



City Core Business Meeting

Dora Frietze-Armenta & Gopi Shah

August 26, 2024

Meeting Agenda

1. Housekeeping

- Translation, live stream and recording

2. Zone In Overview

- Community Outreach, Timeline and Feedback

3. What that means for your business

- Maps, Non-conformities, parking zoning code

4. Economic Development, Courtney Chatterson

5. Small Business Development Center, Brad Pollack



What is Zone In: City Core?



The **Zoning Code** guides the types of uses (such as commercial, residential, or industrial) allowed for any given piece of property, the required development standards (such as required parking and building height), and the process for reviewing and approving development projects.

City Core Rezoning

Aims 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 and businesses benefit from new investment, can remain rooted in their neighborhoods and have their core needs met locally.

Project Area



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
- **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.

Zone In: City Core Context

Community Outreach Timeline

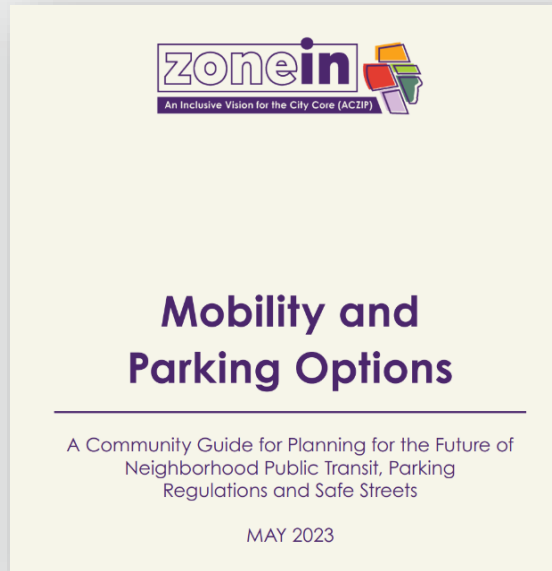


Zone In: City Core Community Feedback

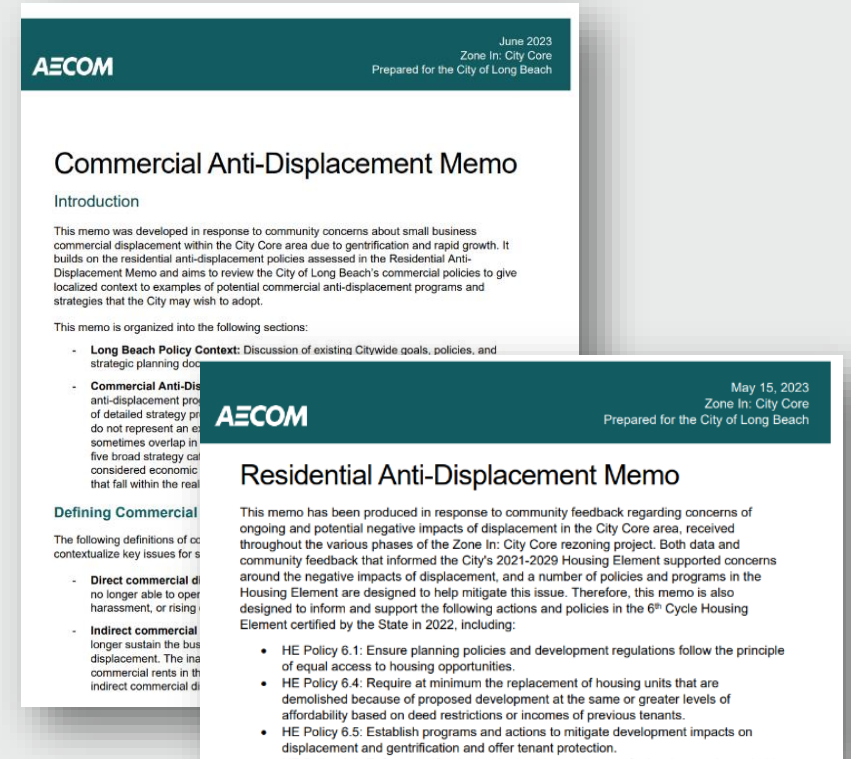
Policy Matrix

- Housing Affordability & Homelessness
- Safe, Clean Communities & Streets
- Livable Green Community & Vibrant Local Businesses

