Topics for Today

Vision Statement Refresh

Zoning Update Purpose

Preliminary Zone Concepts

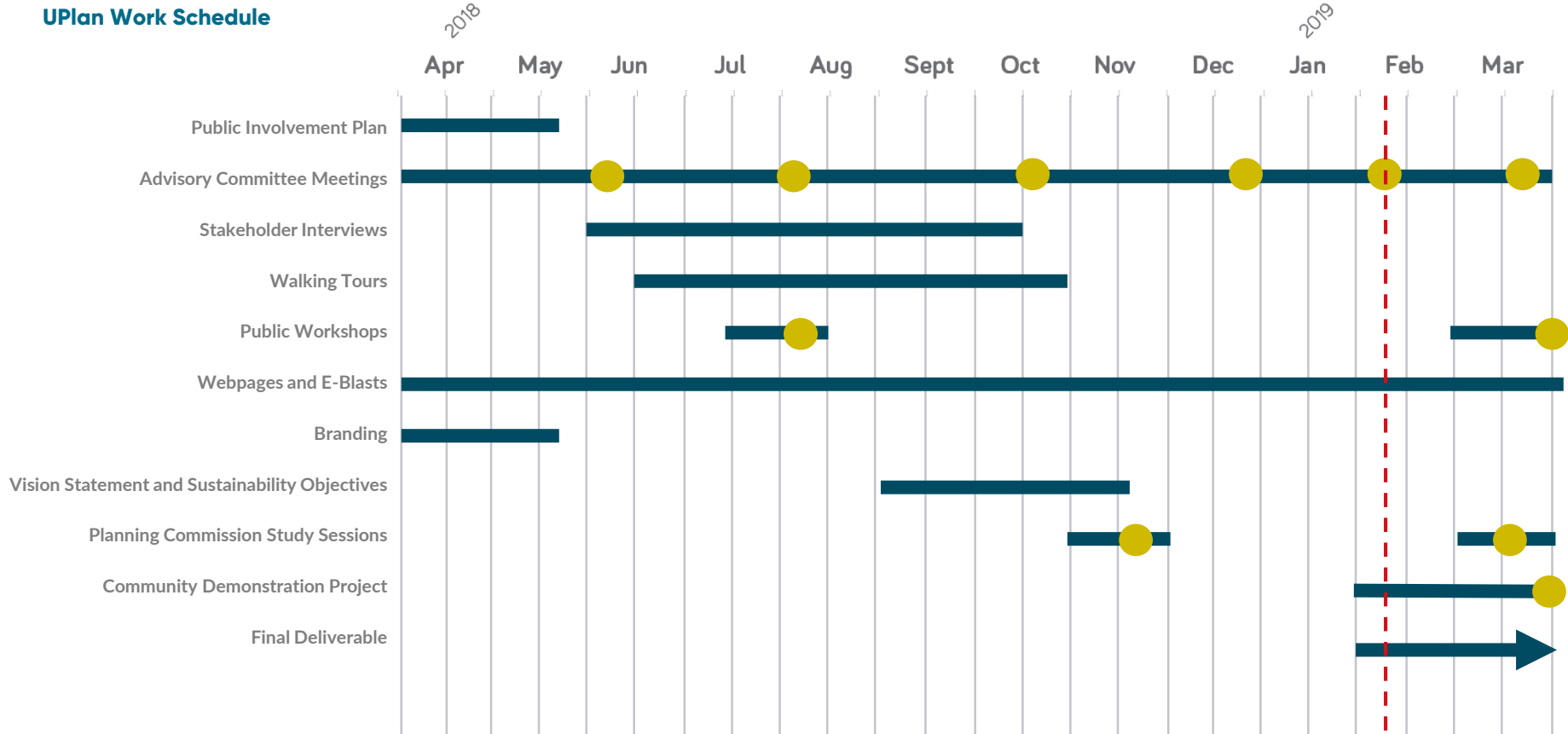**Next Steps: Demonstration Project Planning**

UPLAN

Uptown Planning, Land Use and Neighborhood Strategy

UPLAN is a collaborative effort between the City & the community to create a **new vision, economic strategies, active transportation improvements, & zoning to guide future development** in North Long Beach (Uptown)

Project Schedule

	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Public Involvement Plan												
Advisory Committee Meetings												
Stakeholder Interviews												
Walking Tours												
Public Workshops												
Webpages and E-Blasts												
Branding												
Vision Statement and Sustainability Objectives												
Planning Commission Study Sessions												
Community Demonstration Project												
Final Deliverable												

Team Goals & Deliverables

01 Review Existing Zoning Code

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

Community Vision Statement

We envision Uptown as an identifiable and inviting neighborhood, full of pride, with a range of community-serving destinations and hubs — a community that supports its residents and businesses, and creatively celebrates its existing and growing diversity.

Vision Supportive Zoning Tools

Vision components

Supportive zoning can...

Sustain a diverse & healthy community

- Allow / promote neighborhood services and uses
- Increase allowed housing types

Make it easier, safer, & more pleasant to walk

- Modify setback standards and frontage requirements

Activate & re-purpose spaces at the ground floor

- Make allowed uses more flexible
- Reduce minimum lot sizes to encourage development
- Modify parking approach

Why update zoning?

- Community needs and priorities have evolved

- Uses on corridors are not meeting community needs

- Existing zoning is single use (mixed-use not allowed)

- The new General Plan identifies mixed-use areas

- Market dynamics evolve

Existing Residential Zoning

R-1-N: Single Family Residential, Standard Lot
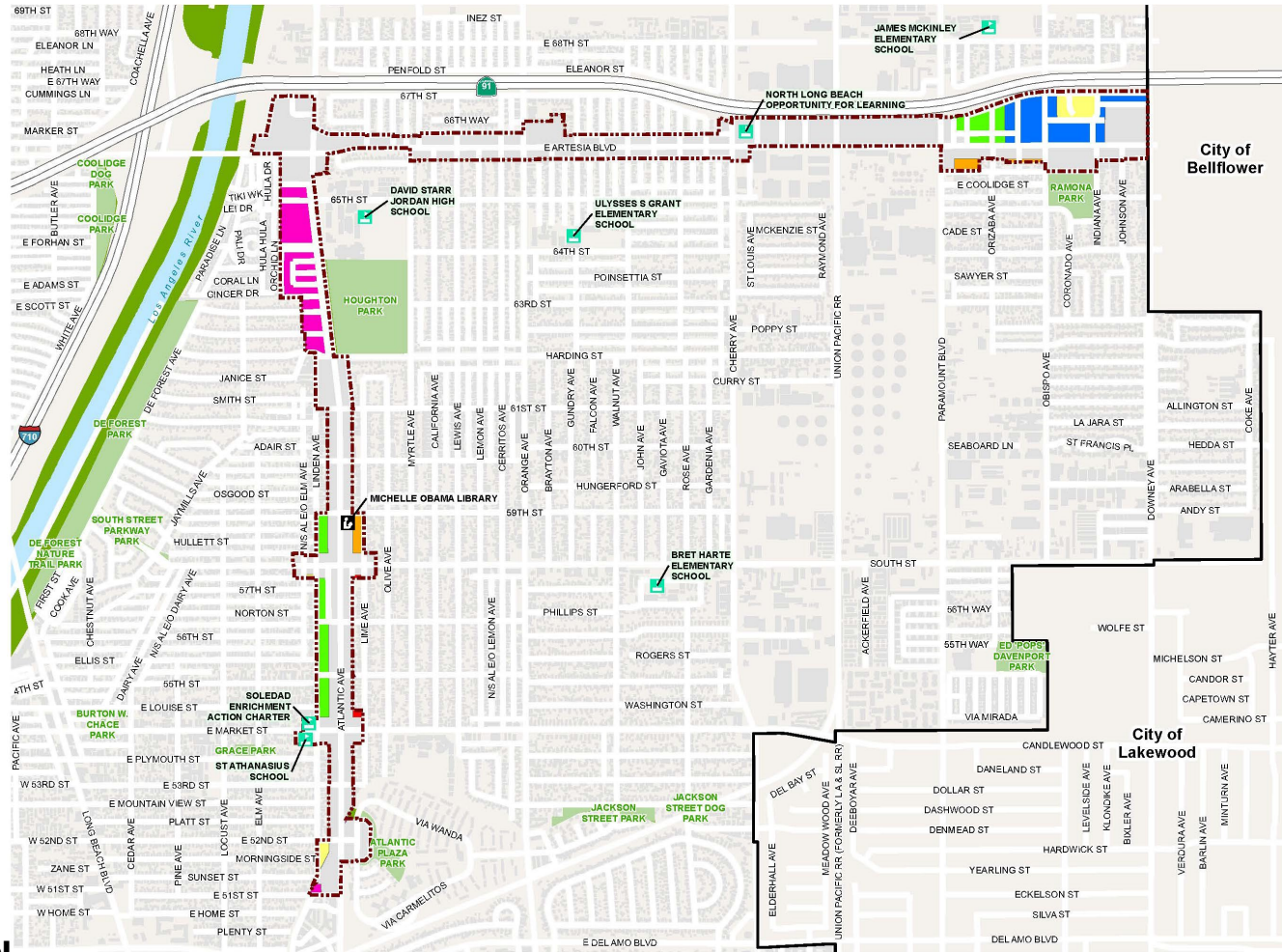
R-2-N: Two Family Residential, Standard Lot

