

UPlan Advisory Committee

MAY 21, 2018

Consultant project team introductions

Discussion of schedule and project goals

Zoning and General Plan 101

Overview of public outreach process

Today's Meeting

WHAT'S ON THE AGENDA



INTRODUCING THE PROJECT TEAM

AECOM and Here LA



ZONING 101

Introduction to zoning topics. What is the General Plan and how does it relate to zoning? What does zoning regulate?

DISCUSSION



SCHEDULE AND TEAM GOALS

Project complete by March, 2019



PUBLIC OUTREACH OVERVIEW

Discuss general approach to outreach, as well as workshops, meetings, stakeholders, and walk audits

DISCUSSION

Meet Our Team

AECOM AND HERE LA



Susan Ambrosini

Project Manager



Christine Babla

Project Director



Shannon Davis

Outreach Lead

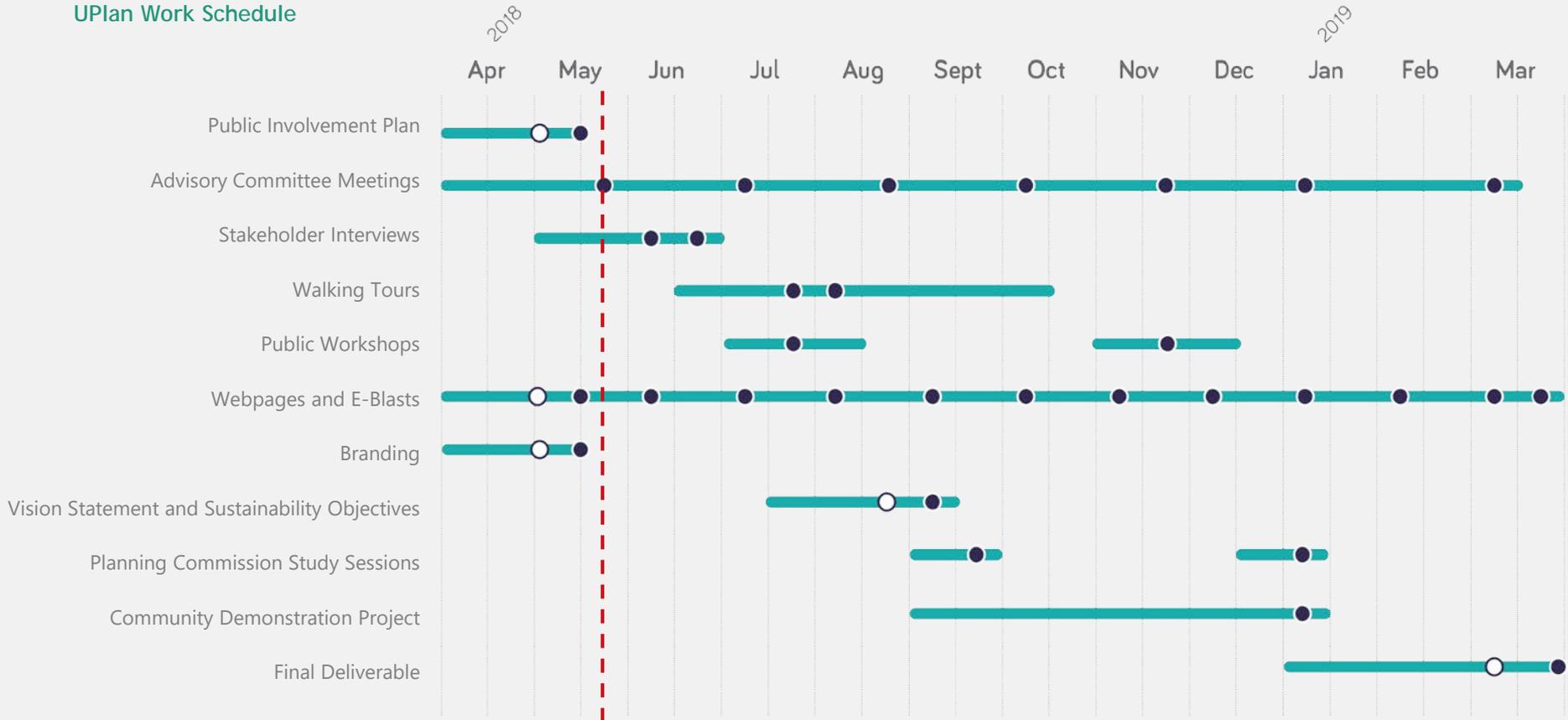


Amber Hawkes

Outreach Support

Project Schedule

UPlan Work Schedule



Team Goals & Deliverables

PHASE 1: ZONING ANALYSIS

ATLANTIC AND ARTESIA CORRIDORS

01

Review Existing Zoning Code & Site Visit

Review existing building form and urban conditions in North Long Beach and review the existing zoning code.

