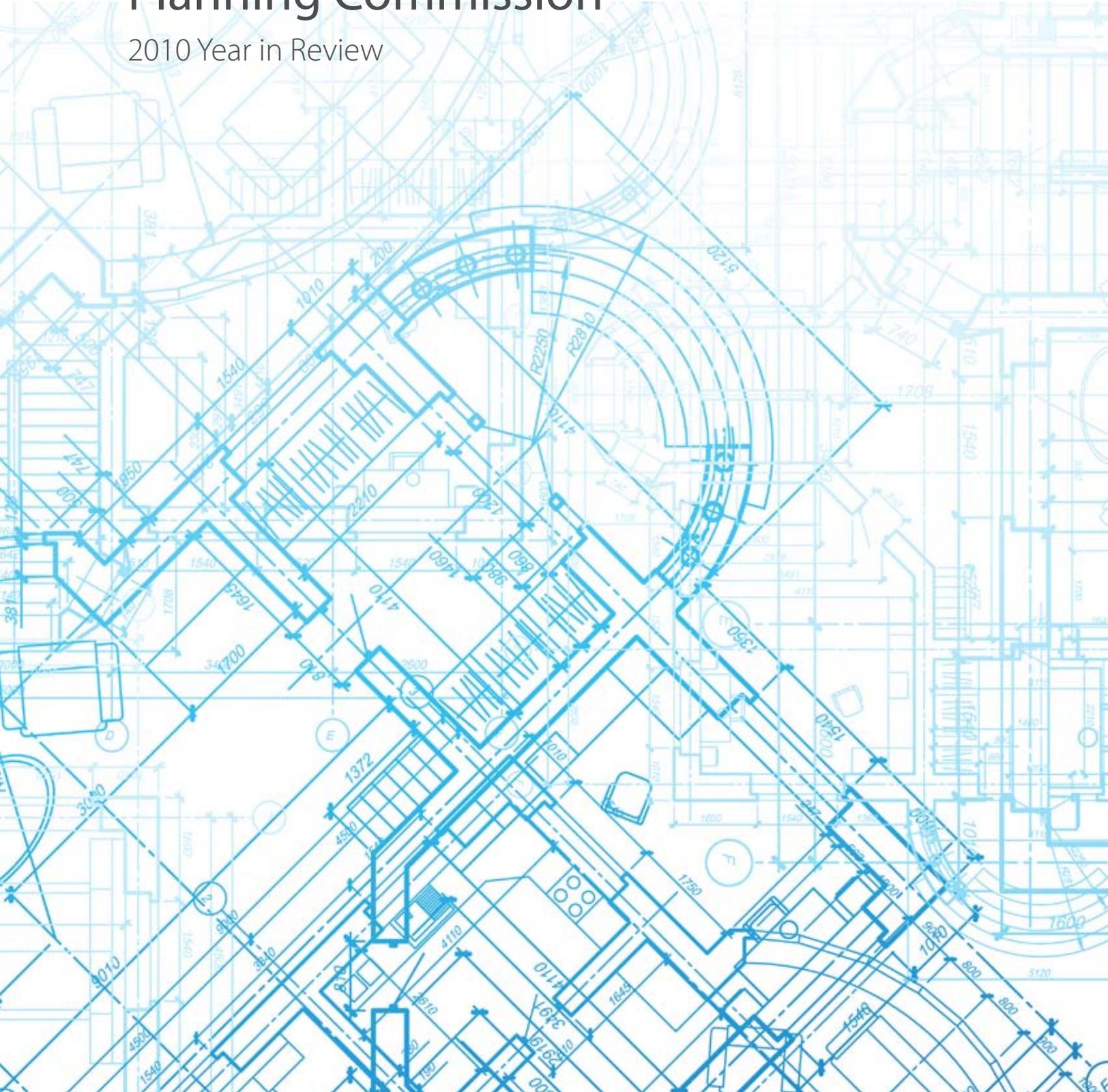


Long Beach Planning Commission

2010 Year in Review



The Planning Commission partners with Planning staff, city officials and the community to envision a great city while finding the right balance of new development and essential services, protection of the environment and innovative change. In 2010, the seven volunteers who compose the Commission used the down economy to focus their activities on long-range policy discussions and notable projects, with specific emphasis on amendments for wireless telecommunications facilities, water use with respect to landscaping, major development projects, and regulations for trucking uses.