R-3-S: Low-density Multi-family Residential, Small Lot

R-3-T: Multi-family Townhouse, Small Lot

R-4-N: Medium-density Multiple Residential

R-4-R: Moderate-density Multiple Residential

RM: Mobile homes, modular and manufactured residential

Existing Commercial & Industrial Zoning
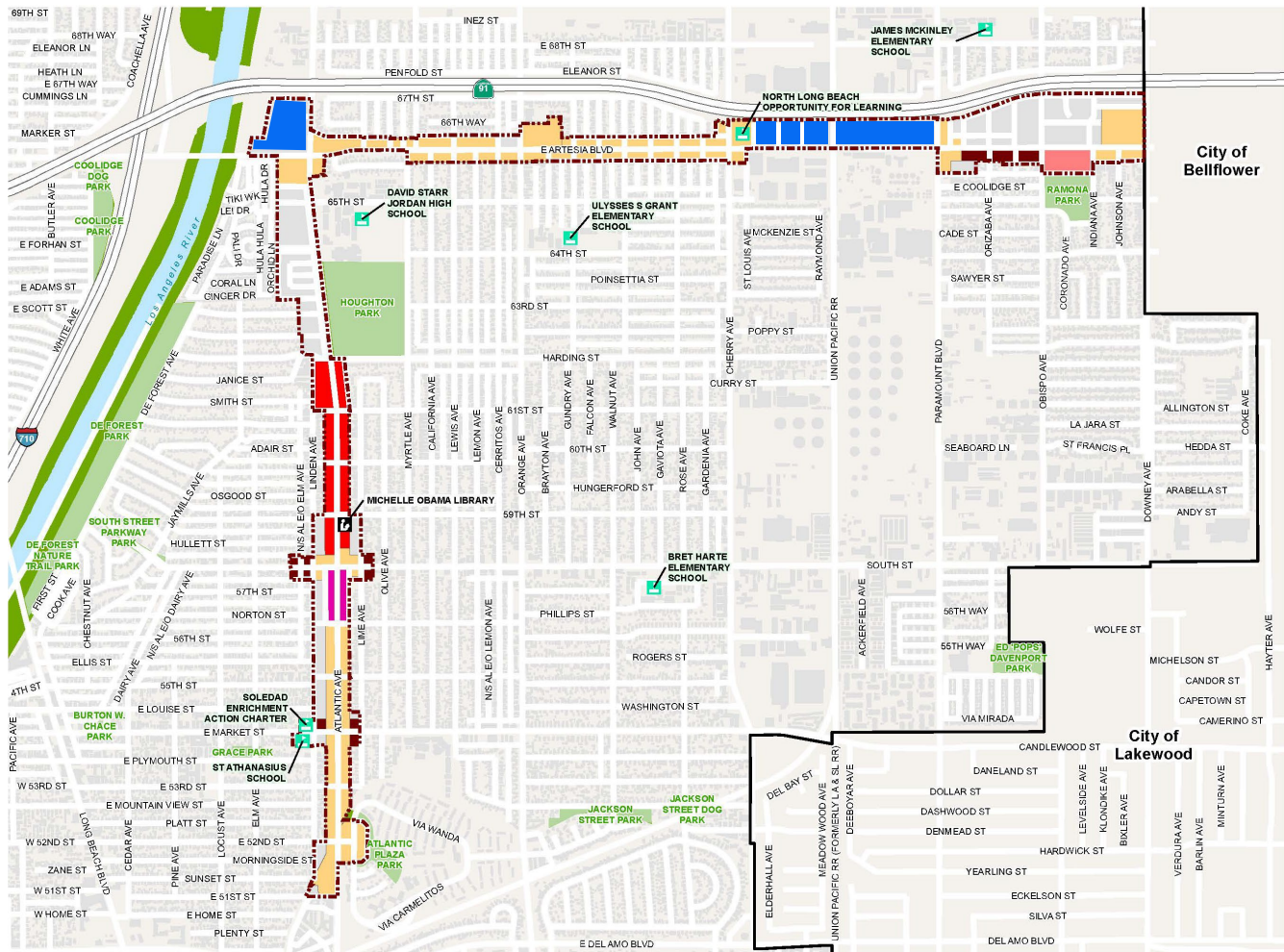

CCA: Community Commercial Automobile-Oriented

CCN: Community Commercial *Res. Permitted R-4-N

CNA: NBH Commercial Automobile-Oriented

CNP: NBH Pedestrian-Oriented Commercial

CNR: Neighborhood Commercial & Residential

IL / IM / IG: Industrial (Light, Medium, General)
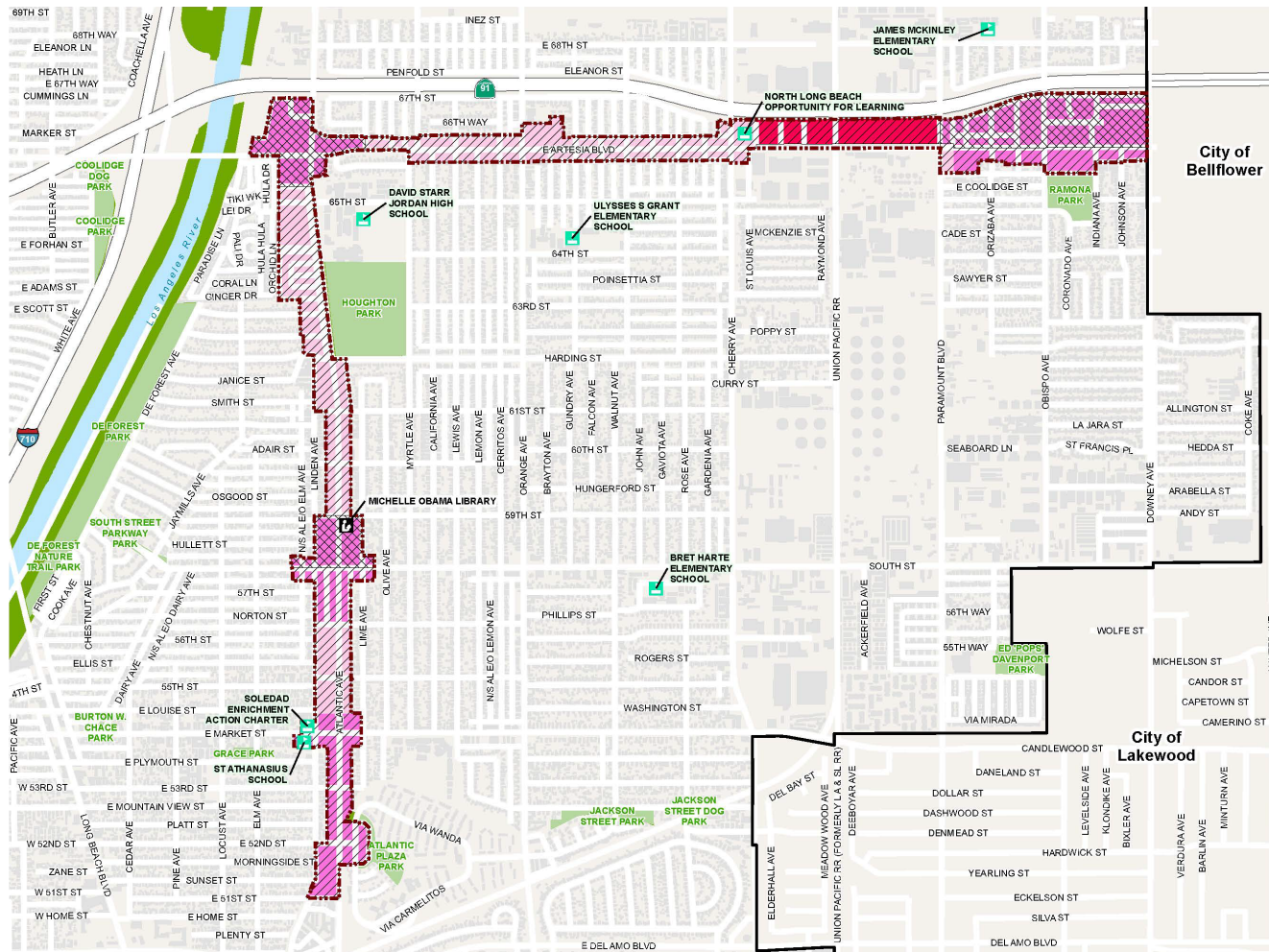
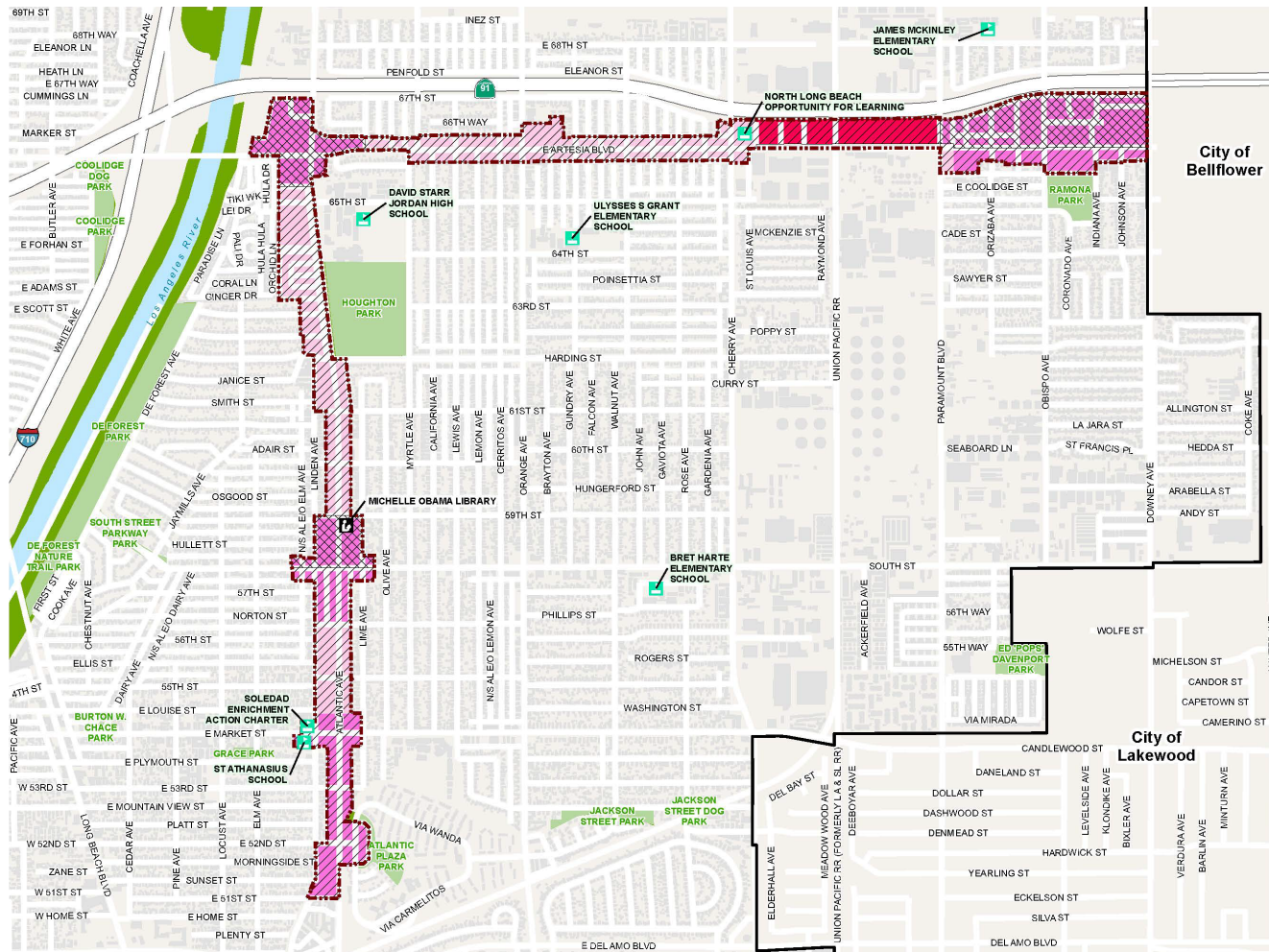# General Plan Placetypes

Legend:

- **CC: Community Commercial**
- **NSC-L: Neighborhood Serving Center or Corridor Low Density**
- **NSC-M: Neighborhood Serving Center or Corridor Moderate Density**
- **3 Story Buildings**
- **4 Story Buildings**

What We Heard

Pop-Up Workshop #1

I LIKE!	Count
OPEN SPACE	38
