



Zone In: City Core – Central Long Beach Rezoning

Planning Commission Hearing – August 1, 2024

Application No. 2107-03 (ZCHG24-002)

Project Overview

Project Components

Rezone Select Properties

- Rezone select properties along major corridors including Pacific Coast Highway (CA-1), Anaheim Street, 10th Street, Magnolia Avenue, Pacific Avenue, Pine Avenue, Atlantic Avenue, Los Alamitos Avenue, Orange Avenue, Cherry Avenue, Redondo Avenue, and Outer Traffic Circle, within the 90806, 90813, 90804, and 90815-zip codes.

Receive and File policy recommendations for mobility and parking, anti-displacement and other equity considerations

- Receive and file the Residential Anti-Displacement Memo, Commercial Anti-Displacement Memo, and Mobility and Parking Options Report to inform additional policies the City can adopt to prevent displacement of existing community members, increase and improve mobility options to decrease car reliance, and foster greater rootedness and decision-making from existing residents and stakeholders

What is Zone In: City Core?



Zone In is a **systematic** effort to **update the zoning** regulations to implement the 2019 General Plan Land Use Element. The City has several major rezoning efforts underway: UPLAN in North Long Beach, City Core in Central Long Beach, Zone In: Bixby in Bixby Knolls and Zone In: Phase 4. All of these efforts seek to accommodate housing needs and improve access to commercial uses.

City Core Deliverable

A set of new **zoning recommendations** that aim to accommodate housing needs, improve access to desired commercial uses, encourage pedestrian-friendly design, improve the quality and safety of streets through design and active uses, and encourage the use of multimodal transportation.

City Core Outcome

An **evolving, engaged, and equitable** community where existing residents benefit from new investment, can remain rooted in their neighborhoods and have their core needs met locally.

Zone In: City Core Context

Project Timeline

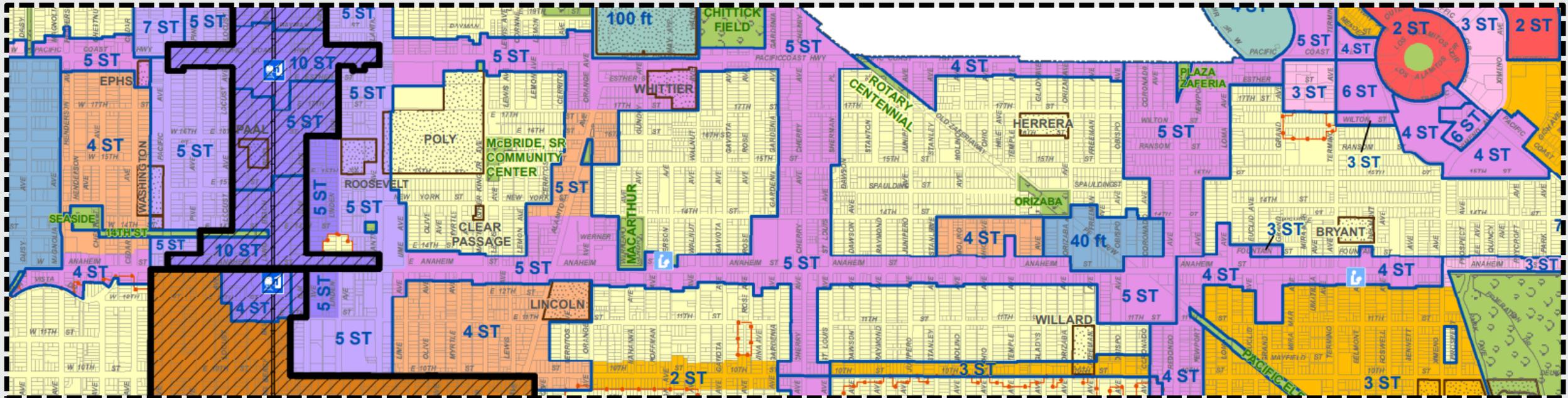
- **December 2021:** community grounding and daylong community tour kickoff event where attendees participated in a Jamboard activity to share knowledge, speak about the history of race, place, and land use/zoning impacts in Central Long Beach, and walking and bike tour of the project areas co-led by community leaders.
- **February-April 2022:** *Phase 1* consisted of community surveys, workshops, and 3 open houses regarding neighborhood priorities and goals centered around housing, community fabric, and transportation and how zoning and land use can be used as a tool of healing.
- **April 2022:** Advisory Committee formed of approximately 30 organizations and met three times from April-August 2022.
- **June-August 2022:** *Phase 2* focused on how to turn community priorities into policies and implementation measures via community-led engagement activities and events such as surveys (for residents, developers, and businesses), 3 open houses, and community conversations. A Leadership Academy created with the goals of building knowledge of urban planning, skills to liaise between residents and City government, and neighbor-to-neighbor relationships.
- **August-September 2022:** Focus groups were hosted virtually to fill in gaps and included community members who are historically underrepresented.