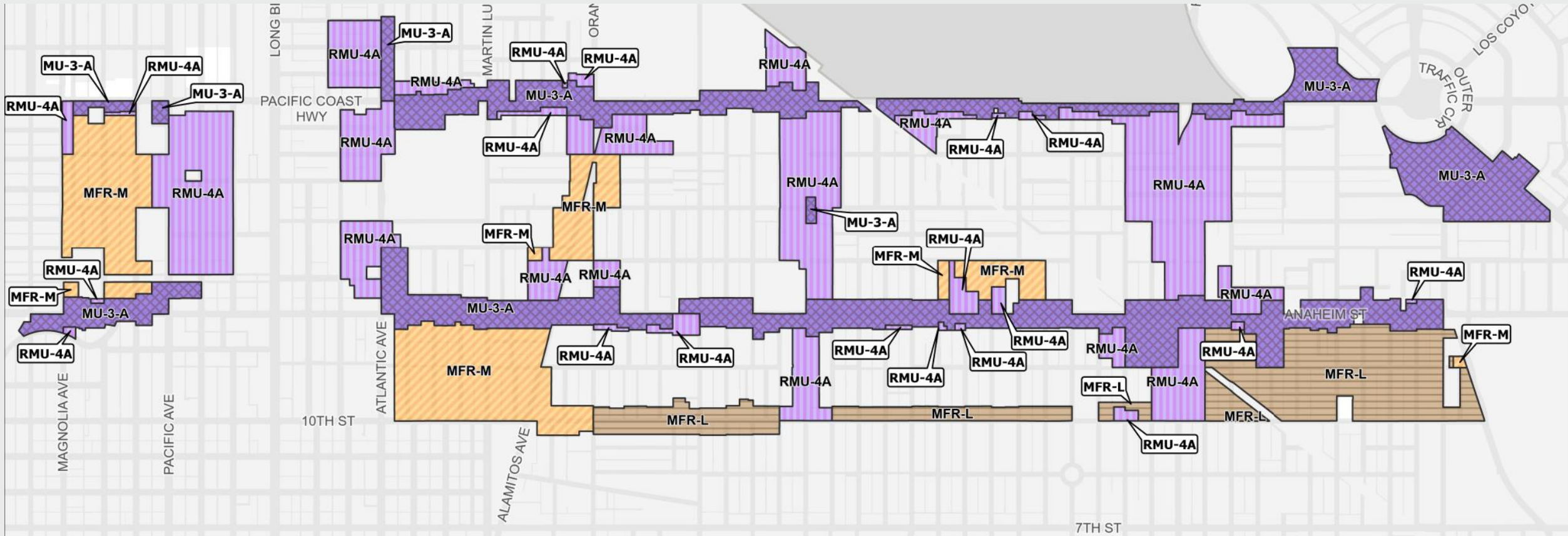
Mobility & Parking



Anti-Displacement



Corresponding Zones



MFR-L

Multi-Family Residential
– Low Density

MFR-M

Multi-Family Residential
– Moderate Density

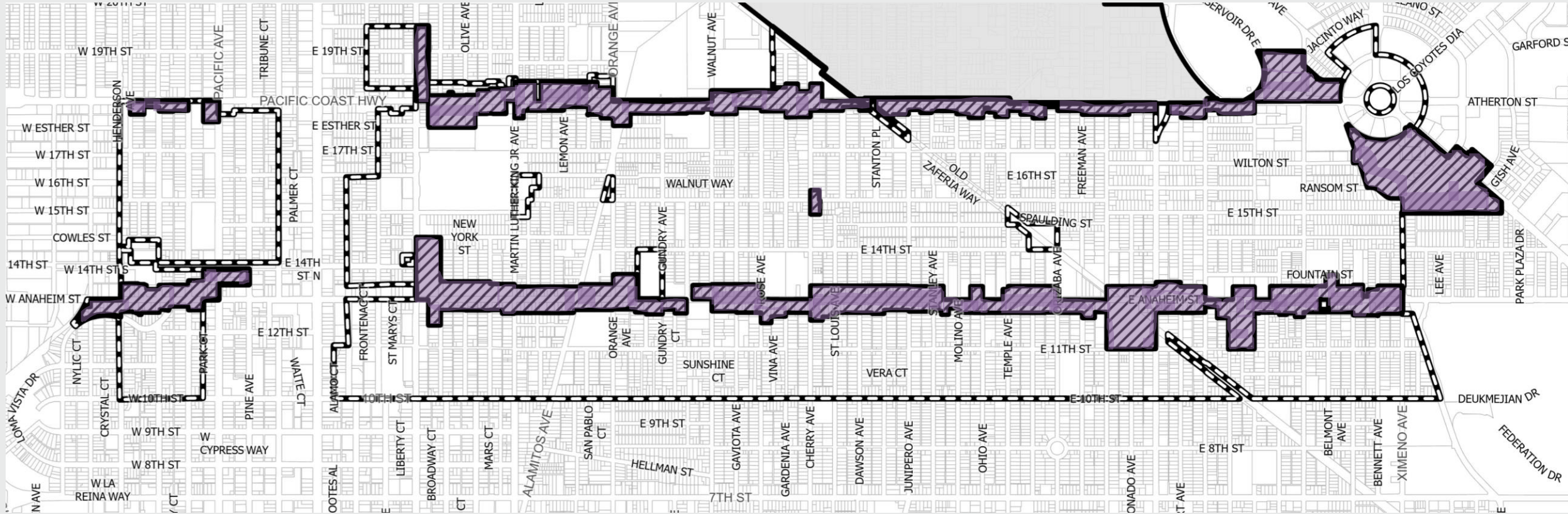
MU-3-A

Mixed Use 3

RMU-4A

Residential Mixed Use 4