GROCERY STORE	36
LIVE-WORK	26
CIVIC BUILDING/ COMMUNITY USE	24
COURTYARD BUILDING	21
TOWN-HOUSE (2-3 STORIES)	18
DUPLEX/ TRIPLEX	17
ADAPTIVE REUSE	17
OFFICE BUILDING	15
MAIN STREET MIXED USE (2 STORIES)	14
RESIDENTIAL (3 STORIES)	14
RESIDENTIAL (4 STORIES)	14
MAIN STREET MIXED USE (3 STORIES)	13
MAIN STREET RETAIL	13
MAIN STREET MIXED USE (5 STORIES)	13
MAIN STREET MIXED USE (4 STORIES)	12
STRIP MALL	10
RESIDENTIAL (2 STORIES)	9
BIG BOX STORE	6
HOTEL	5
INDUSTRIAL/ WAREHOUSE	3

DON'T LIKE!	Count
OPEN SPACE	3
GROCERY STORE	5
LIVE-WORK	3
CIVIC BUILDING/ COMMUNITY USE	5
COURTYARD BUILDING	6
TOWN-HOUSE (2-3 STORIES)	8
DUPLEX/ TRIPLEX	6
ADAPTIVE REUSE	8
OFFICE BUILDING	10
MAIN STREET MIXED USE (2 STORIES)	5
RESIDENTIAL (3 STORIES)	8
RESIDENTIAL (4 STORIES)	12
MAIN STREET MIXED USE (3 STORIES)	8
MAIN STREET RETAIL	11
MAIN STREET MIXED USE (5 STORIES)	13
MAIN STREET MIXED USE (4 STORIES)	11
STRIP MALL	20
RESIDENTIAL (2 STORIES)	10
BIG BOX STORE	21
HOTEL	27
INDUSTRIAL/ WAREHOUSE	24