02

Prepare Zoning Districts for Corridors

Prepare regulations for zoning districts that are tailored to each Corridor (Atlantic and Artesia). Ground test and refine.

03

Parking Study

Analyze existing parking capacity and recommend new parking standards along the Corridors.

04

Infrastructure Study

Evaluate current and future water, recycled water, sewer, storm water, and communications facilities on the Corridors.

COHESIVE VISION

ZONING
RECOMMENDATIONS

ECONOMIC - STRATEGY

ZONING

101 - A Primer

General Plan & Zoning

UNDERSTANDING THE DIFFERENCES



WHAT IS A GENERAL PLAN?

- Policy document required by State law
- Sets forth goals, policies, and directions the City will take to achieve the vision of the community
- Long-term
- Vision-based
- Sets broad land use categories
- Constitution of Land Use for the City



WHAT IS ZONING?

- Translates the vision of the General Plan into enforceable standards
- Regulatory document
- Establishes standards for development of buildings and activities
- Enforceable by law for health and safety of all residents
- Regulates the location and size of buildings
- Applies to all properties equally
- Prevents or reduces nuisances such as noise, vibration, and

ZONING

WHAT IT REGULATES



Use (e.g. residential,
commercial, etc.)



Height
Density
Setbacks



Parking



Open Space
Amenities



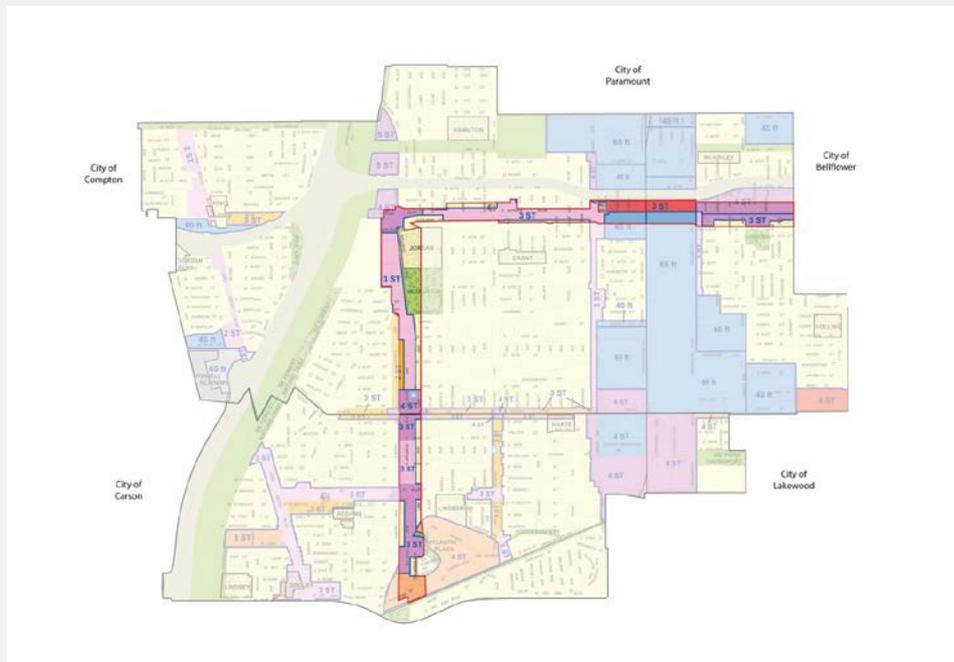
Landscaping



Long Beach General Plan

WHAT ARE THE KEY COMPONENTS?

- Neighborhood serving mixed-use is concentrated along the corridors (e.g. South, Artesia, Atlantic)
- 3 story mixed-use is most common
- 4 story mixed-use focused at key intersections
- Commercial and industrial continued along Artesia between Cherry and Paramount
- Existing residential on corridors can remain, or transition to mixed-use over time



Long Beach Zoning Map

WHAT ARE THE KEY COMPONENTS?

- Has not been updated since the 1980's
- Commercial dominant except for a few areas (see yellow areas)
- Mix of auto-oriented and pedestrian-oriented zones that contribute to a non-consistent character
- Not consistent with the General Plan vision
- A large number of varied conditions, standards, and adjacencies that may discourage new or infill development



DISCUSSION



QUESTIONS OR THOUGHTS?