Proposed Zone Changes– MU-3-A Rezoning Proposal



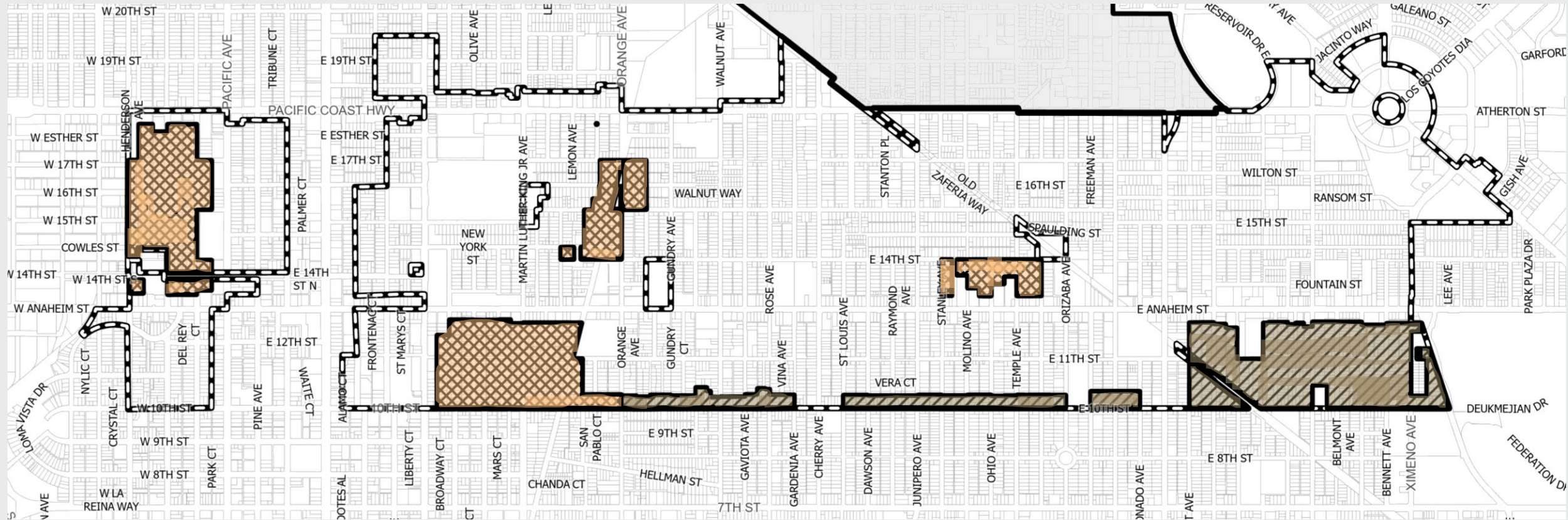
 Mixed-Use 3 (MU-3-A)



Proposed Zone Changes: RMU-4-A Rezoning Proposal



Residential Mixed-Use 4 (RMU4-A)

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



-  Multi-Family Low (MFR-L)
-  Multi-Family Medium (MFR-M)