- Desire for neighborhood-serving uses
- Buildings with pedestrian-orientation
- Healthy living and civic focus
- Small to medium scale residential (e.g. duplex, triplex)

What We Heard

Walk Audits

- Reduce undesirable uses

- Aesthetic and façade improvements

- Scale of new development should be neighborhood appropriate

- Locally-serving businesses and uses

- Activation of vacant parcels

- Mixed-uses in nodes

- Enhancement of the existing residential areas

- Safety, lighting, mobility access & infrastructure improvements needed

Walk audit routes shown in red (above)

Preliminary Zoning Concepts

- Big ideas for each potential zone

- Zoning code types: traditional vs adaptive

- Development standard options

General Plan Placetypes

Legend:

- 🟥 **CC: Community Commercial**
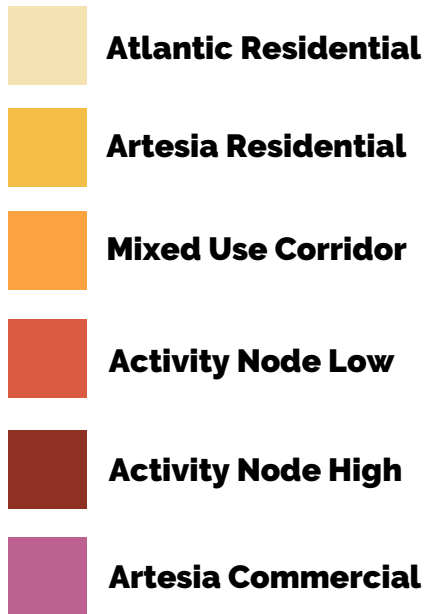- 🟪 **NSC-L: Neighborhood Serving Center or Corridor Low Density**
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- ▨ **4 Story Buildings**

Preliminary Zone Concepts

Legend:
- Atlantic Residential
- Artesia Residential
- Mixed Use Corridor
- Activity Node Low
- Activity Node High
- Artesia Commercial
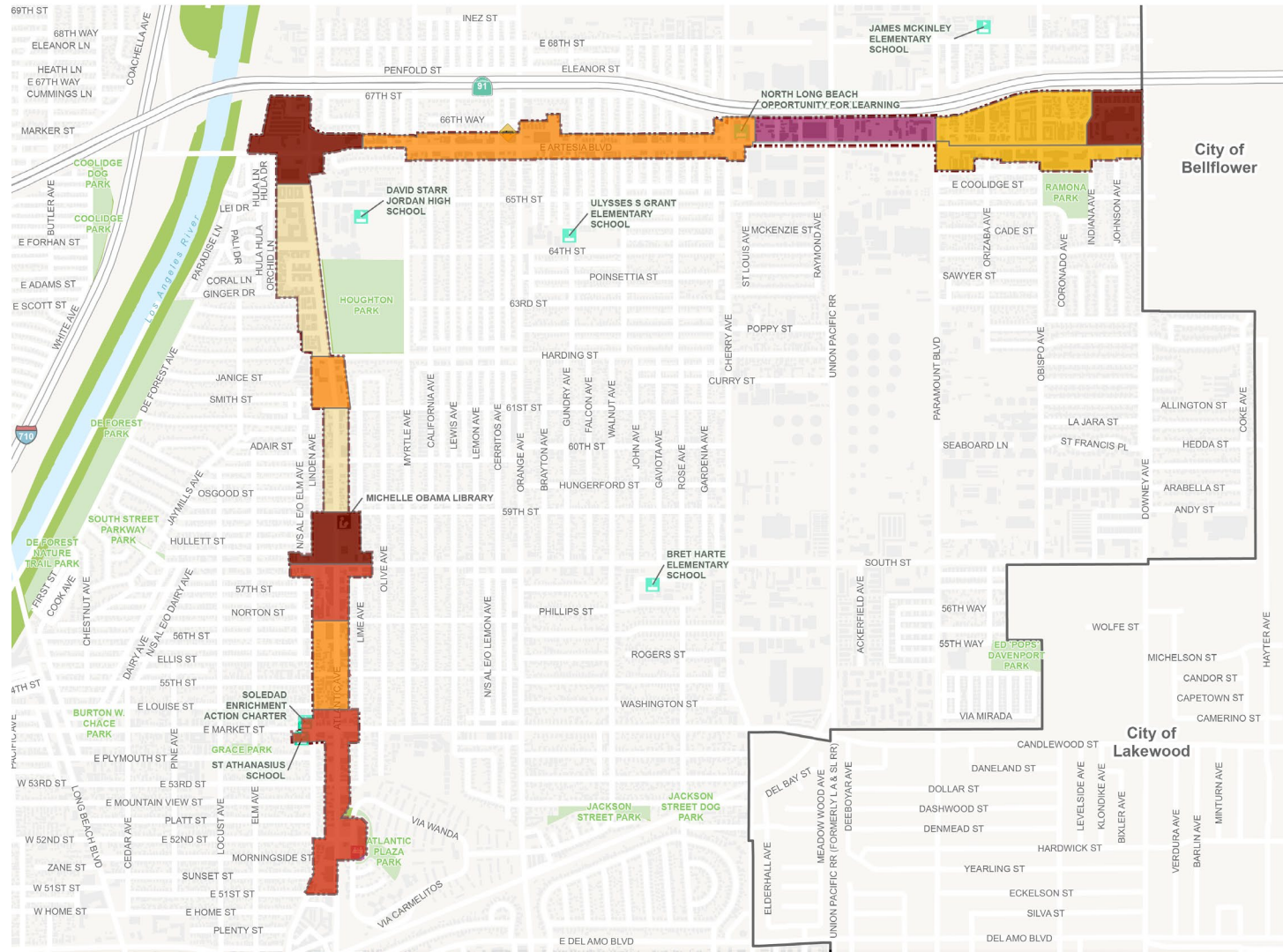
Preliminary Zone Concepts

Atlantic Residential

Purpose

- Protects existing residential neighborhood
- Allows for some neighborhood services

3 stories (max)

44 dwelling units per acre

Walk Audit Input

- Residential building renovation
- Façade improvements
- Vacant lot activation
- Emphasis on local-serving spaces

Preliminary Zone Concepts

Artesia Residential

Purpose

- Promotes higher density residential services

4 stories north of Artesia (max)
3 stories south of Artesia (max)

54 dwelling units per acre

Walk Audit Input

- Small, community-serving uses
- Pedestrian-oriented streets and buildings
- High-quality residential

Preliminary Zone Concepts

Mixed Use Corridor

Purpose

- Designed for walkability with the broadest permitted uses

3 stories (max)

44 dwelling units per acre

Walk Audit Input

- Community-serving uses and gathering spaces
- Balance of uses

Atlantic Blvd

Artesia Blvd

Preliminary Zone Concepts

Activity Node Low

Purpose

- Promotes services, offices, and intensification

3 stories (max)

54 dwelling units per acre

Walk Audit Input

- Aesthetic improvements
- Activation of vacant lots
- Community-serving uses
- Setbacks with amenities
- Emphasis on mixed-use buildings

Preliminary Zone Concepts

Activity Node High

Purpose

- Promotes community gathering and intensification

4 stories (max)

54 dwelling units per acre

Walk Audit Input

- Aesthetic improvements
- Destinational uses
- Outdoor dining
- Emphasis on mixed-use buildings

Preliminary Zone Concepts

Artesia Commercial

Purpose

- Promotes neighborhood services
- Commercial only (no residential)
- Moves away from industrial zoning

3 stories (max)

