

# **Long Beach Comprehensive Plan Update, 2026**

*Adopted August 11, 2008  
By City of Long Beach Ordinance 838*

*Effective August 25, 2008*

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# Acknowledgments

The 2026 Comprehensive Plan Update was made possible through the collective contribution and participation of City Officials, City Staff and the public.

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# Table of Contents

<b>A.</b>	<b>Introduction</b>	<b>A-1</b>
1.	Location and History of Long Beach	A-1
2.	Characteristics of the Plan	A-3
3.	Who Plans and How?	A-4
4.	Purpose of the Plan	A-5
4.1	<i>To build consensus around and clearly describe a vision for the community</i>	A-5
4.2	<i>To assess the vision's feasibility and fiscal impacts</i>	A-5
4.3	<i>To align civic priorities, decisions and investments with the vision</i>	A-5
4.4	<i>To establish consistency with County and State goals and policies</i>	A-6
5.	Comparison of Future Land Use Plan and Zoning	A-9
6.	Planning Versus Service Area	A-10
7.	Organization of the Plan	A-13
7.1	<i>Introduction</i>	A-13
7.2	<i>Vision</i>	A-13
7.3	<i>Goals and Strategies</i>	A-13
7.4	<i>Appendix</i>	A-13
8.	Plan Updates	A-14
<b>B.</b>	<b>Vision (Executive Summary)</b>	<b>B-1</b>
1.	Vision Statement	B-1
2.	Plan Principles	B-2
3.	Preferred Direction	B-2
4.	Description	B-5
4.1	<i>Edges</i>	B-5
4.2	<i>Anchors</i>	B-6
4.3	<i>Neighborhoods</i>	B-7
4.4	<i>Economic Generators</i>	B-8
5.	Sustainability	B-9
5.1	<i>Approaches to Sustainability</i>	B-9
5.2	<i>Sustainability and the Comprehensive Plan</i>	B-10
6.	Population Projections	B-12
7.	Market Context and Development Programming	B-17
7.1	<i>Demand for Commerce</i>	B-17
7.2	<i>Proposed Development Program</i>	B-18
7.3	<i>Market Summary</i>	B-20
8.	Buildable Land Capacity Analysis	B-20
9.	Urban Growth Area (UGA) Policies	B-24
9.1	<i>Pacific County UGA-Related Goals and Policies</i>	B-25
10.	Annexation	B-25
10.1	<i>The Benefits of Annexation</i>	B-25
10.2	<i>Long Beach Annexation History</i>	B-26
11.	Fiscal Analysis	B-26
11.1	<i>Budgetary Context</i>	B-27
11.2	<i>Analysis and Discussion</i>	B-28
11.3	<i>Summary</i>	B-31

<b>C.</b>	<b>Goals and Strategies</b>	<b>C-1</b>
1.	Urban Form	C-1
	1.1 Vision	C-1
	1.2 Urban Form Goals and Strategies	C-1
2.	Land Use	C-7
	2.1 Vision	C-7
	2.2 Land Use Goals and Strategies	C-7
	2.3 Future Land Use Plan	C-13
	2.4 Residential Land Use Classifications:	C-15
	2.5 Commercial and Mixed Use Land Use Classifications:	C-17
	2.6 Resort Land Use Classifications:	C-19
	2.7 Public Land Use Classifications:	C-19
3.	Housing	C-25
	3.1 Vision	C-25
	3.2 Housing Goals and Strategies	C-25
4.	Environment	C-29
	4.1 Vision	C-29
	4.2 Environment Goals and Strategies	C-29
	4.3 Cultural Heritage Goals and Strategies	C-32
	4.4 Pollution Goals and Strategies	C-33
5.	Parks, Open Space and Recreation	C-35
	5.1 Vision	C-35
	5.2 Parks, Open Space and Recreation Goals and Strategies	C-35
	5.3 Parks, Open Space and Recreation Plan Elements	C-39
	5.4 Strategies and Actions to Achieve the Parks, Open Space and Recreation Plan	C-42
6.	Mobility	C-45
	6.1 Vision	C-45
	6.2 Mobility Goals and Strategies	C-45
	6.3 Transportation System Improvements	C-47
7.	Capital Facilities	C-55
	7.1 Vision	C-55
	7.2 Capital Facilities Goals and Strategies	C-55
8.	Utilities	C-57
	8.1 Vision	C-57
	8.2 Utilities Goals and Strategies	C-57
9.	Economic Development	C-61
	9.1 Vision	C-61
	9.2 Economic Development Goals and Strategies	C-61
<b>D.</b>	<b>List of Figures and Maps</b>	<b>D-1</b>