WHAT BUILDING FORMS DO YOU THINK ARE APPROPRIATE FOR THE ATLANTIC AND ARTESIA CORRIDORS?

[LOOK AT THE PHOTOS PROVIDED AS FOOD FOR THOUGHT]

OUTREACH

Strategies & Stakeholders

UPlan Outreach

A Multi-Faceted Approach

- BRAND & IDENTITY**
 - Logo
 - Look & Feel
- DIGITAL OUTREACH**
 - Website
 - Social Media

- FACE TO FACE OUTREACH**
 - Walking Tours
 - Workshops / Demo Project
 - Advisory Committee Meetings
 - Stakeholder Interviews



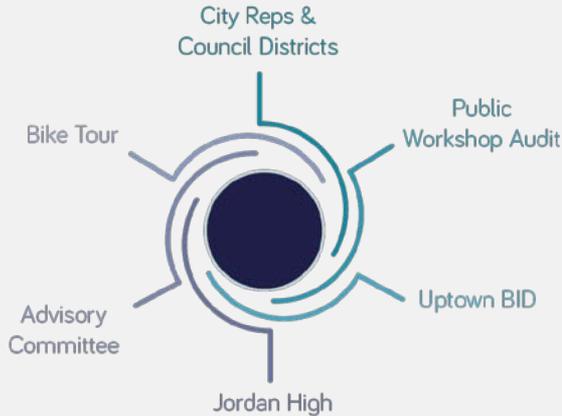
Face-to-Face Outreach

THE CORE STRATEGIES

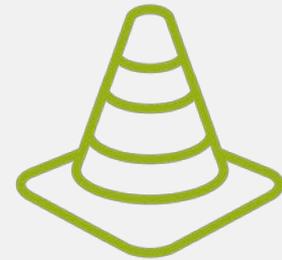
- Walking Tours (6)
 - Groups?
 - Participants?
 - Locations?

- Workshops (2)
 - Pop-up locations?
 - Promotion?
 - Ideas?

- Demonstration Project
 - Locations?
 - Partners?

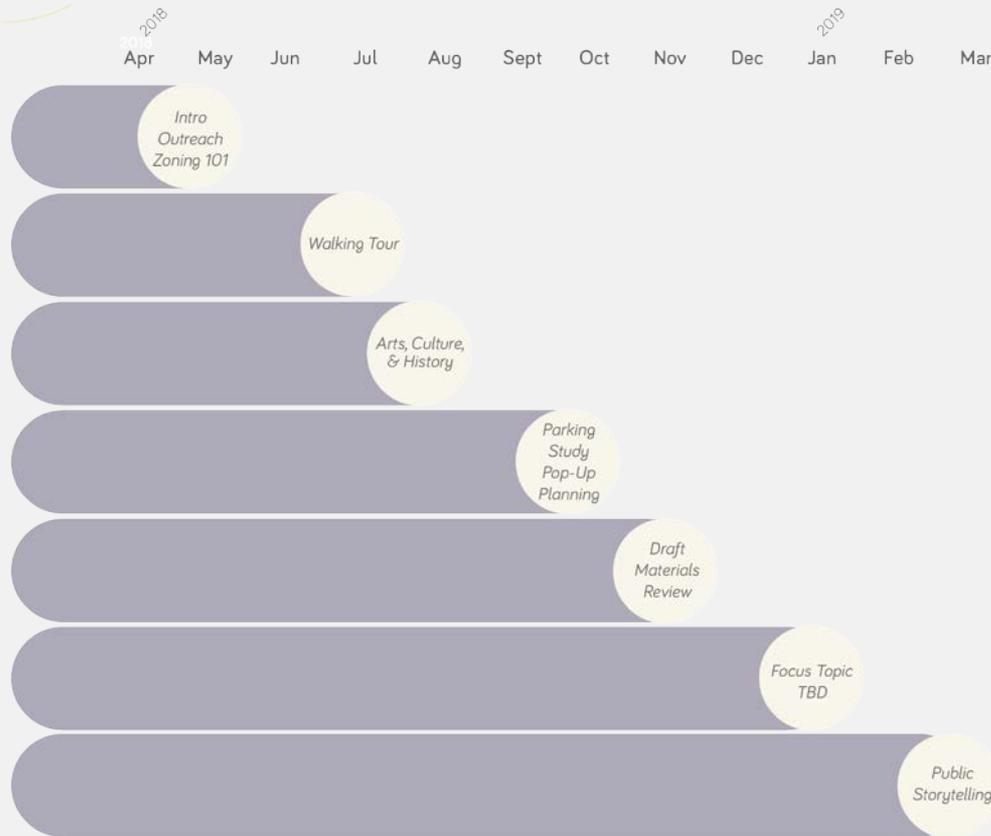


- 1 Vision**
Early on, identification of goals and overall community priorities
- 2 Refinement**
Vet and refine draft strategies



Face-to-Face Outreach

ADVISORY COMMITTEE TOPICS & INVITEES



Questions about your role?