0 dwelling units per acre

Preliminary Zone Concepts

Traditional Code

- Rigid development standards

- Community has tight control of development

Example Land Use List:

- Architecture
- Artist Studio
- Barber/beauty shop
- Bicycle sales & repair
- Bookkeeping
- Consulting
- Contracting
- Dry cleaner
- Locksmith
- Nail/manicure shop
- Retail sales
- Small appliance repair

Adaptive Code

- Broader interpretation and choice of ways to meet regulations

- Community can explore new tools and solutions

Example Land Use List:

- Basic sales, business, personal and support services: ≤10,000GFA
- Basic sales, business, personal and support services: >10,000GFA
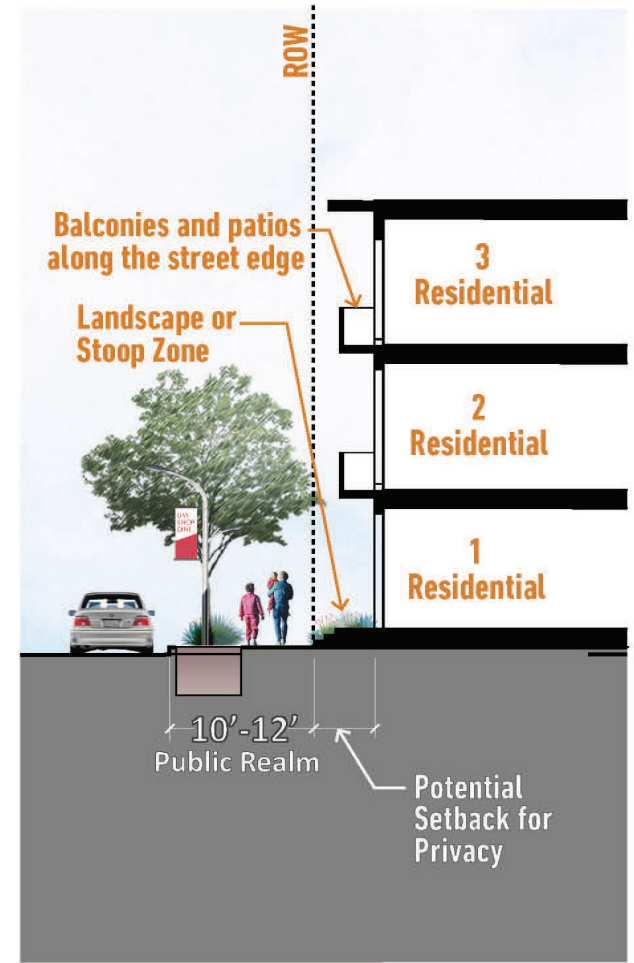
Preliminary Zone Concepts

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- Basic sales, business, personal and support services: ≤10,000GFA
- Basic sales, business, personal and support services: >10,000GFA

What sort of approach is right for Uptown?

Preliminary Zoning Concepts

Development Standard Options
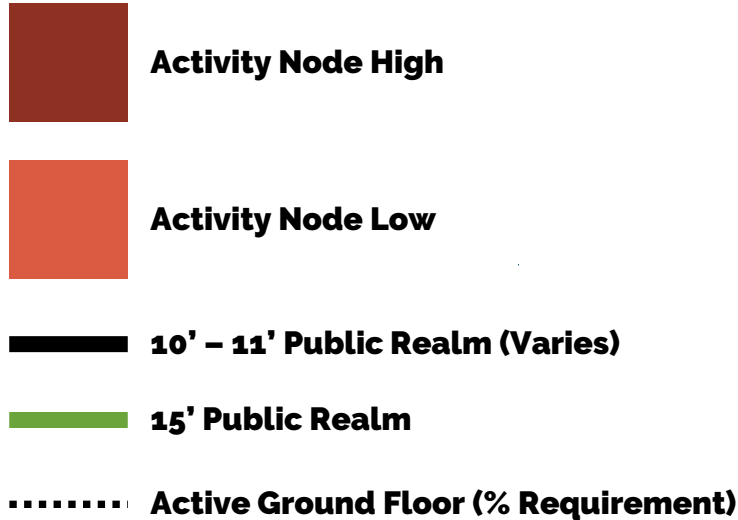
Preliminary Zone Concepts

Potential residential condition

Activates street with residential

ROW

Balconies and patios along the street edge

Landscape or Stoop Zone

3 Residential

2 Residential

1 Residential

10'-12' Public Realm

Potential Setback for Privacy

3-Story Residential

Balconies and patios along the street edge

Landscape or Stoop Zone

ROW

3 Residential

2 Residential

1 Residential

10'-12' Public Realm
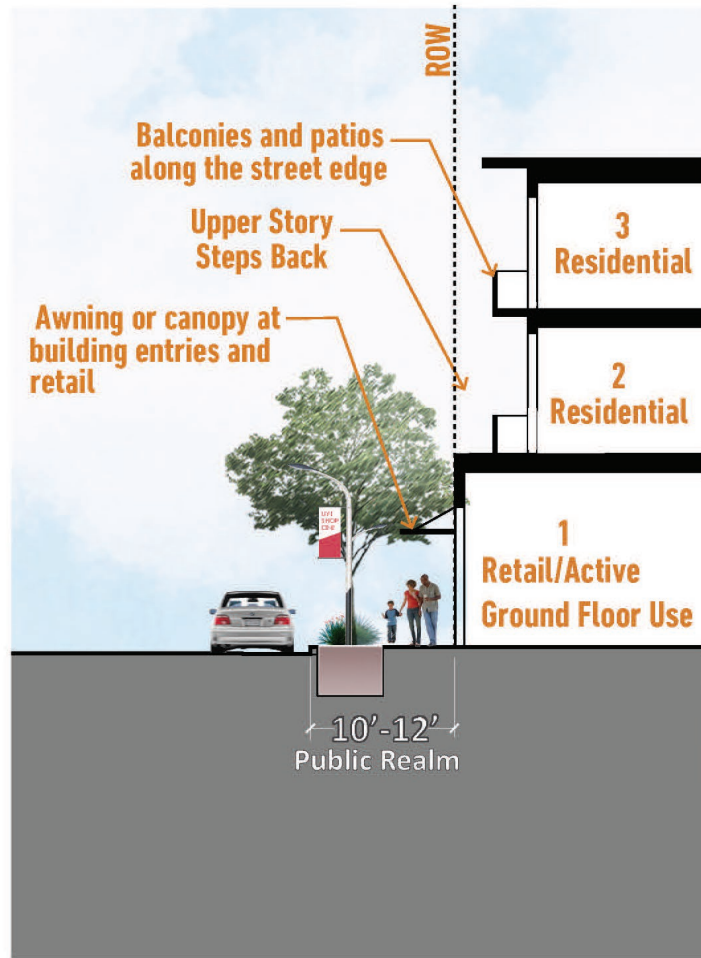
Potential Setback for Privacy
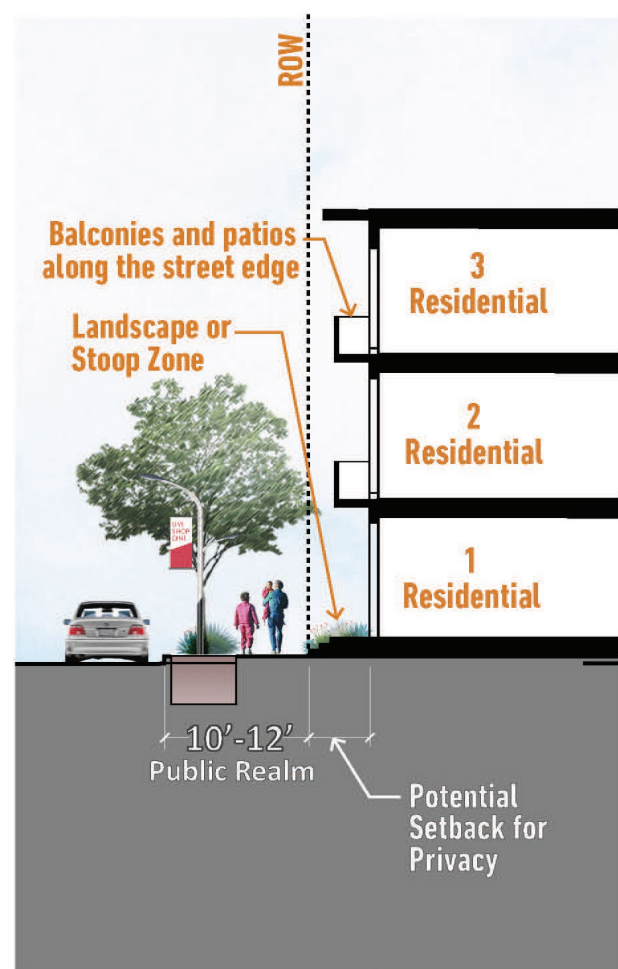
3-Story Residential

