be an early leader in multi-modal transportation practices where a person can safely and easily travel by walking, riding a bike, catching a bus, taking a train, or driving a car.

GUIDING PRINCIPLES

Enhanced Mobility and Complete Streets
Safety and Wellness

A Sustainable Future

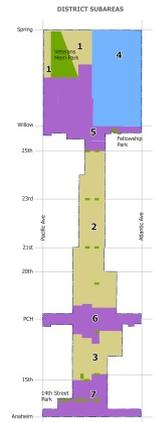
Supporting Infrastructure and Amenities
Working with and for the Community



LAND USE SUMMARY BY DISTRICT

District	Acres	Typical Density (per ac)	Dwelling Units	Comm/Employ Sq Ft	Hotel Rooms/ Hospital Beds
Corridor Districts					
1	12	15-40	258	54,000	---
2	51	15-40	924	331,815	---
3	20	15-40	450	92,663	---
Total	83	-	1,632	478,478	---
Medical District					
4	53	20-30	300	757,600	854 beds
Total	63	-	300	757,600	854 beds
Transit Node Districts					
5	44	30-60	1,626	924,296	175 rooms/ 148 beds
6	20	30-60	724	297,125	302 rooms
7	19	30-60	802	319,000	---
Total	83	-	1,687	1,540,421	277 rooms/ 148 beds
ROW	106	-	-	-	-
Total	353	-	3,619	2,776,499	277 rooms/ 983 beds

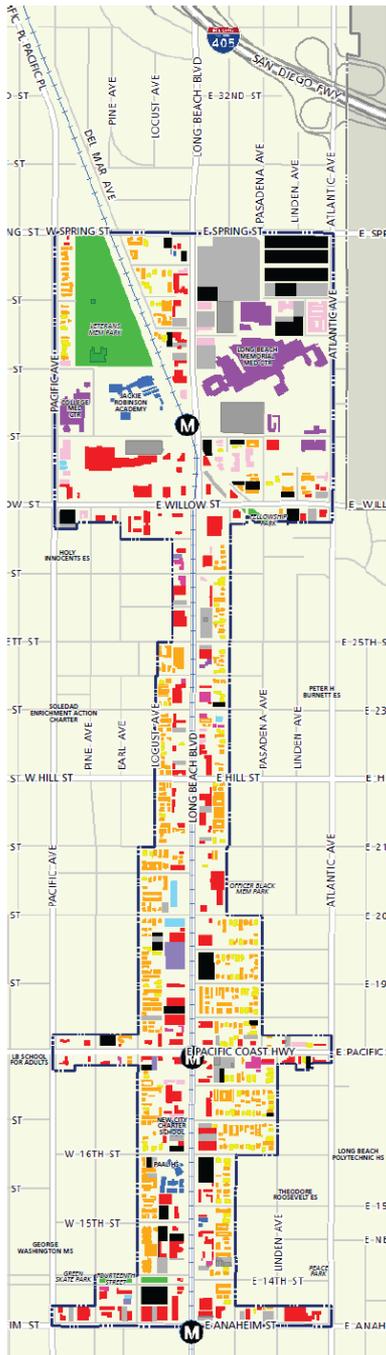
Note:
1. The Open Space District consists of 15.5 acres of existing park area plus 2.6 acres of future parklands. Figures above subject to rounding.



This map divides the land use districts into subareas to summarize the approximate distribution of development potential throughout the Midtown Specific Plan.

EXISTING CONDITIONS

- Single-and multifamily residential uses
- Commercial and service businesses
- Medical Center
- Public facilities



EXISTING CONDITIONS





EXISTING CONDITIONS



EXISTING CONDITIONS

EXISTING CONDITIONS



EXISTING CONDITIONS



PUBLIC OUTREACH

Who we heard from...

- Centro Shalom
- City Fabrick
- Ecotech
- Environ Architecture
- Hancock University
- Interstices
- JR Van Dijs, Inc
- Left Coast Sports Innovations
- Long Beach Central Project Area Council
- Sourcing International
- Long Beach Memorial Medical Center/ Miller Children's Hospital
- Long Beach Rescue Mission
- Long Beach Unified School District
- Los Angeles County Metro
- Meta Housing Corporation
- New City Public Schools
- Pacific Hospital Long Beach
- St. Mary Medical Center
- Urban Village



PUBLIC OUTREACH

What we heard...