Zone In: City Core Context

Project Timeline

- **September-December 2022:** *Phase 3* centered on understanding community priorities for future redevelopment and crafting development standards for PlaceTypes and corresponding zones. The relevant PlaceTypes were reviewed, as were anti-displacement methods to keep residents and businesses in place. Outreach events included a walk audit, virtual open house, Leadership Circle Teach-In, and focused outreach with older adults (through Long Beach Aging Services Collaborative).
- **November 3, 2022:** Planning Commission Study Session held to provide preliminary findings and recap of City Core engagement process
- **May-June 2023:** Creation of City Core Policy Matrix, Mobility and Parking Options Guide, Anti-Displacement Memos for Commercial and Residential
- **March 8 to April 22, 2024:** Draft zones, transitional zoning code, and rezoning map available for public review and feedback over a 45-day period.
- **April 11, 2024:** Virtual community meeting for participants to get an overview of the proposed zoning code updates, rezonings and policy recommendations.

LUE PlaceType and Height Limits Map



 NSC-M, Neighborhood Serving Center or Corridor Moderate Density

 MFR-M, Multiple Family Residential Moderate Density

 MFR-L, Multiple Family Residential Low Density

 TOD-L, Transit-Oriented Development Low Density

Proposed Rezoning

General Plan PlaceTypes and Corresponding Zones:

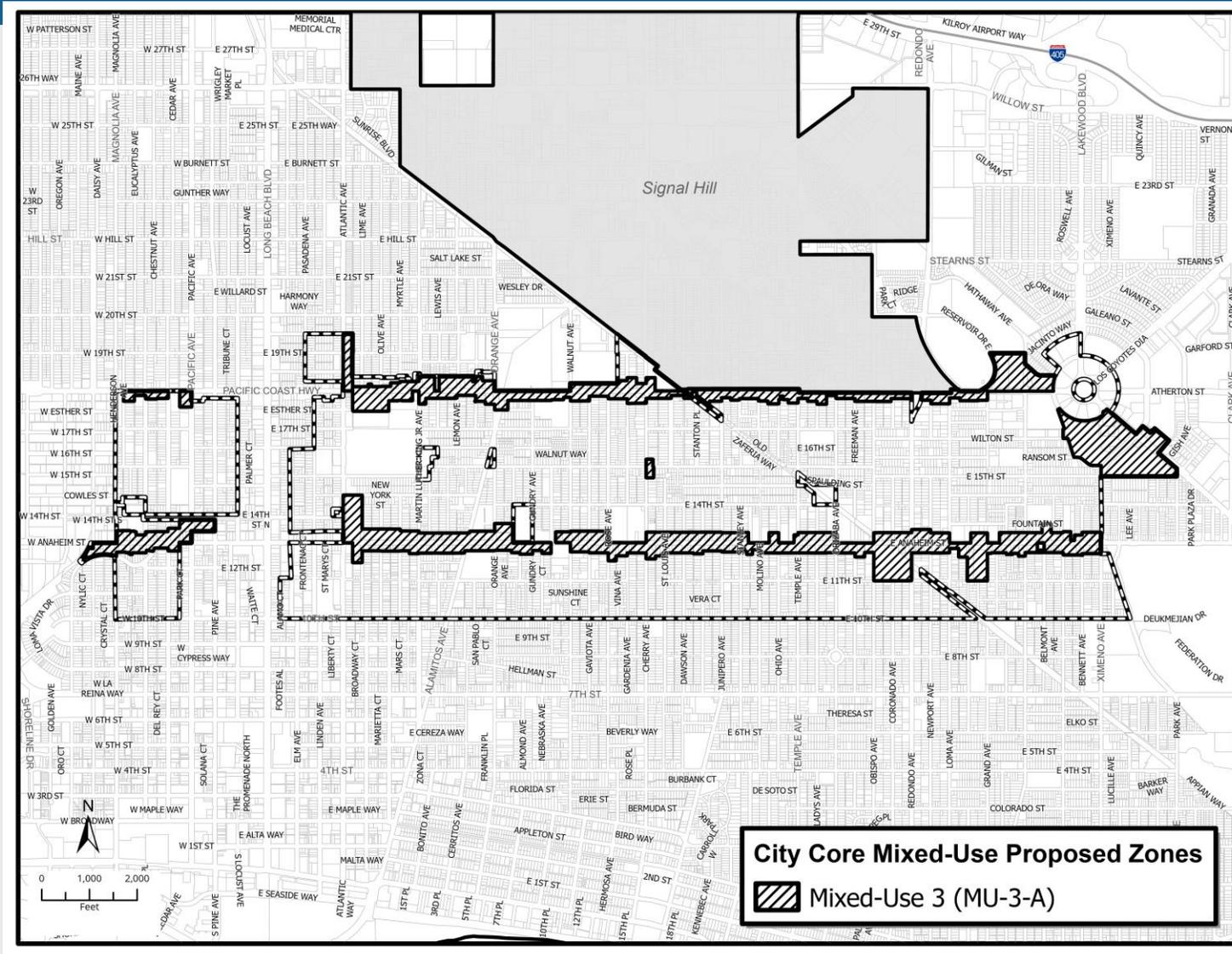
PlaceType	Proposed Zone
Multiple Family Residential – Low Density (MFR-L)	Multiple Family Residential – Low Density (MFR-L)
Multiple Family Residential – Moderate Density (MFR-M)	Multiple Family Residential – Moderate Density (MFR-M)
Neighborhood Serving Center or Corridor – Moderate Density (NSC-M)	Mixed Use 3 (MU-3-A), Residential Mixed Use 4 (RMU-4-A)
Transit-Oriented Development – Low Density (TOD-L)	Mixed Use 3 (MU-3-A), Residential Mixed Use 4 (RMU-4-A)



