



Southeast Area (SEADIP) Specific Plan – FAQ's

City of Long Beach
Southeast Area Specific Plan project
Last Updated: 04-21-14

The Specific Plan

1. What is the project?

The Southeast Area (SEADIP) Specific Plan project is a vital effort to prepare a Specific Plan that reflects the community's desire to comprehensively address land use, design, transportation, resource conservation and infrastructure in a single document, which will replace the existing zoning and Planned Development (PD) overlay for the project area. Funding from a State of California Strategic Growth Council grant has made the project feasible at this time.

2. What areas are included in the project area?

The project is comprised of approximately 1,500 acres of land in the southeast area of Long Beach, which is generally bounded by Seventh Street, Marine Stadium and the Orange County border. The project area includes the stretch of Pacific Coast Highway from Bellflower Blvd. to 1st Ave. The existing project area is home to a diverse mix of land uses, including the Los Cerritos Wetlands, neighborhood shopping centers, industrial uses and established residential neighborhoods. The project area is also located in close proximity to California State University Long Beach and the Alamitos Bay waterfront.

3. What is a Specific Plan?

A specific plan is a planning tool used to guide the future of land use, mobility, and environmental features in an area. This specific plan effort will establish a community vision for the Southeast area of Long Beach and will identify proactive strategies to preserve wetlands resources while identifying areas for possible infill development, which could include redevelopment or reuse of existing non-residential sites. The specific plan will also evaluate and recommend a circulation system for pedestrians, bicyclists and transit users that responds to the area's unique location, geographic features, land uses and character valued by the community.

The Specific Plan will serve as the zoning for the site, replacing the existing Planned Development District (PD-1) and will include development standards (setbacks, densities, heights, buffers, etc.) and design guidelines to preserve and shape the community character including landscaping, architectural styles, and public spaces within the southeast area.

4. What topics will be addressed in the Specific Plan?

The Specific Plan will cover the topics listed below, which will be informed by community feedback received throughout the process.



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- **Land Use:** The desired future land use pattern for the area, including the distribution and location of the land uses (e.g., commercial, industrial, residential, open space), and identification of focus areas warranting special analysis or implementation strategies
- **Circulation/Transportation:** Creation of multi-modal system that balances all types of transportation (automobile, bus, bike, pedestrian) and supports the planned land use pattern
- **Community Facilities/Infrastructure:** An assessment water, wastewater, drainage and other essential systems needed to implement the Specific Plan
- **Natural Resource Conservation:** Policy guidance and implementation strategies to conserve and utilize the project area's natural resources, including Los Cerritos Wetlands
- **Design Guidelines:** Standards and criteria to guide and ensure future development meets the vision and goals of the Specific Plan
- **Implementation Plan:** A series of action items to be undertaken by the City or others to achieve the vision and objectives identified in the Plan. Implementation actions could include developing a program or tool, conducting an analysis, facilitation of meetings with agencies or groups, or constructing a physical improvement. A general timeframe for completion is identified for each implementation action to help prioritize where resources should be focused and when.

5. What is the relationship between this project and previous planning efforts in southeast Long Beach?

The original Southeast Area Development Improvement Plan (SEADIP) Planned Development District (PD-1) was created in 1977. Over the years, there have been minor edits or revisions to the PD. Most recently, there was a focused effort to evaluate and discuss the area in 2008, and in 2012 a new project was proposed for the Seaport Marina Hotel site, which did not conform to the provisions of PD-1 and resulted in a renewed interest from City Council to update the plan. The current effort is a completely new process that will be informed by new technical studies prepared by the consultant team over the next two years. The studies will provide contemporary information to the project team and decision makers, and the concepts and recommendations will be developed using the updated analyses.

6. How will the Specific Plan be prepared?

A consultant team made up of land use planning, environmental, and transportation experts and technical specialists will work with City staff to prepare the Specific Plan using a five-step process (see attached chart). By employing a variety of community



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engagement programs, input from the public will inform each step and help shape the Specific Plan.

7. Who is on the Project Team?

The project team is comprised of staff from the City's Department of Development Services and a consulting team, led by PlaceWorks (formerly The Planning Center | DCE), who specializes in land use and environmental planning. PlaceWorks serves as the prime consultant, managing and collaborating with a team of experts that will assist in the preparation of technical reports and provide specialized services for the project team. Additional consultants serving on the project team include:

- Katz and Associates – Facilitation and Outreach
- Fehr & Peers – Transportation Network and Traffic Modeling
- VCS – Wetlands delineation and habitat assessment
- Strategic Economics – Market Studies and Fiscal Analysis
- CityWorks Design – Urban Design Strategies and Design Guidelines
- Fuscoe – Hydrology, Geology, and Infrastructure Assessment

8. What is the schedule for completion of the Specific Plan?

The plan is scheduled for completion in Winter 2015. A general schedule of tasks can be found at www.lbds.info/seadip_update, and is a best effort to outline the process to arrive at a draft specific plan document. The attached schedule is subject to refinement or revision as needed as we work our way through the proposed work program to respond to community or project needs.