- Reduce impacts of the street width
 - Enhance the pedestrian environment
 - Improve bicycle access
 - Make it a street worth its namesake
 - More parks space throughout midtown
 - Show progress on innovative ideas
- 
- Keep the community involved
 - Live, work, and play in midtown
 - Leverage the medical center
 - Make midtown safer

VISION

M I D T O W N V I S I O N



Midtown will be a **vibrant** and **thriving community** for our children, family, and friends.

Midtown will be known for its unique blend of **parks, strong businesses,** and **transit-oriented housing.**

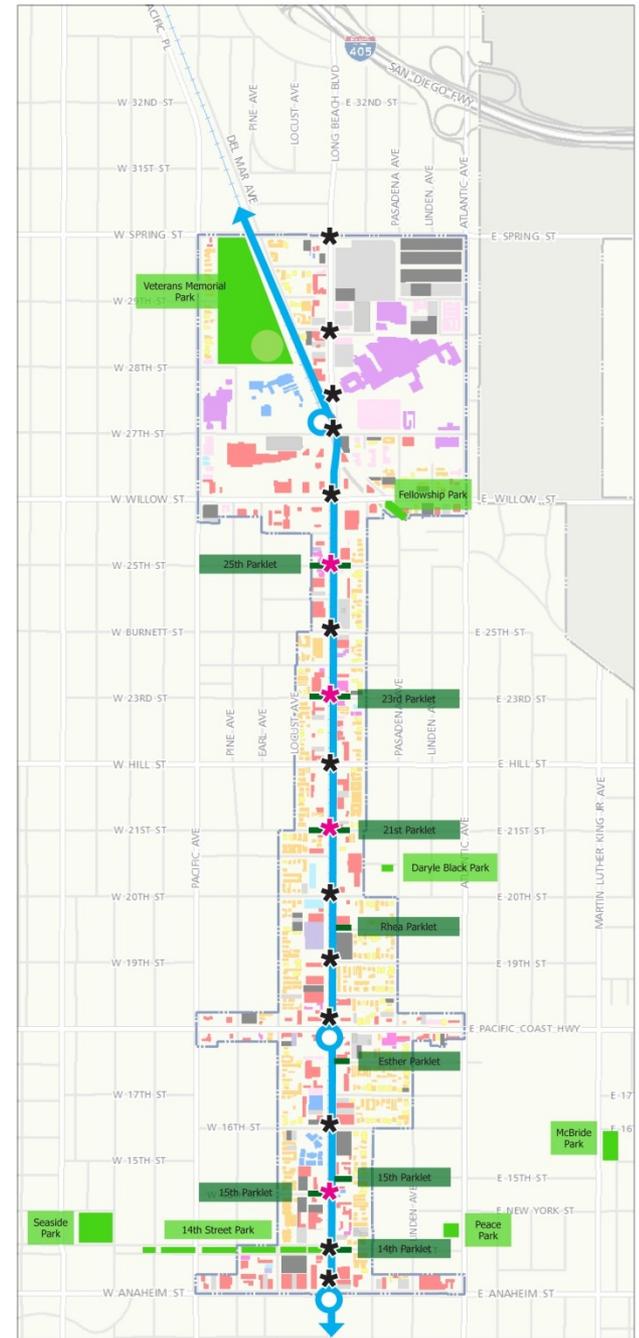
Additionally, this part of Midtown will be an early leader in **multi-modal transportation** practices where a person can **safely and easily travel** by walking, riding a bike, catching a bus, taking a train, or driving a car.

GUIDING PRINCIPLES

- Enhanced Mobility and Complete Streets
- Safety and Wellness
- A Sustainable Future
- Supporting Infrastructure and Amenities
- Working with and for the Community

BIG IDEAS

- » Concentrate Intensity at Transit Nodes
- » Connecting and Improving the Public Realm
- » Bike & Pedestrian Access, Health, and Safety
- » Parks & Public Spaces



