



<b>Date:</b> September 22, 2025	
<b>To:</b> Christian Turner, AICP	<b>Organization:</b> City of Long Beach Community Development Department
<b>From:</b> Rachel Hollander, AICP	<b>Title:</b> Senior Planner
<b>Project Name:</b> Long Beach Enhanced Density Bonus Policy Update	<b>Project Number:</b> 1471-06-PP25
<b>Topic:</b> Westside Fest Popup Outreach Summary	

## Introduction

The purpose of this memorandum is to provide a general summary of the feedback received at the Westside Fest Popup Outreach Event hosted by the City of Long Beach Community Development Department (City) and RRM Design Group (RRM) on September 13, 2025. RRM collaborated with City Staff to inform the public about the efforts underway, solicit input from attendees regarding their priorities, and respond to questions from attendees about the update. During the popup outreach event, our team also informed interested community members about upcoming public engagement events, such as the first Community Workshop, which will be held on September 25, 2025. In general, the event was well attended and the team received quality feedback that will be used to inform the writing of the Updated Enhanced Density Bonus Ordinance (EDB).





*RRM Team Member Explaining the Interactive Map Board to Community Members.*



*Community Member Asking Questions While Reading the Informational Board.*



## Interactive Boards and Materials

Prior to the Westside Fest Popup Outreach Event, the team assembled a series of boards to assist in relaying information about the upcoming work effort to interested attendees as well as asking relevant questions related to the work effort.

Overall, there were three boards:

- (1) Informational Board;
- (2) Interactive Map Board; and
- (3) Interactive Question Board.

The general informational board outlined background information on the existing Enhanced Density Bonus Ordinance and described the purpose of updating the existing ordinance. Additionally, the informational board outlined the work effort timeline and defined how the effort aligned with City housing goals. The interactive map board asked attendees, “Where in the City do you think new housing could be added to support affordability and community needs?”. Alternatively, the interactive question board asked attendees, “As the City updates its EDB Ordinance, what should be the top priorities—affordable units, neighborhood compatibility, access to transit, or something else?”.

In addition to the display boards, the booth featured flyers for Community Workshop #1 to help generate interest in the upcoming event. A summary of the informational board was also provided as a handout for attendees to take with them.



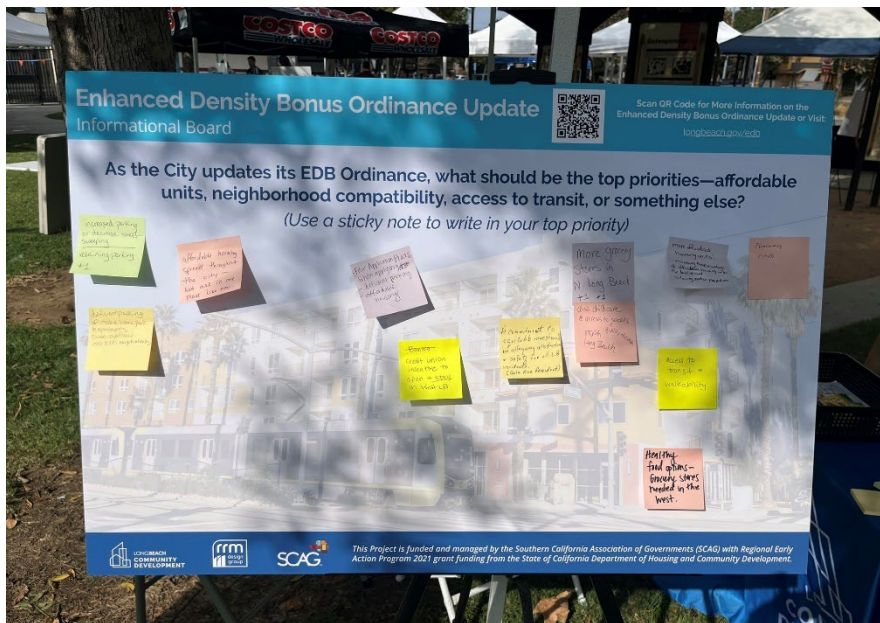
*Community Member Placing Response on Interactive Question Board.*





***Interactive Question Activity Board Responses – “As the City updates its EDB Ordinance, what should be the top priorities—affordable units, neighborhood compatibility, access to transit, or something else”:***

- Increased parking or decreased street sweeping; retaining parking.
- Deficient parking of mobile home parking and apartments cause overflow into FCN neighborhoods.
- Affordable housing spread throughout the City – Not all in one place like now.
- Fair application process when applying; Deficient parking; Affordable housing.
- Credit union incentive to open and stay in West Long Beach.
- A commitment to equitable investment in alleyway infrastructure and safety for all Long Beach residents (Gale Ave Resident).
- More grocery stores in North Long Beach.
- Also, childcare and access to schools (quality education) in North Long Beach.
- More affordable housing units! Increasing the percentage of affordable housing units per development. Strong renter protections!
- Pharmacy; Clinics.



*Responses Added to the Interactive Question Board.*

## Attachments

1. Gallery of photos from September 13, 2025 Westside Fest event
2. Photos documenting results of interactive boards.



## Attachment 1



## Attachment 2