KEY ACCOMPLISHMENTS 2010

General Plan

The update of the Long Beach General Plan embodies the vision, values, goals and policies – the directions – for making this real city better and more resilient. It also allows for strategic change while helping to guide public investments in the community. As a package, the Plan's visions, guiding principles, healthy community and sustainability themes, innovative policy and implementation recommendations provide a picture of what Long Beach is now and how the City aspires to improve by the Year 2030. The most important considerations for this new General Plan are:

- To create a plan that protects neighborhoods and provides direction for future growth to be ready for the next wave of development.
- To create land use patterns and evolve mobility networks to support our employment centers and growing and emerging businesses.
- To shape new development and supply infrastructure to contribute to, rather than detract from, existing neighborhoods.
- To evolve our street system and mobility networks to be more responsive and efficient, accommodating all modes of travel.
- To make decisions based on sustainability, climate change, and healthy and active living concepts.

During 2010, three chapters – urban design, mobility and cultural arts – of the General Plan were drafted and presented to the Commission in study sessions held in September and October.

Downtown Plan

The Downtown Plan will guide the future development of the City's historic center in a manner that is both visionary and sustainable. The Plan will replace the existing PD-30 zoning document for a greater area of downtown Long Beach. The Plan provides a clear vision for new development projects and guidance for streetscape enhancements, such as the Pine Ave. Streetscape Improvement Project. In addition, the Plan addresses design standards and guidelines, and provides clear guidance for new signage and the adaptive re-use of historic structures. The Plan was guided by a vision developed by a community-based steering committee of downtown stakeholders. The RDA and Planning staff that prepared the plan were assisted by a consultant team of planners and designers from AECOM and CityWorks Design. **A Draft Plan and Program Environmental Impact Report has been prepared and was made available in December 2010 for extended public review and comment. The review period will end in April 2011, and Planning staff will begin the response phase in May 2011.** Certification of the EIR and adoption of the Plan are anticipated in summer 2011.

Model Water Efficient Landscape Ordinance (MWELO)

In response to the State Department of Water Resources mandate that local jurisdictions adopt water-efficient landscaping regulations, Planning staff prepared a new landscape ordinance. In addition to meeting the requirements of the State Model Water Efficient Landscape Ordinance (MWELO), which mandates the use of drought-tolerant plants to limit water usage, the new landscape ordinance includes provisions for the use of reclaimed water systems including rain barrels, the use of edible landscapes, and provides options for compliance with the ordinance to applicants submitting a landscape plan.

The Ordinance was adopted as part of the Zoning Code in October 2010. To further the City's sustainability goals, staff worked in conjunction with the City's Water Department to offer incentives for water-efficient practices through the Lawn-to-Garden Incentive Program and the Rain Barrel Pilot Program.

Wireless Telecommunications Facilities Zoning Amendment

Planning staff has been working diligently to update the City's rules on wireless telecommunications facilities. **Staff brought a framework of the new ordinance to the Planning Commission in a June 17, 2010 study session and presented a first draft of the proposed ordinance at the August 19, 2010 study session. In October 2010, the Commission recommended that the Council approve the ordinance.** The proposed new rules encourage placement of these facilities away from residential areas, require reports on each wireless site's compliance with FCC rules on radio emissions, and institute a requirement for a master Conditional Use Permit (CUP) and five-year build-out plan for each site. Also, the new regulations give the City added design review powers over the appearance and aesthetics of wireless sites, while setting clear rules and expectations to create less uncertainty for City residents and the wireless industry. The new ordinance also specifies development standards for wireless telecommunication facilities located in the public right-of-way and at City parks. The Planning Commission will review the proposed amendments in spring 2011.

KEY ACCOMPLISHMENTS 2010 (continued)



Golden Shore Master Plan

The Golden Shore Master Plan consists of three development options with either 1,110 or 1,370 residential condominiums, 340,000 square feet of office space, approximately 28,000 square feet of retail space, and up to 3,430 parking spaces. All three options include four high-rise buildings, ranging from 19 to 40 stories, and approximately 235,000 square feet of open space. Two of the options include a 400-room hotel with 27,000 square feet of conference and banquet facilities. The three options provide the applicant the ability to efficiently respond to changing economic conditions.