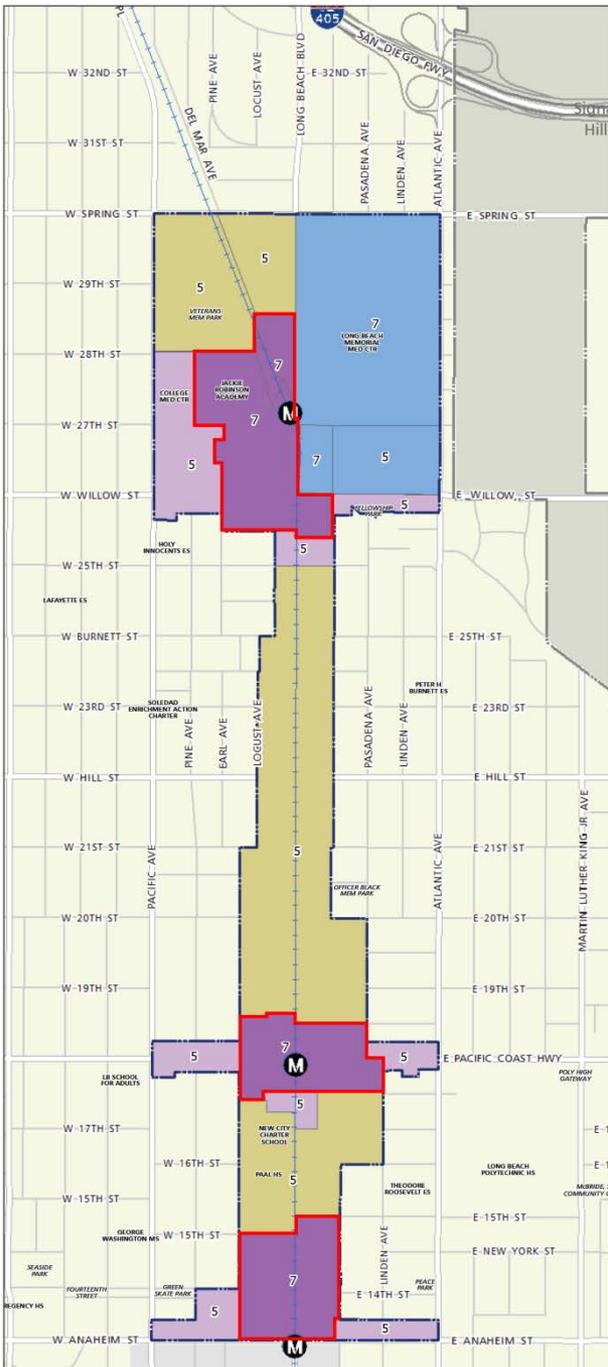
BIG IDEA: CONCENTRATE INTENSITY

LAND USE SUMMARY BY DISTRICT

District	Acres	Typical Density (per ac)	Dwelling Units	Comm/Employ Sq Ft	Hotel Rooms/Hospital Beds
Corridor Districts					
1	12	15-40	258	54,000	---
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6	20	30-60	724	297,125	102 rooms
7	19	30-60	802	319,000	---
Total	83	-	1,687	1,540,421	277 rooms/ 148 beds
OS ¹	18	-	-	-	-
ROW	106	-	-	-	-
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Note:

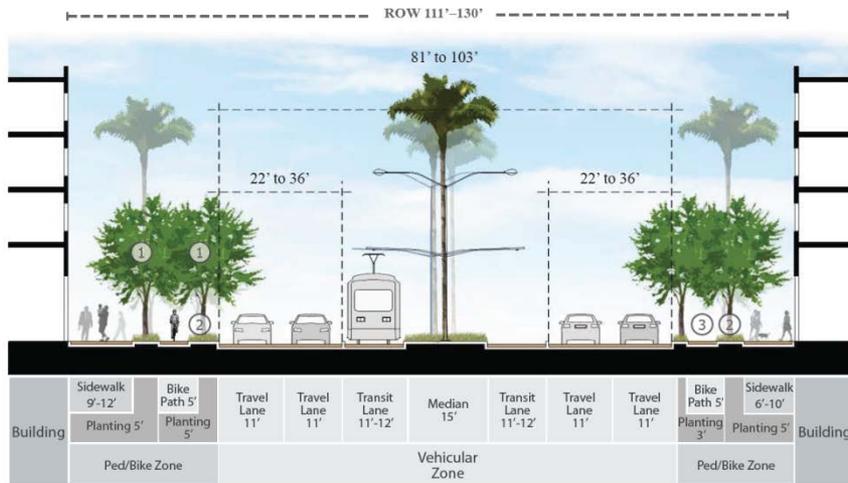
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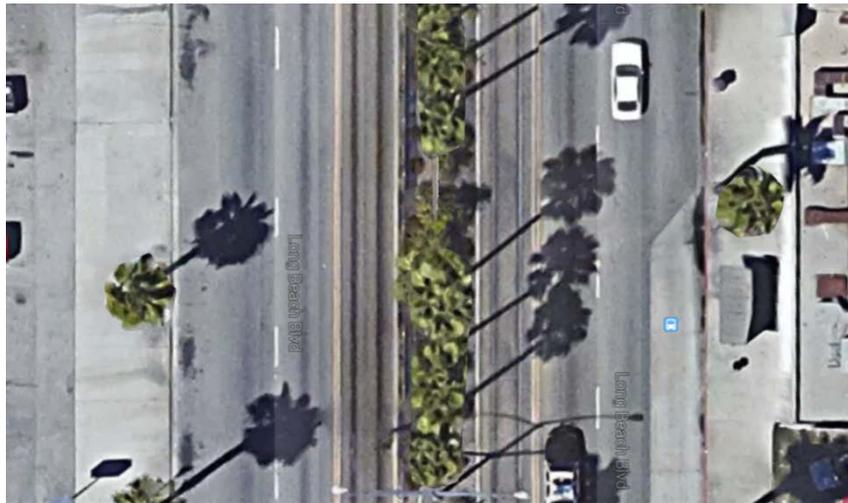
BIG IDEA: CONNECTING AND IMPROVING