What Does This Mean for a Small Business

| License Type | Permitted Uses |
|--|---|
| Barber/Beauty Salon | Permitted under 3,000 sq ft in MFR-M, Administrative Use Permit in MFR-L Permitted under 4,500 sq ft in RMU Permitted under 9,000 sq ft in MU/RMU |
| Food Retail Store (with and without alcohol) | Permitted under 3,000 sq ft in MFR-M, Administrative Use Permit in MFR-L Permitted under 9,000 sq ft in MU/RMU Permitted over 9,000 sq ft in MU |
| Laundromat | Requires an Administrative Use Permit in RMU and MU Not permitted in MFR |
| Motel | Not permitted in any proposed zone |
| Restaurant (with and without alcohol) | Permitted under 3,000 sq ft in MFR-M, Administrative Use Permit in MFR-L Permitted in MU/RMU *Ready to Eat without drive through requires an Administrative Use Permit in RMU, permitted in MU. Drive throughs not permitted. |
| Retail Sales | Permitted under 3,000 sq ft in MFR-M, Administrative Use Permit in MFR-L Permitted under 4,500 sq ft in RMU Permitted under 9,000 sq ft in MU/RMU |

What if the zone impacts my current use?

- **Municipal Code 21.27.050:** As long as you have a current business license and do not close up shop for 12 months+ or demolish your building, you can continue operating
- **Municipal Code 21.27.060:** If you want to expand your business, you will be required to apply for the proper permits. If your business is no longer allowed, you cannot expand.

Parking (Zoning Code Updates and AB2097)

- Remove Parking Minimums and Regulations
 - Allows greater flexibility, more access, and ability for certain businesses to open
- AB2097
 - No parking requirements around Metro A-Line and bus stations along Anaheim, Pacific Coast Highway, Cherry, and Atlantic



Thank you

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City of Long Beach Economic Development Business Support Resources

August 26, 2024

Business Development Bureau



Small Business Support



Small Business Loans:

Microenterprise Loan Program

- \$25,000 to \$100,000
- 5-10 year term
- Interest: Wall Street Journal prime rate + 1.5 percent

Grow Long Beach Fund

- \$100,000 to \$3 million
- 3 to 25 years
- Interest: based on current Wall Street Journal prime rate + 2.75 percent

Support from Small Business
Development Center at LBCC

Small Business Support

Small Business support Programs:

- Inclusive Business Navigators:
longbeach.gov/biznavigators
- Visual Improvement Program Grants:
longbeach.gov/smallbizgrants
- Local rewards program:
ShopLB.org
- Business Insights
Tool: longbeach.gov/businessinsights



Workforce Development

Pacific Gateway

Pacific Gateway Workforce Innovation Network (PGWIN), the City's workforce development agency connects businesses to the resources they need to find and retain qualified employees, as well as strengthen their organization. PGWIN serves Long Beach, Signal Hill, and the Los Angeles Harbor communities.

PGWIN's business services include:

- Recruitment and Hiring
- Work Experience Programs
- On-the-Job Training Program



Contact BizConnect@pacific-gateway.org

BizCare

- Business Support Hotline available Monday – Friday; 8:00AM – 5:00PM by phone (562) 570-4BIZ (4249) or email 4Biz@longbeach.gov
- Door to door outreach weekly to raise awareness of available services and resources
- Pop-ups held weekly in targeted locations to provide in-person business support
- BizCare can come to you! In-person appointments scheduled on request
- www.longbeach.gov/bizcare



Green Business Program


- The City of Long Beach Green Business Program conducts outreach to businesses and provides technical assistance to help businesses improve energy efficiency, reduce waste, save water, prevent pollution, and increase employee awareness of sustainability.
- In 2023, we certified 25 businesses



- 325,316 lbs. of GHGs
 - Equivalent to planting 506 acres of trees
- 235,809 lbs. of waste
 - Equivalent to 147 garbage trucks worth of diverted waste
- 1,076,438 gallons of water
 - Equivalent to 25,641 bathtubs of fresh drinking water
- 324,857 kWh of energy
 - Equivalent to powering 45 homes for an entire year

Small Business Support

Business Brief Newsletter



**City of Long Beach
Business Brief**


[Click here to view in your web browser](#)

Development Department's continuing to ensure you are getting the best business resources and news.