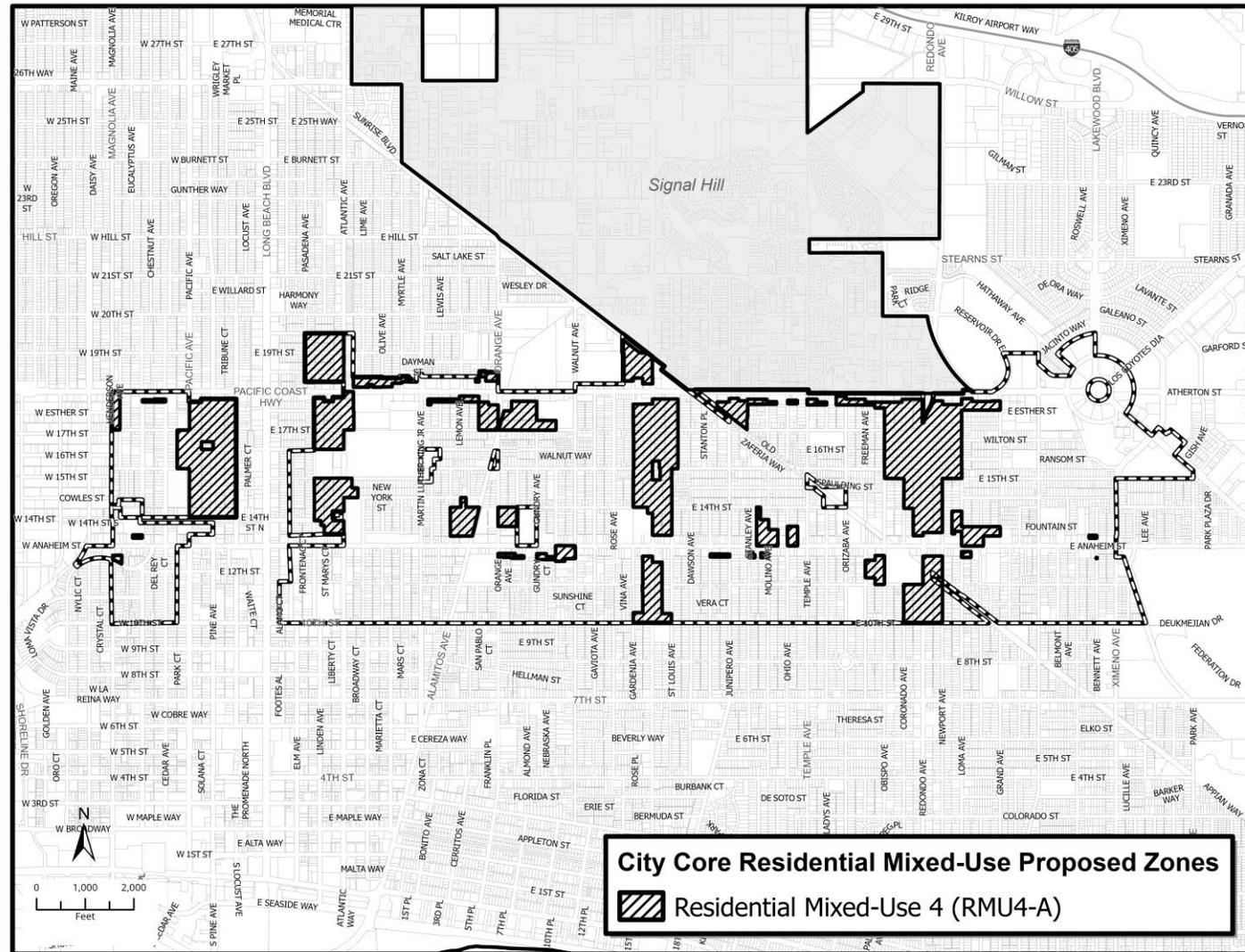
Proposed Zones

- **Multi-Family Residential - Low (MFR-L)**
 - Duplex, triples and garden apartment housing
 - Limited office, essential retail, and food services under 3,000 square feet allowed
- **Multi-Family Residential - Medium (MFR-M)**
 - Allowances for neighborhood serving, low-intensity commercial uses
 - Office, essential retail, and food services under 3,000 square feet will be allowed
- **Mixed Use 3 (MU-3-A)**
 - Neighborhood activity centers in proximity to bus routes and multi-modal high-activity corridors
- **Residential Mixed Use 4 (RMU-4-A)**
 - Permit higher density uses to already established multi-family areas
 - Increase housing opportunities and introduce neighborhood-serving uses in proximity to residents to foster complete neighborhoods