Topics you think are missing?

Invitees to add?

Invitees*

- Boys & Girls Club
- Carmelitos Public Housing
- Cavalry Chapel
- CD 8*
- CD 9*
- Coalition for a Healthy NLB
- Expressions Hair Lounge
- Flatline Gallery*
- HACOLA at Carmelitos
- Hamilton Elementary School*
- HEAL Zone*
- Jordan HS
- Jordan HS AIMS
- Jordan HS Wrap Program*
- LB Transit
- Light in Life Church
- LINC Housing
- Long Beach Health & Human Services Department*

- Michelle Obama Library
- Neighborhood Reps*
- New Philadelphia AME Church
- North Long Beach Christian Church
- Port of Long Beach*
- Pupuseria El Kiosko
- Rhema Word Bible Church
- Samoan Church of Long Beach
- St. Athanasius Catholic Church
- Uptown Bar and Grill
- Uptown BID
- Uptown Little League
- Urban Agricultural Council
- Westlands
- YMCA

Face-to-Face Outreach

STAKEHOLDER INTERVIEWS



Invitees to add?

Preliminary Invitee List

1. CD 8
2. CD 9
3. LB Transit
4. Health: Long Beach Health, Coalition for a Healthy North Long Beach, Heal Zone
5. Business: Uptown BID, Local Business Owners
6. Carmelitos Public Housing
7. Neighborhood Rep 1
8. Neighborhood Rep 2
9. Neighborhood Rep 3
10. Neighborhood Rep 4
11. Churches
12. Senior Groups
13. Youth Groups / Students
14. Neighboring Cities
15. Local Developers
16. TBD

Face-to-Face Outreach

OVERALL STAKEHOLDER LIST

Workshop Invitee
Advisory Committee
Stakeholder Interviews
Demo Project Key

Government	Workshop Invitee	Advisory Committee	Stakeholder Interviews	Demo Project Key	Stakeholder
	■	■	■	■	CD 8
	■	■	■	■	CD 9
	■	■	■	■	LB Transit
	■	■	■	■	Long Beach Health & Human Services Department
	■	■	■	■	Michelle Obama Library
	■	■	■	■	Planning Commission
	■	■	■	■	Port of Long Beach

Business Professional	Workshop Invitee	Advisory Committee	Stakeholder Interviews	Demo Project Key	Stakeholder
	■	■	■	■	Coco Dental Lab*
	■	■	■	■	Expressions Hair Lounge
	■	■	■	■	Flatline Gallery
	■	■	■	■	La Bodega Mexicana*
	■	■	■	■	Local Developers*
	■	■	■	■	Pupuseria El Kiosko
	■	■	■	■	Quicks Barbershop*
	■	■	■	■	Robert Earls BBQ*
	■	■	■	■	Riveras Tacos*
	■	■	■	■	Uptown Bar and Grill
	■	■	■	■	Uptown BID
	■	■	■	■	Various Salons*
	■	■	■	■	Various Auto Repairs*
	■	■	■	■	Various Motels*
	■	■	■	■	Westlands

Workshop Invitee
Advisory Committee
Stakeholder Interviews
Demo Project Key

Neighborhood	Workshop Invitee	Advisory Committee	Stakeholder Interviews	Demo Project Key	Stakeholder
	■	■	■	■	Boys & Girls Club
	■	■	■	■	Carmelitos Public Housing
	■	■	■	■	Coalition for a Healthy NLB
	■	■	■	■	HACOLA at Carmelitos
	■	■	■	■	HEAL Zone
	■	■	■	■	Healthy Active Streets*
	■	■	■	■	LACBC*
	■	■	■	■	LINC Housing
	■	■	■	■	Long Beach Riders*
	■	■	■	■	Neighborhood Assoc. Reps
	■	■	■	■	Success in Challenges*
	■	■	■	■	Uptown Little League
	■	■	■	■	Urban Agricultural Council
	■	■	■	■	Walk Long Beach*
	■	■	■	■	YMCA