In March 2010, the Planning Commission approved and certified the EIR and the Master Plan. In addition, the Planning Commission recommended that the City Council approve the Amendment to the Local Coastal Program and the Downtown Shoreline Planned Development District (PD-6). Additional entitlements (Tentative Tract Map, Tentative Parcel Map, etc.) will likely be required depending on the option selected by the developer.

Long Beach Airport Terminal Improvements

The improvements of the Long Beach Airport Terminal include the removal of modular passenger hold rooms, construction of one-story permanent passenger hold rooms with restrooms and concession spaces, and consolidation of passenger security screening areas. New building construction totals 34,750 square feet with the overall terminal buildings (new and existing) totaling 73,770 square feet. In April 2010, the Planning Commission found that the Site Plan Review proposal was consistent with the previously approved Master Plan and certified Environmental Impact Report (EIR) and approved the request for the terminal improvement project. The estimated completion date is May 2013.



Douglas Park

The Douglas Park Master Plan will turn an outdated aircraft-manufacturing facility into a vibrant mixed-use, pedestrian friendly commercial area combining the best elements of established planning traditions with the realities of modern business, retailing and hospitality.

Douglas Park will be focused on the shared public environment: from walkable tree-lined streets, to a human-scaled mixed-use "main street" with shopping, dining and other services, to a variety of open spaces, quality architecture, pedestrian connections and bicycle trails. At the same time, Douglas Park will incorporate the contemporary workplace, including a balanced combination of office and other commercial opportunities to provide much-needed employment to Long Beach. Service and recreational land uses will be located within comfortable walking distance of commercial areas to enhance convenience, offer unique workplace choices, and reduce automobile dependence.

Products, people, and events that made aviation history will be recalled through a Public Art Master Plan and Educational and Interpretive Programs designed to tell the story of the site in public areas such as open spaces, sidewalks, streets and parkways.



Planning Commission issues approvals for new manufacturing businesses in Douglas Park

- **Rubbercraft**, a Sanders Industries company that manufactures defense products for aerospace and other industries, will occupy a new 139,284-square-foot industrial tilt-up building with 268 parking spaces. The project was approved through Site Plan Review in May 2010 and is anticipated to be open for business in mid-2011. This business is expected to bring 150 new employees to Long Beach.
- **LD Products**, a business that manufactures and refills recycled ink and toner cartridges, will occupy a new 106,844-square-foot industrial building with 214 parking spaces. The project was approved through Site Plan Review in October 2010 and is currently in the Plan Check process. This business is expected to bring 200 new employees to Long Beach.



KEY ACCOMPLISHMENTS 2010 (continued)

Aquarium of the Pacific “Pacific Visions” Expansion

The Aquarium of the Pacific proposes to construct a 23,330-square-foot addition to the existing 166,447-square-foot aquarium facility, consisting of a new wing with a “media-based chamber,” an expanded retail store, and a new front entrance. The project will be designed and built to the U.S. Green Building Council’s (USGBC’s) LEED Gold standards with “add-alternate” design plans to bring the project to Platinum status if funding is available.

The primary feature will be a two-story, 65-foot tall wing, titled “Pacific Visions,” that will contain a new changing exhibit gallery and an immersive theater as well as guest services for ticketing and membership. The exterior of the Aquarium will feature a new, unique programming option in the form of a digital ink display wall sign to increase the visibility of the Aquarium along the waterfront and enhance the architecture. The project also includes a new entrance façade, more lobby space, and an additional 1,700 square feet to the existing 4,000-square foot retail gift shop. The project will be fully funded by support from philanthropic contributions and competitive government grants, and will be phased to accommodate cash flow and minimize operation impacts. The Aquarium will retain approximately 24,000 square feet of open space in the front lawn area, including a picnic area, a fountain with an educational mural about the local watershed’s flora and fauna, bicycle racks, and a drought-tolerant garden.

The Planning Commission approved the following entitlements in

June 2010: Site Plan Review (development on City land over 1,000 square feet); Conditional Use Permit (electronic message center sign); and Certification of a Mitigated Negative Declaration.

Other Projects Receiving Commission Approval in 2010

- Adopt Historic Preservation Element into General Plan
- Alamitos Bay Marina Dredge & Rebuild
- ArtExchange
- Check Cashing Brought into Compliance
- Colorado Lagoon Addendum to EIR
- Coronado Residential Development
- Fresh & Easy - Atlantic Avenue
- Trucking Ordinance

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