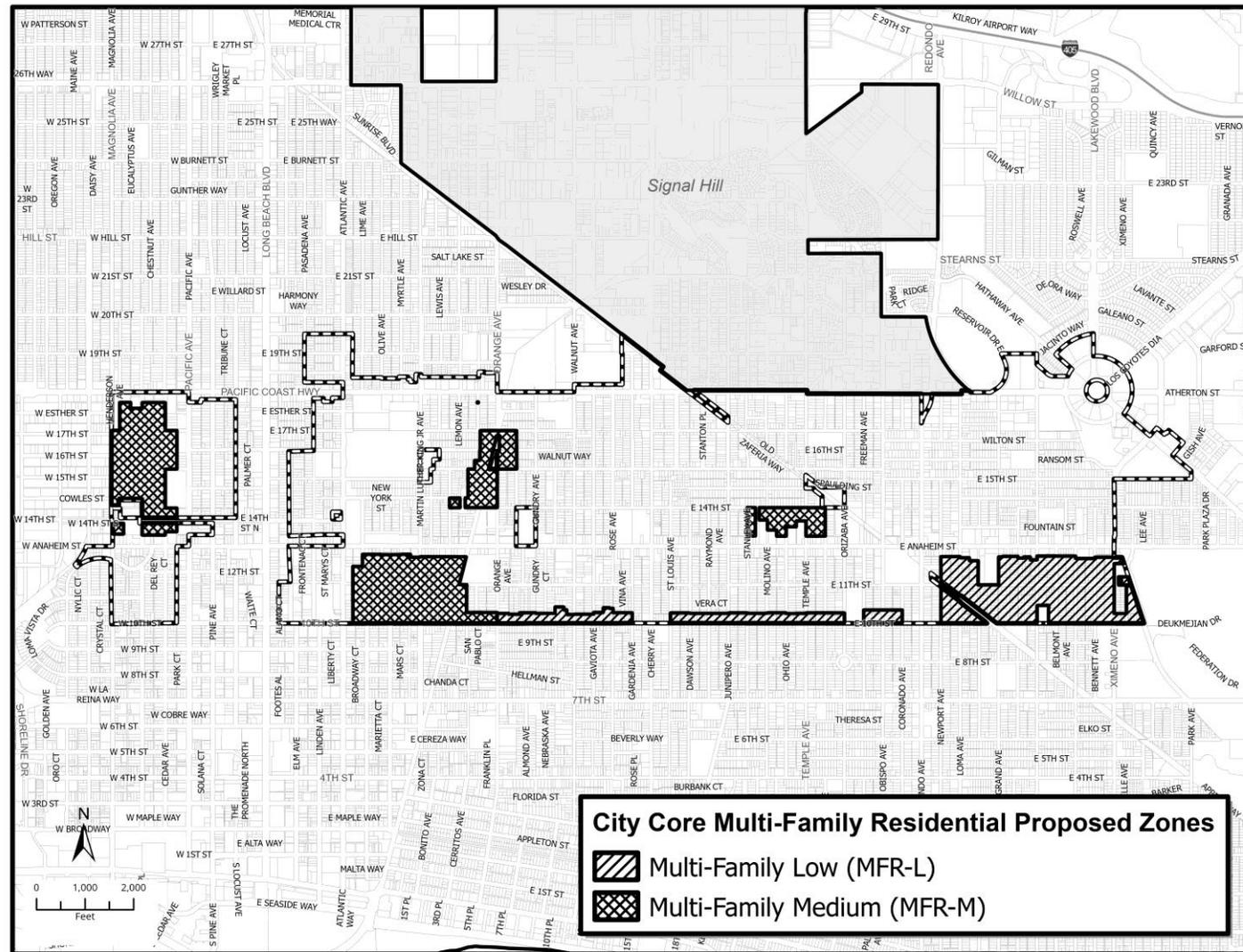
Proposed Zone Changes– MU-3-A Rezoning Proposal



Proposed Zone Changes: RMU-4-A Rezoning Proposal



Proposed Zone Changes: MFR-L and MFR-M Rezoning Proposals



City Core Process

- **Community and Stakeholder-Driven Updates:** proposals based on community input and extensive outreach to support complete neighborhoods that provide daily needs, goods, and services and a range of housing options.
 - Encouragement of desired uses:
 - Affordable housing, pedestrian safety, mobility options, open space, ground floor community and commercial spaces
 - Prohibition of identified nuisance uses:
 - Liquor stores, dispensaries, fast food restaurants, drive-thru's in any uses, and motel
- **Capacity-building for Community Leaders:** Project activities focused on reaching marginalized communities and building the capacity of the area's residents to identify and advocate for the particular needs of the project area beyond the Zone In process