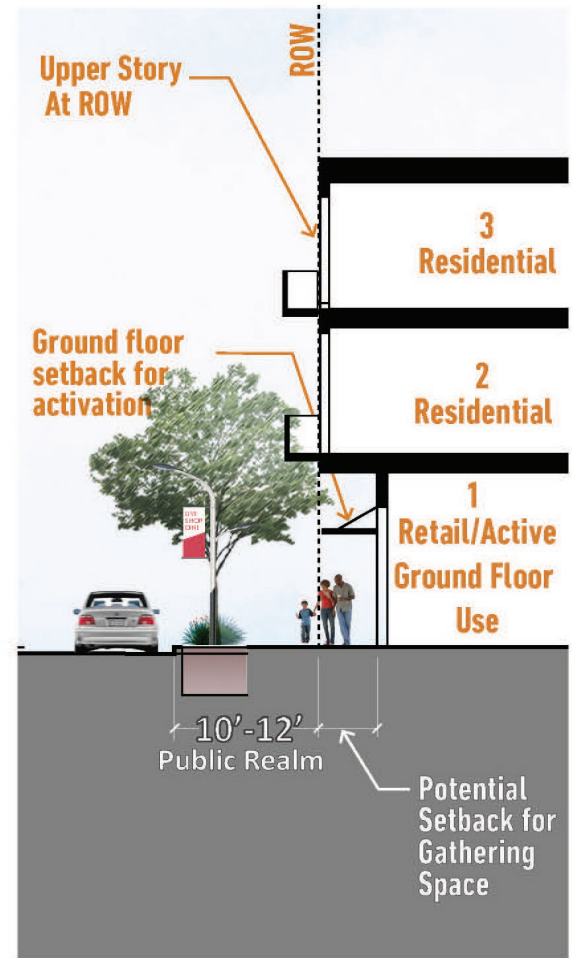# Preliminary Zone Concepts

Potential retail/mixed-use conditions

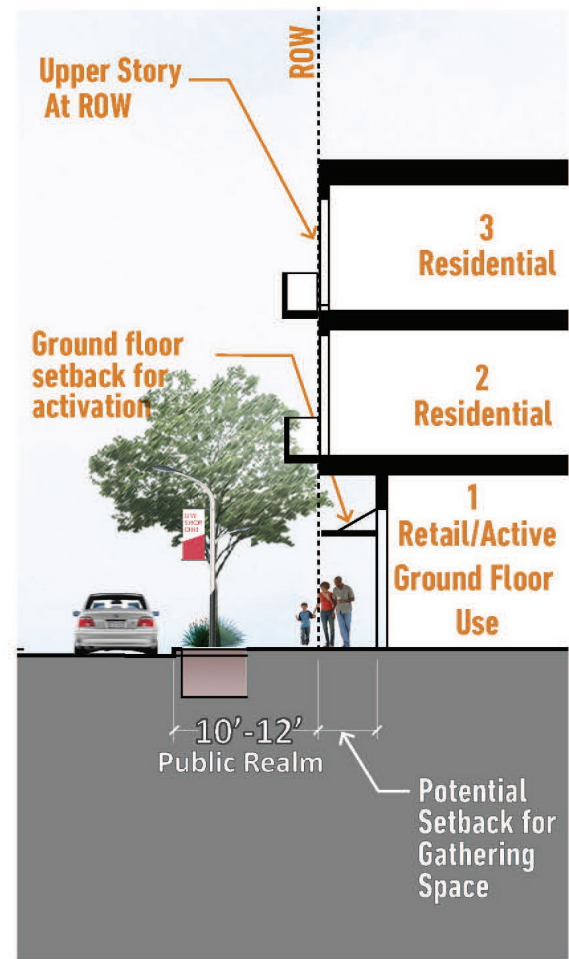Different setback conditions can create variety along the street