COMPLETE STREETS

Proposed



Today



- Safe and convenient access (all transportation types)
- Accessible for all ages and abilities
- Designed to make it easier to cross the street
- Metro connections

BIG IDEA: BIKE & PEDESTRIAN ACCESS



Possible enhancements:

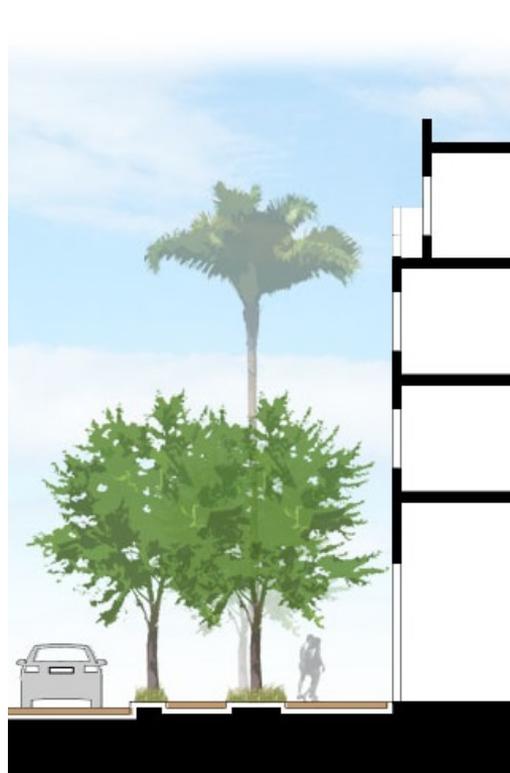
- » Separated bikeways and bike boxes
- » Bike lockers/racks
- » Wider sidewalks
- » Canopy trees for shade
- » Bike and pedestrian bridge
 - Link Medical Center, Veterans Park, and Willow Transit Station

BIG IDEA: HEALTH AND SAFETY



Possible enhancements:

- Requirements for parks/open space
- Wider sidewalks, more bike and pedestrian friendly spaces