City Core Process

Policy Recommendations

Zone In: City Core Mobility and Parking Options

- Transit recommendations and partnership opportunities with LE Transit and other providers
- Street improvements to facilitate active transportation and help achieve Vision Zero goals
- Parking solutions that recognize the current car-centric environment and residents' existing mobility needs

zonein
An Inclusive Vision for the City Core (ACZIP)

Mobility and Parking Options

A Community Guide for Planning for the Future of Neighborhood Public Transit, Parking Regulations and Safe Streets

MAY 2023

Shared Parking

Public parking signs are shown with an upward arrow and the text "EVENINGS & WEEKENDS".

Shared parking allows different land uses and users to share a common pool of parking spaces, because different users need parking spaces at different times of day. Residential parking is needed most at night, while offices and shops need parking during the day. Restaurants need the most parking at lunch and dinnertime. By facilitating a shared parking program, a community can increase the efficiency of existing parking, by opening up parking to more users across more times of day. This can substantially reduce the number of parking spaces needed compared with each use building its own dedicated parking.

EXAMPLES OF COMPLEMENTARY SHARED PARKING CONCEPTS

- Community Parking Programs
- "Park Once" Districts
- Mobile App to Help Users Share Driveway Space



Transit priority lanes dedicate a lane on a roadway to buses and other transit vehicles, reducing the amount of time buses spend waiting in traffic. These lanes can save travel time for transit riders and allow buses to be more reliable and on-time.



Enhanced bus stop amenities include shelters, seating, dedicated lighting, area maps and information, and boarding islands extended into the street. These features make waiting for the bus more comfortable and safer for riders. Bus stop amenities can be kid-friendly, providing learning and play opportunities while families wait for the bus, as shown in the images above.

Microtransit is a shared-ride service that allows riders to schedule a trip and select their own pick up and drop off location, similar to Uber, but on a small micro-bus. This type of service can be more convenient and comfortable for riders, because they can be picked up and dropped off where they need it. It can be particularly convenient during periods where transit service is infrequent such as late evenings.

Microtransit services have

Greater Walkability

Lighting is vital to creating a walkable space by making pedestrians more visible to motorists. This increases the safety and comfort of walkers using the space.

Street trees provide shade for pedestrians, helping to make walking and waiting for transit a more comfortable experience.



Wider sidewalks create more space for people walking. Curb extensions enhance pedestrian safety by increasing visibility to motorists and reducing the road distance that pedestrians need to cross.



Enhanced crossings improve safety by utilizing activated warning lights to increase motorists' awareness of the pedestrian crossing the roadway. They may also include a protected space, or island, in the middle of wider roads like Anaheim Street to allow pedestrians to have a safe place to wait before continuing to cross the street.

Policy Recommendations

Zone In: City Core Commercial Anti-Displacement Memo

- Developed in response to community concerns about small business commercial displacement within the City Core area due to rapid commercial changes and displacement of longstanding businesses and cultural institutions

This memo is organized into the following sections:

- **Long Beach Policy Context:** Discussion of existing Citywide goals, policies, and strategic planning documents that are related to commercial uses
- **Commercial Anti-Displacement Programs and Strategies:** Review of commercial anti-displacement programs and strategies with applicability to the City, with a selection of detailed strategy profiles. Although the programs and strategies outlined in this memo do not represent an exhaustive list of commercial anti-displacement ideas and may sometimes overlap in their overall goals and intentions, this memo organizes them into five broad strategy categories. While most of these strategies can generally be considered economic development tools, this memo also specifically identifies policies that fall within the realm of local planning and zoning.