ROW

Balconies and patios along the street edge

Upper Story Steps Back

Awning or canopy at building entries and retail

3 Residential

2 Residential

1 Retail/Active Ground Floor Use

10'–12' Public Realm

3-Story Mixed Use

ROW

Upper Story At ROW

Ground floor setback for activation

3 Residential

2 Residential

1 Retail/Active Ground Floor Use

10'–12' Public Realm

Potential Setback for Gathering Space

3-Story Mixed Use Variation

Balconies and patios along the street edge

Upper Story Steps Back

Awning or canopy at building entries and retail

ROW

3 Residential

2 Residential

1 Retail/Active Ground Floor Use

10'-12' Public Realm

3-Story Mixed Use

Upper Story
At ROW

ROW

3
Residential

Ground floor
setback for
activation

2
Residential

1
Retail/Active
Ground Floor
Use

10'-12'
Public Realm

Potential
Setback for
Gathering
Space

3-Story Mixed Use Variation

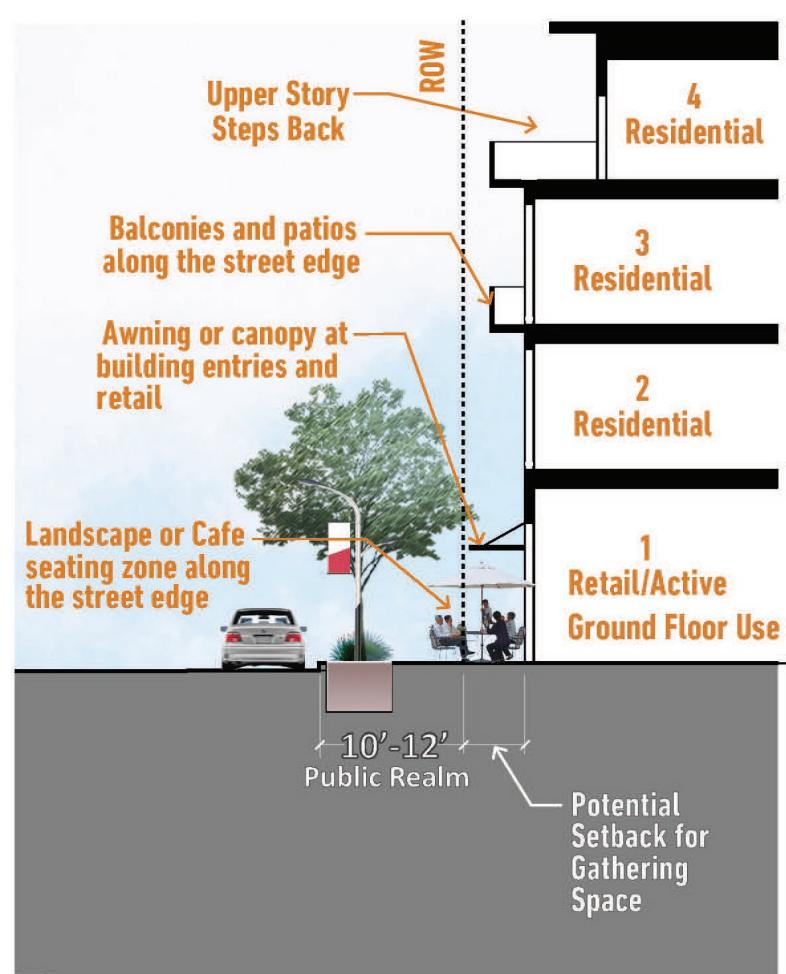# Preliminary Zone Concepts

Potential mixed-use conditions for Activity Node High area

Requires fourth floor to step back

ROW

Upper Story Steps Back

4 Residential

Balconies and patios along the street edge

3 Residential

Awning or canopy at building entries and retail

2 Residential

Landscape or Cafe seating zone along the street edge

1 Retail/Active Ground Floor Use

10'-12' Public Realm

Potential Setback for Gathering Space

4-Story Mixed Use

Upper Story Steps Back

4 Residential

Balconies and patios along the street edge

3 Residential

Awning or canopy at building entries and retail

2 Residential

Landscape or Cafe seating zone along the street edge

1 Retail/Active Ground Floor Use

ROW

10'-12' Public Realm

Potential Setback for Gathering Space

4-Story Mixed Use

Zoning Concepts - Discussion

Demonstration Project

Demonstration Project

What is it?

A temporary pop-up that showcases an improvement to the public or private realm

Why do it?

Helps test and implement a possible solution or set of solutions, raises project visibility, and is a fun way to get further feedback on draft ideas.

> "I wish there weren't so many vacant storefronts. They are an eyesore and make me feel unsafe."

Activation of Vacant Storefront

Demonstration Project

Overview

- **Select vacant storefront(s) on Atlantic, south of South St**
- **Beautify temporarily through color, paint, art, etc.**
- **Couple the improvements with a UPLAN community event**

Possible locations
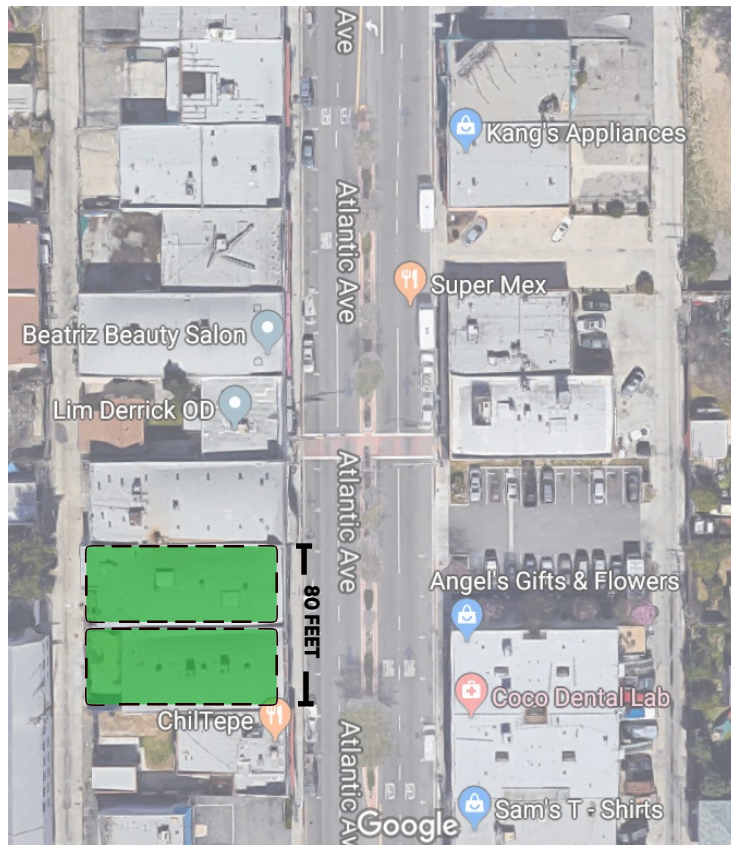
Demonstration Project

Components

01

Color & Pattern

- Colorful paint
- Stencil or motif

02

Community Faces

- Space for faces of residents with "I love Uptown" quotes
- Printed graphic in windows

03

Streetscape

- Temporary street furniture
- Colorful paint
- Stencil or motif

04

Workshop (in building)

- Draft content presented
- Celebration
- Interactive presentation
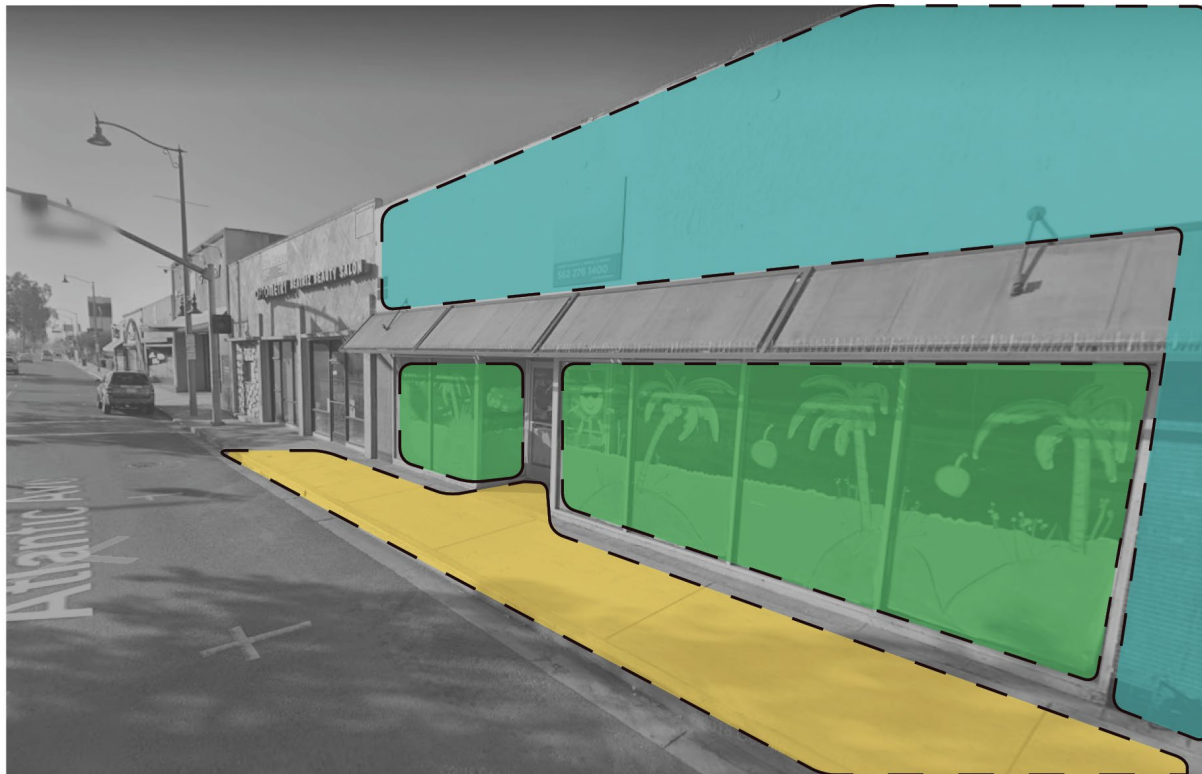
Demonstration Project

Community Generated

01 **Color & Pattern**
- Advisory Committee to provide inspiration for colors, motifs, patterns