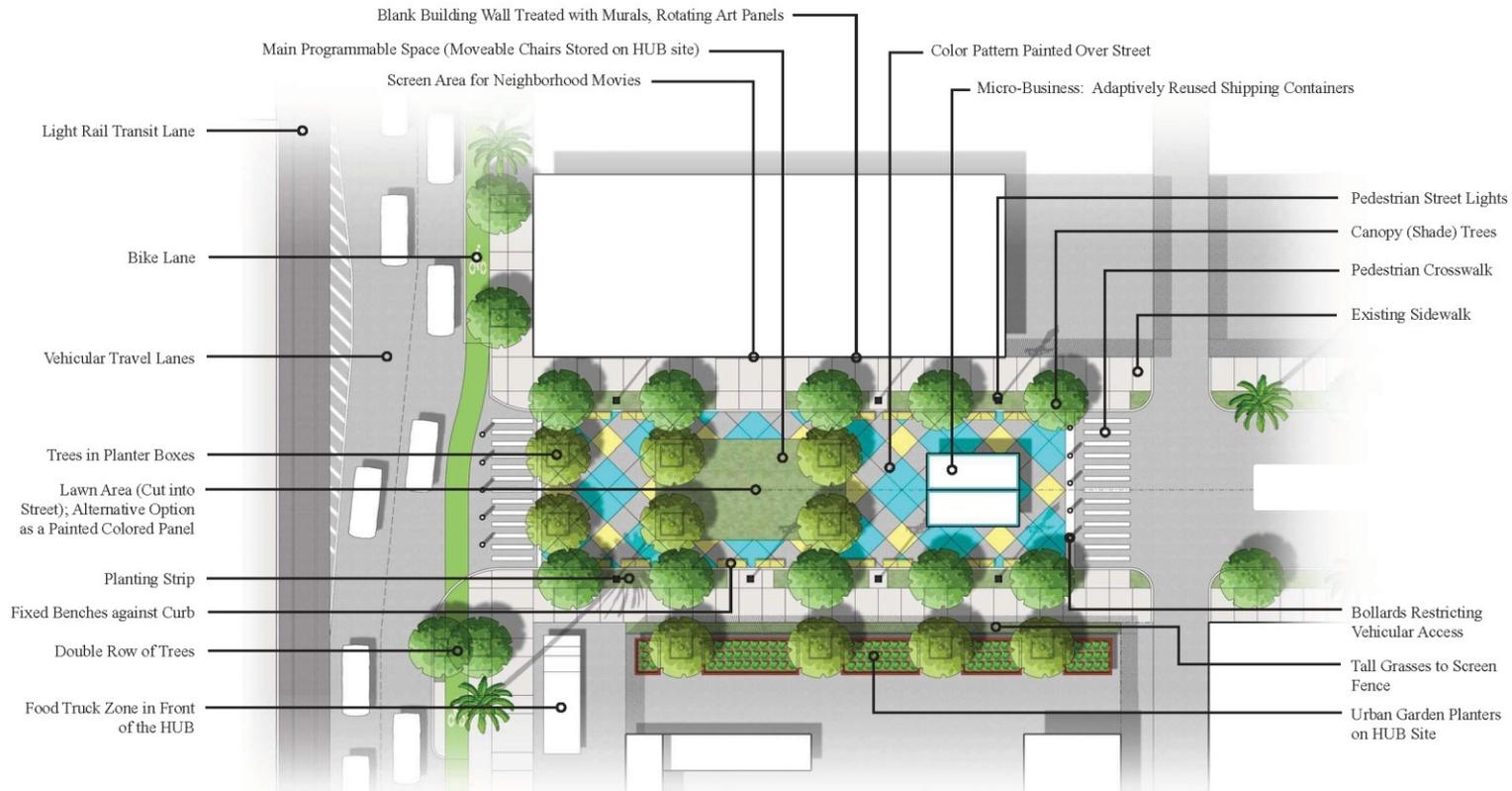


- Design standards and guidelines that encourage eyes on the street

BIG IDEA: PARKS & PUBLIC SPACES

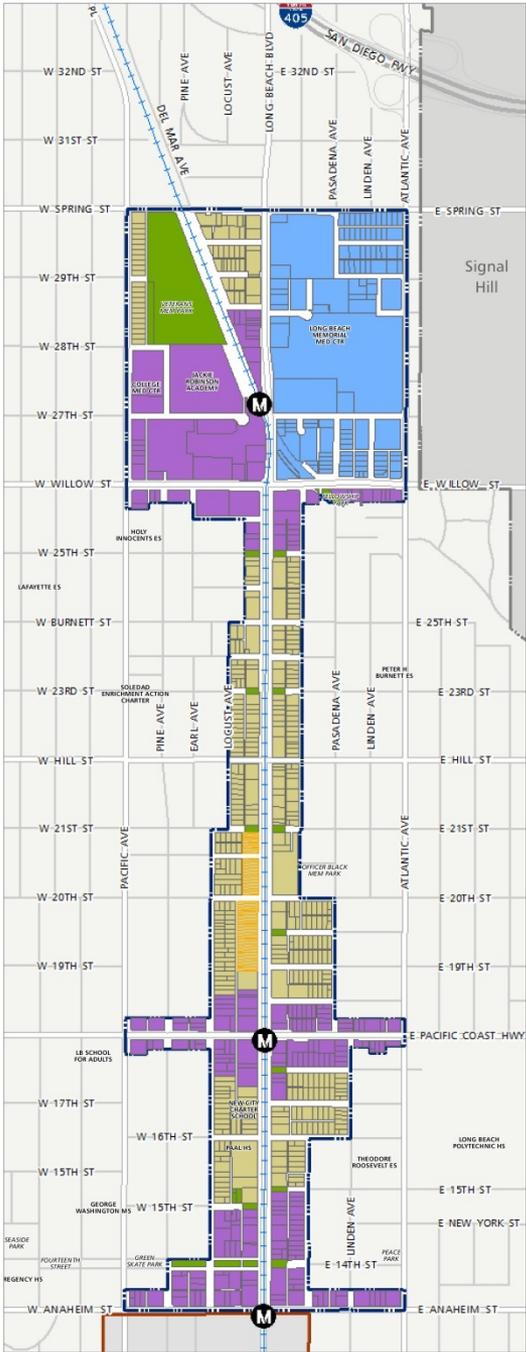


- Improved Right-of-Way
- Parklets (11 total)
- Private On-Site Open Space



PROJECT DESCRIPTION

Specific Plan



	HOUSING UNITS	COM/EMP SQUARE FEET
Proposed Midtown Specific Plan	3,600	2.8 M
Current Zoning	5,700	4.8 M

- 2 miles, 353 acres
- Spring Street to Anaheim Street
- Willow, PCH, Anaheim Metro stops

WHAT IS A SPECIFIC PLAN?