9. What is an Environmental Impact Report and why is it being prepared?

An Environmental Impact Report (EIR) is a comprehensive assessment of the environmental effects that could result from implementation of the proposed Specific Plan. It is being prepared in compliance with the California Environmental Quality Act. In addition to addressing potential impacts related to community concerns such as natural resources, air quality and traffic, the EIR will also identify mitigation to reduce or avoid significant impacts. Another important component is the alternatives analysis, which will examine additional planning scenarios that may have fewer impacts than the proposed Specific Plan.

10. Since the project area is located in the coastal zone, will the Long Beach Local Coastal Program (LCP) be affected by the project? What about other planning and zoning documents?

Amendments to the LCP are likely and will be included in the work program for the Specific Plan in addition to coordination with the California Coastal Commission. The Specific Plan provides an important opportunity to implement the City's General Plan



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policies, including those in the recently adopted city-wide Mobility Element. The planning process will also consider those policies currently under review in the Land Use Element Update, and the new land use policies for the Southeastern Area will be incorporated into the new Land Use Element for consistency.

Community Involvement

1. How will the community be involved in the project?

The City of Long Beach is committed to a comprehensive and inclusive planning process, guided by extensive community outreach and public participation. A variety of online and in-person outreach activities will be used to make public involvement accessible to as many community members and stakeholders as possible, including:

- Outreach booths in the community at key project milestones, to provide information and collect input
- Community workshops
- Long Beach Town Hall, an on-line forum to solicit input and feedback throughout the process
- Project website at www.LongBeach.gov
- Community Advisory Committee
- Informational materials
- Media outreach and social marketing
- City Council and Planning Commission briefings

As shown in the process chart (see Question 2 above), these activities will be synchronized with each of the planning steps.

2. I heard the City is using an online forum to obtain community input – where can I access the forum and how does it work?

The City of Long Beach is using an online forum, also known as Long Beach Open Town Hall, to provide online opportunities for the public to submit input. The Long Beach Open Town Hall is a fun, easy online discussion forum customized for community planning. Operated by Peak Democracy, the Long Beach Open Town Hall will host a variety of community discussions that utilize prioritization and rating activities, place-specific comments and surveys.

You can access the Long Beach Open Town Hall through the “Get Involved” tab on the Southeast Area (SEADIP) Specific Plan web page at www.lbds.info/seadip_update/. Simply click on the “Register Now with the Long Beach Town Hall Forum” link. Once on the Long Beach Open Town Hall web page, you can enter your email address to subscribe to forum notifications. In order to



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participate in the discussion by posting a statement, you will be asked for your name and home address. This confidential information is only used to differentiate input from local community members from input supplied by people in other areas.

3. How can I stay informed and updated?

Please visit the project website at www.lbds.info/seadip_update/ often for the latest project updates and announcements about public participation opportunities. If you would like to receive periodic updates directly via email, please subscribe to the Long Beach Town Hall by entering your email address in the “Subscribe” field at www.lbds.info/seadip_update/long_beach_town_hall.asp.

Community Advisory Committee

1. What is the Community Advisory Committee?

The Community Advisory Committee (CAC) is intended to serve as an important component of the public participation program for the development of Southeast Area (SEADIP) Specific Plan. CAC members will participate in a series of meetings to help shape the plan by providing informed and innovative input to the project team. The CAC process is intended to build knowledge, trust and understanding of the plan's purpose, process and potential effects.

The following mission statement has been established for the CAC: The mission of the Community Advisory Committee for the Southeast Area (SEADIP) Specific Plan is to provide perspectives and input to the project team to generate a project vision, identify issues and opportunities, and formulate planning alternatives and recommendations that will inform the Specific Plan, which will be forwarded to decision makers for consideration. The CAC's mission also includes encouraging the involvement of other community members in the public participation process and considering the community's input in discussions about the Specific Plan.

Each CAC member should be committed to representing the broader interests of the community and working collaboratively with fellow CAC members. Each CAC member should also be committed to discussing solutions that are responsive to multiple interests and needs. Communication with respective organizations and constituencies about the planning process is also anticipated. Members' time commitment will average 4-6 hours per month, with greater time demands in some months.

2. What is the process for selecting members of the Community Advisory Committee selected?

The City of Long Beach Director of Development Services will review the applications and establish the CAC roster, balancing the diversity of interests and perspectives in the project area. The intent is to achieve a committee that is



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generally comprised as follows, depending on the number and diversity of applications received:

- Residents and/or homeowner association representatives
- Business community
- Environmental and wetlands conservation organizations
- Commercial/industrial property owners and/or tenants
- Boating/marina organizations
- Community-based organizations, agencies and/or professional organizations not represented above