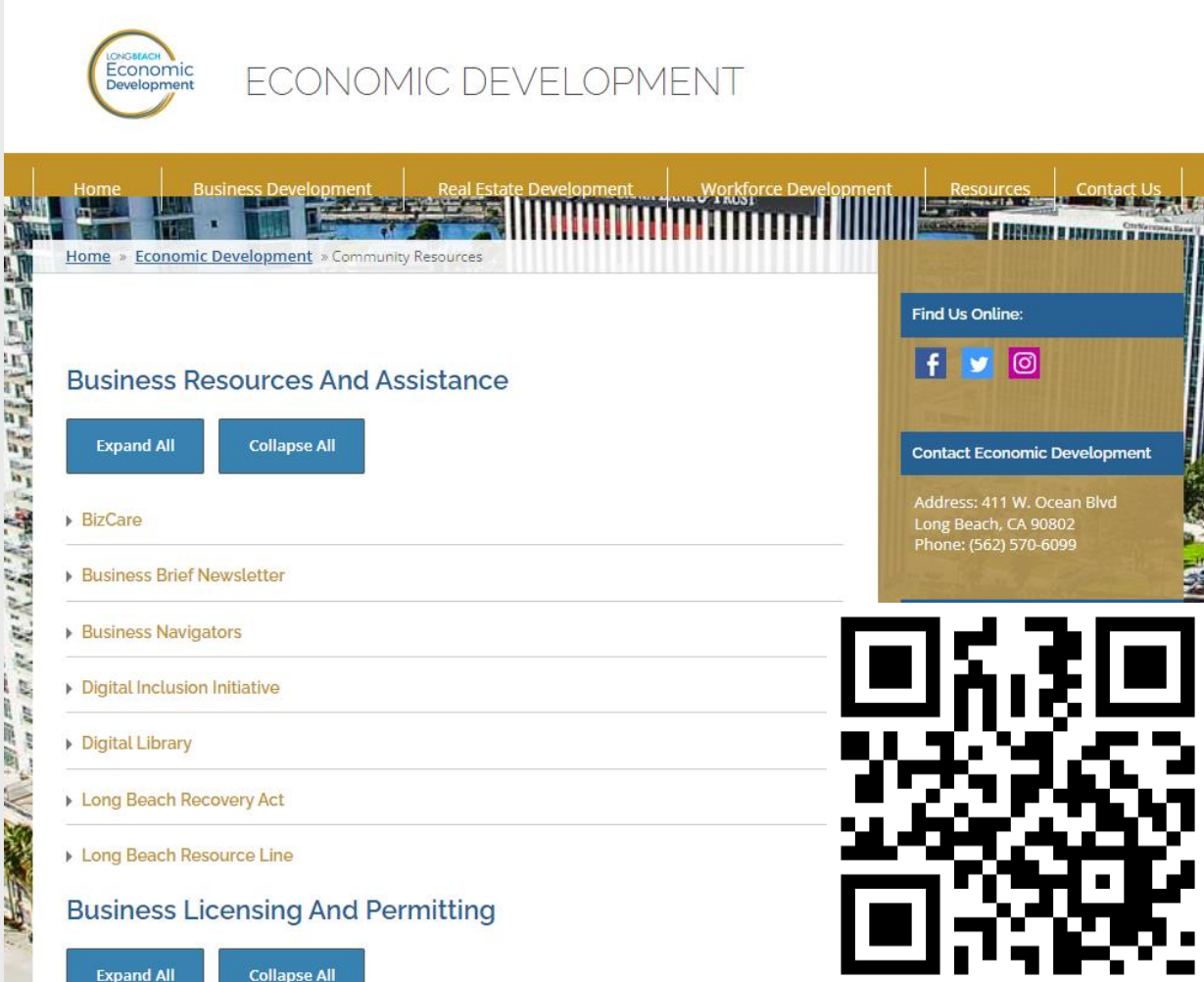
EN ESPAÑOL

New This Issue!

City of Long Beach to Launch Shop Long Beach Campaign to Encourage Shopping Local



Business Resource Page



LONG BEACH Economic Development ECONOMIC DEVELOPMENT

Home | Business Development | Real Estate Development | Workforce Development | Resources | Contact Us

Home » Economic Development » Community Resources

Business Resources And Assistance

[Expand All](#) [Collapse All](#)

- ▶ BizCare
- ▶ Business Brief Newsletter
- ▶ Business Navigators
- ▶ Digital Inclusion Initiative
- ▶ Digital Library
- ▶ Long Beach Recovery Act
- ▶ Long Beach Resource Line

Business Licensing And Permitting


[Expand All](#) [Collapse All](#)

Find Us Online:

[f](#) [t](#) [i](#)

Contact Economic Development

Address: 411 W. Ocean Blvd
Long Beach, CA 90802
Phone: (562) 570-6099





Thank you

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AMERICA'S SBDC CALIFORNIA
LOS ANGELES NETWORK

Hosted by: **LB**
LONG BEACH CITY COLLEGE

Helping  Small Businesses

Start, Grow, and Succeed



Long Beach Small Business Development Center

Thank you!

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