- Customized zoning
- Guiding vision, quality design, and flexibility
- Development standards and design guidelines
- Draft available on Long Beach Development Services website
<http://www.lbds.info>



CITY OF LONG BEACH

MARCH 2015 | FINAL DRAFT

NEXT STEPS

- Traffic and infrastructure studies
- Draft EIR public review
est. Summer 2015
- Adoption hearings
est. Fall 2015



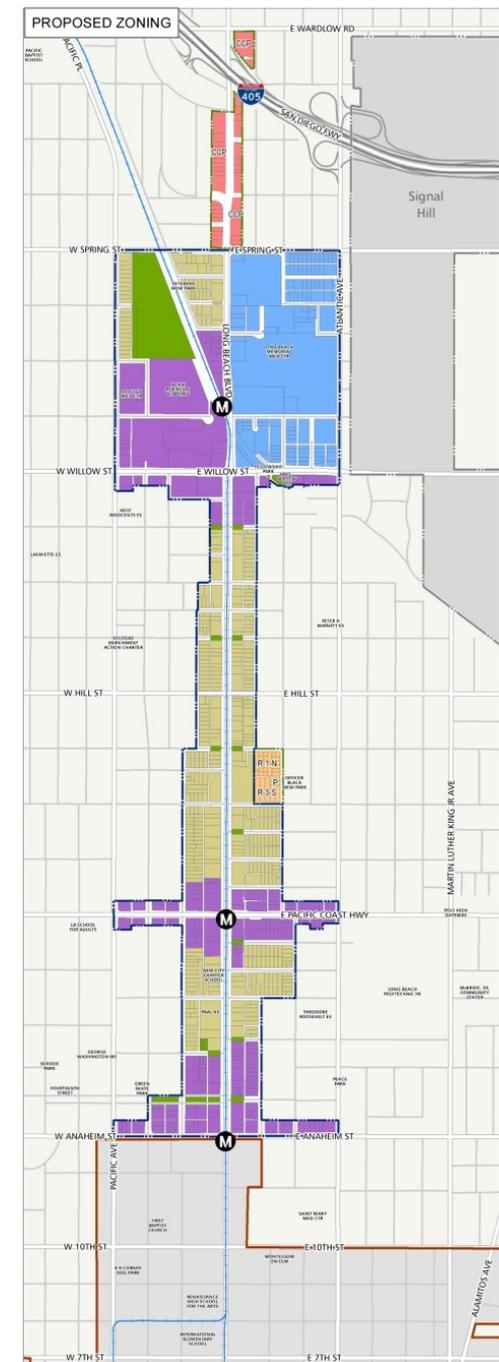
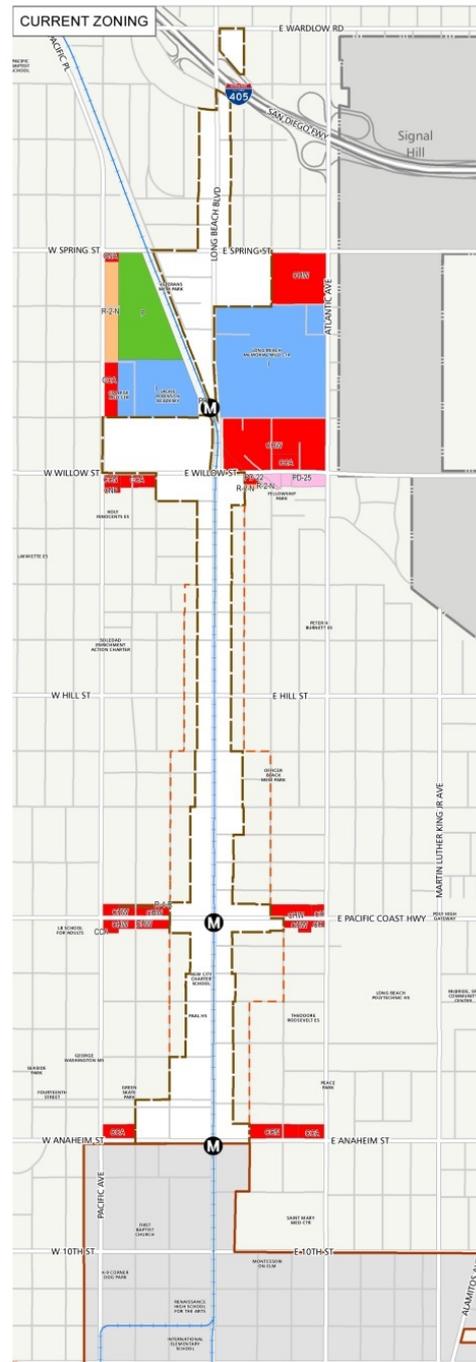
MIDTOWN SPECIFIC PLAN