02 **Community Faces**
- Community subjects in art project
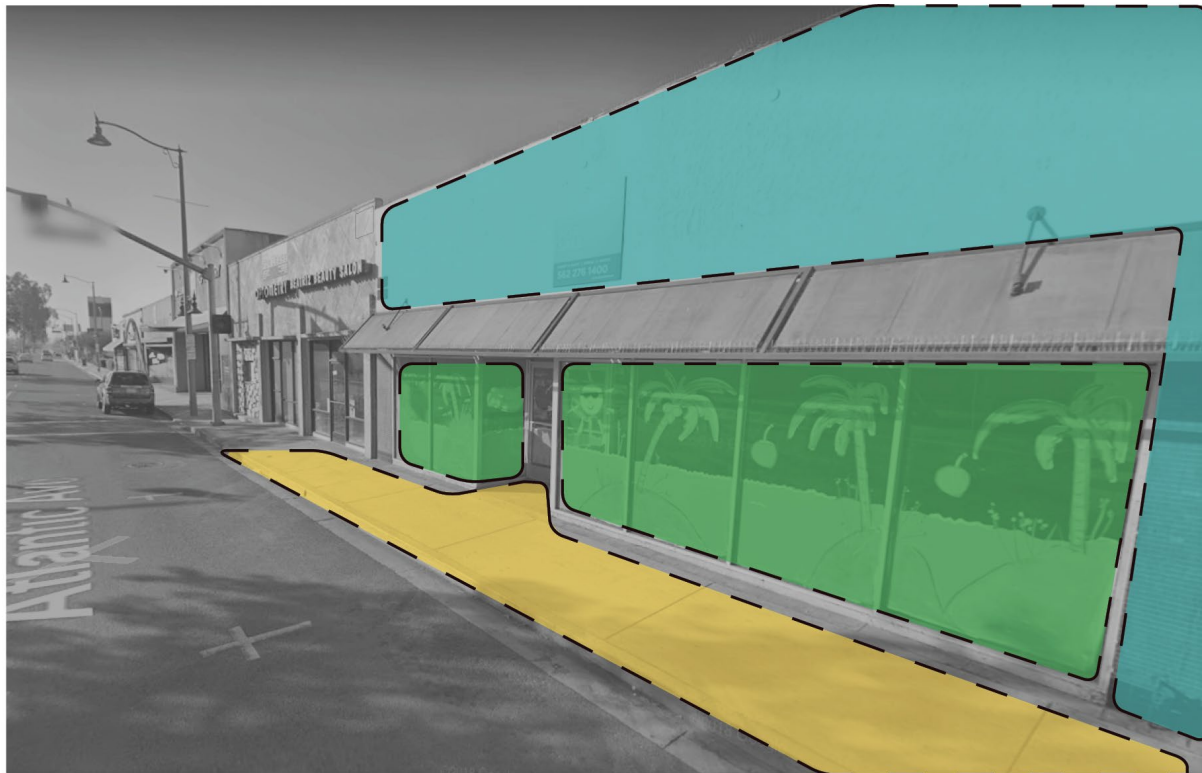- Jordan High photographers possible

03 **Streetscape**
- Community installers

04 **Workshop (in building)**
- Community installers

Demonstration Project

01 Color & Pattern

What icons, motifs, and graphics reflect Uptown?

What makes Uptown special?

What words of inspiration should we consider when selecting a stencil or motif?
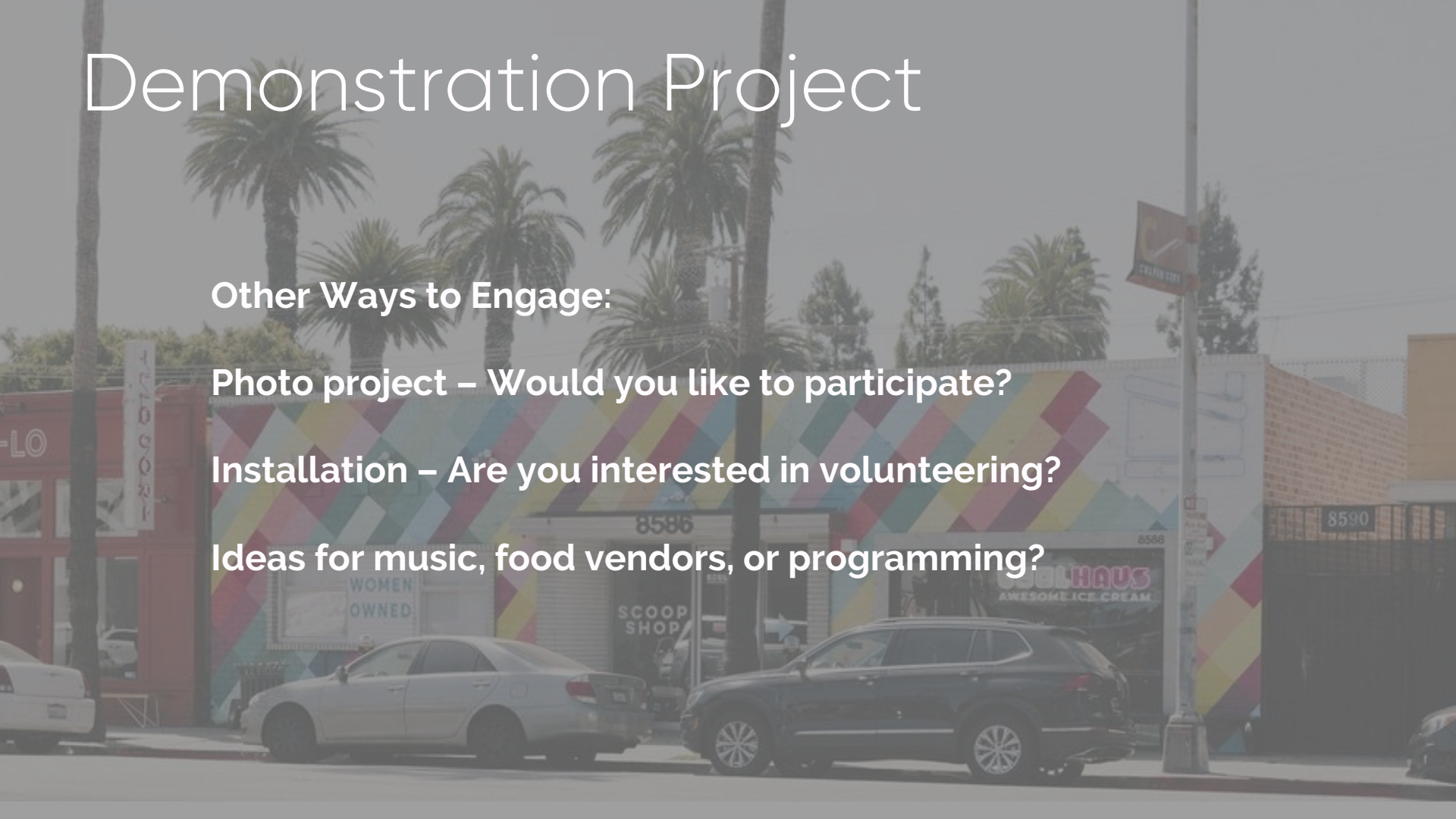
Other design ideas?

Demonstration Project

Other Ways to Engage:

Photo project – Would you like to participate?

Installation – Are you interested in volunteering?

Ideas for music, food vendors, or programming?

Preliminary Zone Concepts

Activity Node High

Purpose

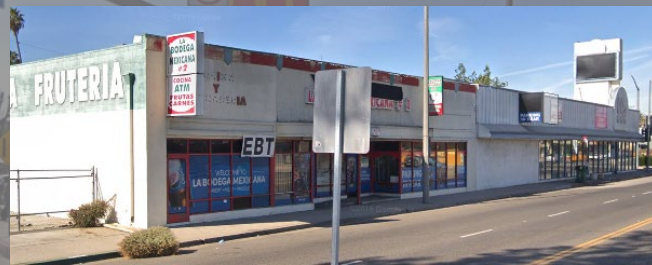- Promotes community gathering and intensification

4 stories (max)

54 dwelling units per acre

Walk Audit Input

- Destinational uses
- Outdoor dining
- Emphasis on mixed-use buildings
- Aesthetic improvements

Should large retail be allowed here (greater than 10,000 sf)?

Reference photo

Any additional key goals for this zone?