Defining Commercial Displacement and Key Issues

The following definitions of commercial displacement are used throughout this memo to contextualize key issues for small neighborhood businesses in the City Core area:

- **Direct commercial displacement** occurs when a business is involuntarily pushed out or no longer able to operate as a business due to property redevelopment, eviction or harassment, or rising operating costs such as rent increases.
- **Indirect commercial displacement** occurs when the business' customer base can no longer sustain the business' operating costs—sometimes due to their own residential displacement. The inability of would-be local businesses to afford start-up costs or commercial rents in their own communities is also considered an exclusionary form of indirect commercial displacement.

Policy Recommendations

Zone In: City Core Residential Anti-Displacement Memo

- Produced in response to community feedback regarding concerns of ongoing and potential negative impacts of displacement in the City Core area
- Supports actions and policies in the 6th Cycle Housing Element certified by the State in 2022
- Reflects housing insecurity/cost and homelessness as the highest priority issue voiced by residents and stakeholders

Category	Policy Name	Literature Coverage Level	Potential to Prevent Displacement*	Market Type**	Implementation Scale	Timeframe to Prevent Displacement
Production	Housing Production	HIGH	HIGH+	Strong	Local, State	Long-term
Production	Inclusionary Zoning + Developer Incentives	MEDIUM	MEDIUM	Strong	Local, State	Long-term
Production	Accessory Dwelling Units	LOW	MEDIUM	Neutral	Local, State	Long-term
Production	Impact + Linkage Fees	MEDIUM	LOW	Strong	Local	Long-term
Production	Housing Overlay Zones	LOW	MEDIUM	Strong	Neighborhood, Local	Long-term
Production	Land Value Recapture	LOW	LOW	Strong	Local, State	Long-term
Preservation	Unsubsidized Affordable Housing	LOW	HIGH	Neutral	Local, State	Short-term
Preservation	Federally-Funded Housing Developments	MEDIUM	MEDIUM	N/A	Local, Federal	Short-term
Preservation	Housing Rehabilitation	MEDIUM	LOW	N/A	Local, State, Federal	Short-term
Preservation	Condominium Conversion Restrictions + Tenant Opportunity to Purchase	MEDIUM	MEDIUM	Strong	Local	Short-term
Preservation	Community Control of Land	LOW	HIGH	Neutral	Neighborhood, Local	Short-term
Neighborhood Stabilization	Rent Control	HIGH	MEDIUM	Strong	Local, State	Short-term
Neighborhood Stabilization	Community Benefits Agreements	MEDIUM	LOW	Strong	Neighborhood, Local, State	Long-term
Neighborhood Stabilization	Rental Assistance Programs	MEDIUM	HIGH	Neutral	Local	Short-term
Neighborhood Stabilization	Foreclosure Assistance	MEDIUM	HIGH	Neutral	Local, State, Federal	Short-term
Neighborhood Stabilization	Tenant Right to Counsel	MEDIUM	HIGH	Strong	Local	Short-term
Neighborhood Stabilization	"Just Cause" Evictions	MEDIUM	HIGH	Strong	Local	Short-term

Recommended Actions

Staff Recommendation

Recommend to request City Council:

- Adopt and certify the Project Environmental Impact Report Addendum, (EIRA-03-24; SCH#2015051054);
- Approve Zone Changes (ZCHG24-002) to adopt the Multi-Family Residential—Low (MFR-L), Multi-Family Residential—Medium (MFR-M), Mixed Use 3 (MU-3-A), and the Residential Mixed Use 4 (RMU-4-A) zoning districts along major corridors including Pacific Coast Highway (CA-1), Anaheim Street, 10th Street, Magnolia Avenue, Pacific Avenue, Pine Avenue, Atlantic Avenue, Los Alamitos Avenue, Orange Avenue, Cherry Avenue, Redondo Avenue, and Outer Traffic Circle, within the 90806, 90813, and 90815-zip codes.
- Receive and File the Residential Anti-Displacement Memo, Commercial Anti-Displacement Memo, and Mobility and Parking Options Report.



Thank you

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