Workshop Invitee
Advisory Committee
Stakeholder Interviews
Demo Project Key

Religious	Workshop Invitee	Advisory Committee	Stakeholder Interviews	Demo Project Key	Stakeholder
	■	■	■	■	Cavalry Chapel
	■	■	■	■	Light in Life Church
	■	■	■	■	New Philadelphia AME Church
	■	■	■	■	North Long Beach Christian Church
	■	■	■	■	Rhema Word Bible Church
	■	■	■	■	Samoan Church of Long Beach
	■	■	■	■	St. Athanasius Catholic Church

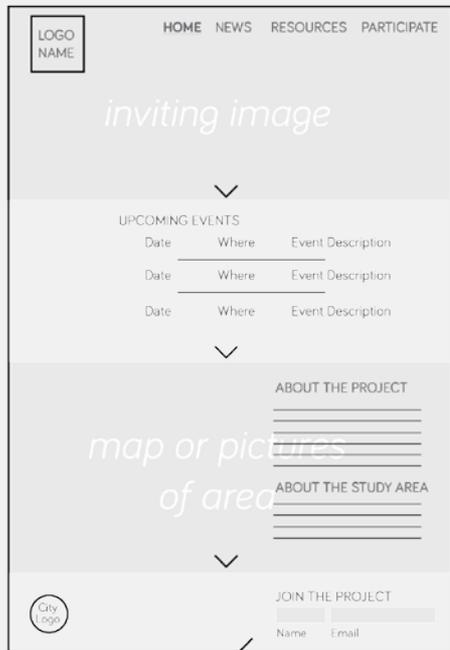
Schools	Workshop Invitee	Advisory Committee	Stakeholder Interviews	Demo Project Key	Stakeholder
	■	■	■	■	Capital Raymond Collins School*
	■	■	■	■	Colin Powell Elementary School*
	■	■	■	■	Grant Elementary School*
	■	■	■	■	Hamilton Middle School
	■	■	■	■	Jordan HS
	■	■	■	■	Jordan HS AIMS
	■	■	■	■	Jordan HS Wrap Program
	■	■	■	■	McKinley Elementary School*

Stakeholders to add?

Website

PROVIDE INFORMATION TO A WIDER AUDIENCE

HOME PAGE:



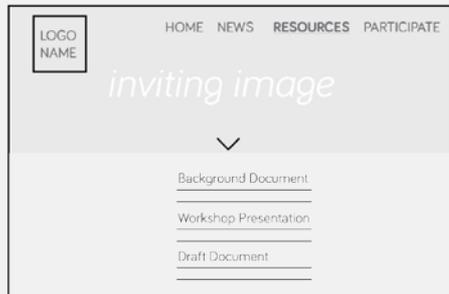
Home Page

Describes the project, announce events, and show the study corridors.

NEWS:



RESOURCES:



News / Resources

Showcases project-related news and links.

PARTICIPATE:



Invitation to Participate

Gives people a way to learn more and contact the project team.

Digital Outreach

USE SOCIAL MEDIA TO KEEP PEOPLE UP TO DATE

LB City

-  <https://www.facebook.com/CityofLongBeachCA/>
- <https://www.facebook.com/LongBeachBuilds/>
- <https://www.facebook.com/LBHealthDept/>
- <https://www.facebook.com/LongBeachPD.CA/>
- <https://www.facebook.com/LBEconDev>

-  <https://twitter.com/LongBeachCity>
- <https://twitter.com/LongBeachBuilds>
- <https://twitter.com/LBHealthDept>
- <https://twitter.com/LBPD>
- <https://twitter.com/LBEconDev>

-  <https://www.instagram.com/cityoflongbeachca/>
- <https://www.instagram.com/longbeachpd.ca/>
- <https://www.instagram.com/lbpublicworks/>

Uptown BID

-  <https://www.facebook.com/uptown.renaissance>
-  <https://twitter.com/uptownbizlb>

Long Beach Local News

-  <https://www.facebook.com/LongBeachLocalNews>
-  <https://twitter.com/LBlocalnews>
-  www.instagram.com/longbeachlocalnews/

Longbeachize

-  <https://www.facebook.com/longbeachize/>
-  <https://twitter.com/longbeachize>
-  www.instagram.com/longbeachize



Other news sources?

Other handles?

Key websites for the neighborhood?

THANK YOU!



PROJECT CONTACT

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NEXT STEPS

Dates for Next Meeting / Walking Tour

Planning Regulations & Documents Review

Existing Conditions Report

Parking & Infrastructure Studies to inform Zoning Analysis