CITY OF LONG BEACH

MARCH 2015 | FINAL DRAFT

EIR PROJECT DESCRIPTION

- PD-29 boundaries Originally 311 acres
- Specific Plan
 - Now 353 acres
- Conventional Zoning
 - 20 acres



EIR SCOPING MEETING

1. Purpose of Scoping Meeting
2. Project Overview
3. Purpose of CEQA
4. Environmental Impact Report (EIR) Process
5. Notice of Preparation (NOP)
6. Issues to be Analyzed in the EIR
7. Public Comments

PURPOSE OF SCOPING MEETING

Purpose is to:

- ❑ Solicit comments to refine and if necessary, potentially expand the “scope” of the Environmental Impact Report (EIR)

The scope is determined by:

- ❑ Response to Notice of Preparation (NOP) from responsible agencies
- ❑ Input from the community (including comments during this scoping meeting)
- ❑ Experience with similar projects

PROJECT OVERVIEW

Project Site Analyzed

- ❑ Overall Project Site – 373 acres (red boundary)
- ❑ Specific Plan Area – 353 acres (orange hatching)
- ❑ Two Conventional Zoning Areas – 20 acres (green hatching)
 - ❑ Convert from PD-29 to Community Commercial Pedestrian-Oriented (CCP) and underlying conventional zoning

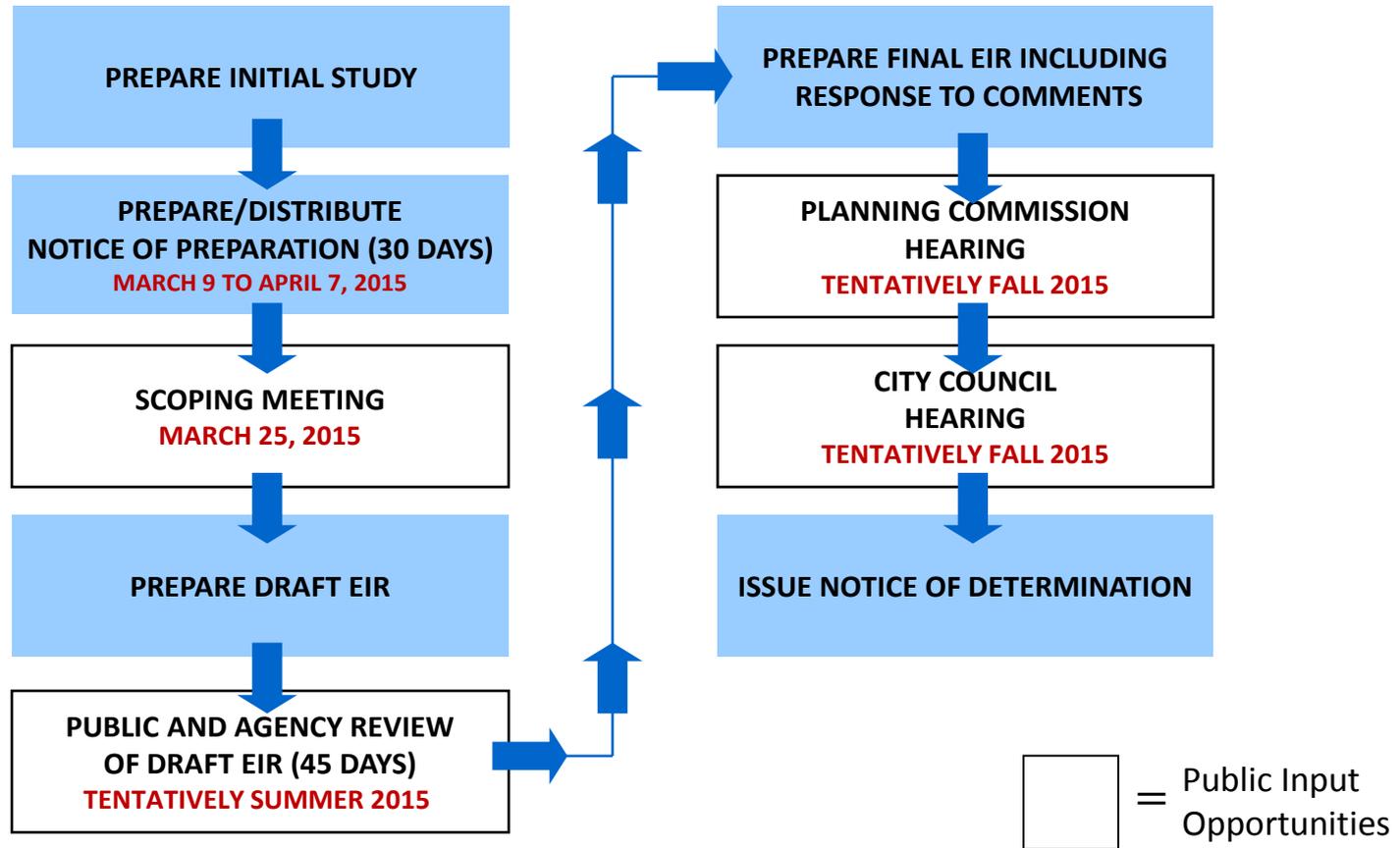


PURPOSE OF CEQA

California Environmental Quality Act (CEQA)

- Disclose project impacts to public and decision makers
- Identify ways to avoid or reduce environmental impacts
- Analyze alternatives
- Foster inter-agency coordination and review

OVERVIEW OF THE EIR PROCESS



NOTICE OF PREPARATION

- Contains a brief description of the project, its location, and where documents relating to the project can be found
- Notifies responsible agencies and other interested parties that an EIR will be prepared
- Solicits input regarding the scope, focus, and content of the upcoming EIR
- Distributed for a 30-day public review period (March 9 – April 7, 2015)

ISSUES PROPOSED TO BE ANALYZED IN THE EIR

- ✓ Aesthetics
 - Agricultural/Forestry Resources
- ✓ Air Quality
 - Biological Resources
 - Cultural Resources
- ✓ Geology/Soils
- ✓ Greenhouse Gas Emissions
- ✓ Hazards & Hazardous Materials
- ✓ Hydrology/Water Quality
- ✓ Land Use/Planning
 - Mineral Resources
- ✓ Noise
- ✓ Population & Housing
- ✓ Public Services
- ✓ Recreation
- ✓ Transportation/Traffic
- ✓ Utilities/Service Systems

PROJECT-RELATED TECHNICAL STUDIES

- Air Quality and Greenhouse Gas Emissions Analysis
- Hazards – Environmental Records Search
- Infrastructure Assessment Analysis
- Noise and Vibration Analysis
- Traffic Impact Analysis

OPPORTUNITIES FOR PUBLIC COMMENT

■ Initial Study/ Notice of Preparation

- Review period extended from March 9 to April 7, 2015
- Available for review on City's website or at:
 - City of Long Beach Development Services
 - 333 West Ocean Boulevard
 - Long Beach, CA 90802
- Also available at the following libraries:
 - Main Library
 - 101 Pacific Avenue
 - Burnett Neighborhood Library
 - 560 East Hill Street
 - Dana Neighborhood Library
 - 3680 Atlantic Avenue
 - Mark Twain Neighborhood Library
 - 1401 East Anaheim Street

■ Scoping Meeting

- Submit comments today
- Please include your name and address

FUTURE OPPORTUNITIES FOR PUBLIC PARTICIPATION

- **Draft Environmental Impact Report**
 - Circulate Draft EIR for 45 days (tentatively Summer 2015)
- **Final EIR**
 - Includes response to comments
 - Final EIR is published and made available for review prior to project approval
- **Planning Commission & City Council Hearings**
 - Tentatively Fall 2015

PUBLIC COMMENTS

- Comments on the NOP may be submitted to Angela Reynolds, AICP, Deputy Director, City of Long Beach via:
 - Mail or Hand Deliver to:
 - City of Long Beach
 - Development Services
 - 333 West Ocean Boulevard
 - Long Beach, CA 90802
 - (562) 570-6369
 - Email: angela.reynolds@longbeach.gov

<http://www.lbds.info>

http://www.lbds.info/planning/environmental_planning/environmental_reports.asp