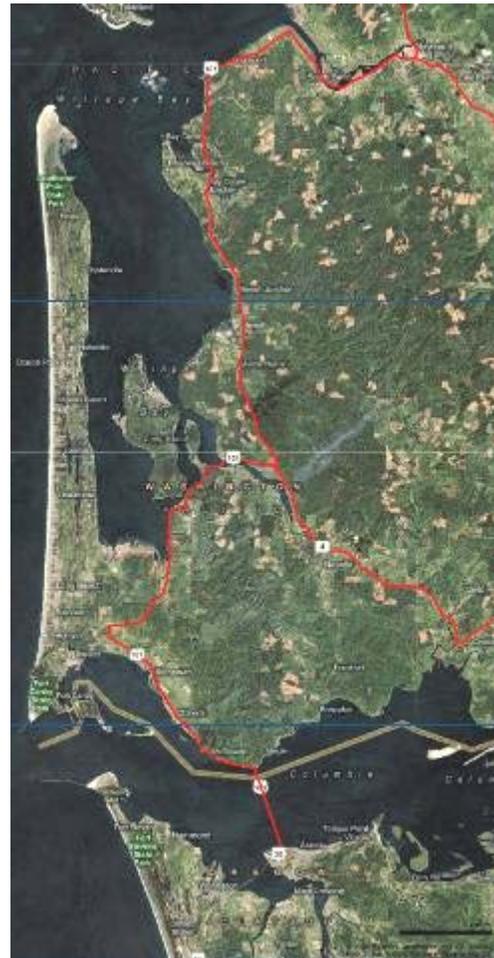
## A. Introduction

1. Location and History of Long Beach	A-1
2. Characteristics of the Plan	A-3
3. Who Plans and How?	A-4
4. Purpose of the Plan	A-9
5. Comparison of Future Land Use Plan and Zoning	A-9
6. Planning vs Service Area	A-10
7. Organization of the Plan	A-13
8. Plan Updates	A-14

### 1. LOCATION AND HISTORY OF LONG BEACH

The Long Beach peninsula, extending northward from the confluence of the Pacific Ocean and Columbia River, has been shaped by the forces of those two water bodies. Waves, currents and wind created the dunes that grew into the peninsula and formed Willapa Bay. The earliest inhabitants of the area were Native Americans, including the Chinook and Lower Chehalis people. While explorers had detected the mouth of the river as early as 1775, it wasn't until Captain Robert Gray sailed in his ship, *Columbia Rediviva*, across the bar and into the river on May 11, 1792 that non-natives entered the area. Other ships from Europe and America visited in the ensuing years to trade with the Native Americans.

The first recorded non-native American visitors to the Long Beach Peninsula were Captains Meriwether Lewis and William Clark in 1805. In the first American overland expedition to the Pacific Coast, the Corps of Discovery ultimately traveled down the Columbia River and in November of 1805, landed near present-day Chinook. Setting up camp, they then explored much of the surrounding territory, making maps and naming places. On November 18, Clark led an expedition over Cape Disappointment and up the coast. To commemorate the arrival, he carved his name on a pine tree in the vicinity of present day Long Beach, and included the words, "by land." On November 24, 1805 the Corps made the decision to cross the river and winter at Fort Clatsop and left



the area. Although their stay on the Long Beach peninsula was brief, it had a lasting impact on the identity of the community.

Settlement of the region began shortly after, with Astoria, Oregon being established as a trading post in 1811. The first settlements on the peninsula were established in the 1850s, and included “Pacific City” near present-day Ilwaco, and Oysterville on the north end of the peninsula. The California gold rush spurred a demand for oysters from the area, and cranberry production also began to take hold at that time. These commercial activities, along with the abundant timber, prompted the Oregon Territorial Legislature to create Pacific County on February 4, 1851, the third county north of the Columbia River in what would later become Washington Territory.

By 1870 the Long Beach Peninsula had gained a reputation as a popular destination for summer vacationers, and drew many visitors from Portland and other places in the northwest. The 28 miles of beach between Seaview and Leadbetter Point was used for many years as a highway to Oysterville and other settlements in the northern stretches of the peninsula.

Henry Harrison Tinker established a seashore resort on the Long Beach peninsula in 1880. Railroad service provided a direct and convenient connection to boats from Portland, bringing even more people. People gradually began to build summer cottages. In 1922, the town that had been known as Tinkerville was incorporated as the City of Long Beach.

Today, Long Beach is known for its hometown environment, seashore architectural motif, natural setting, fresh air, and numerous recreational opportunities.

Notable demographic characteristics of Long Beach include the following:

- It is the third largest of the four incorporated cities in Pacific County.
  - It is larger than the only other town on the Peninsula, Ilwaco;
  - South Bend, the county seat, is 43 miles north;
  - Astoria, the regional commercial hub, is 19 miles south; and
  - Longview, on the nearest national highway I-5, is about 75 miles east of Long Beach.
- Long Beach has been growing gradually for the past 10 years, with an emergent population of retirees. Of note:
  - The population of the unincorporated parts of the Peninsula has grown at a faster rate than the population of the city of Long Beach;
  - Long Beach has a greater proportion of multifamily units compared to the rest of the county;
  - Approximately one-third of all housing units in Long Beach are second homes and vacation homes; and

- A greater proportion of older people live in Long Beach than the rest of the state.
- The largest employment sectors in Long Beach are government and the leisure and hospitality industry.
  - Residents often shop elsewhere in search for better prices and selection of consumables and household goods, which leads to leakage of revenue.

## 2. CHARACTERISTICS OF THE PLAN

A City may choose to make and adopt any number of plans regarding matters of community interest such as development, infrastructure and facilities. Its Comprehensive Plan is distinguished from other plans in that its purview is broad; it has a long time horizon (20 years); it is general and flexible; and lastly, it is realistic and based on the best available science. The Comprehensive Plan is used by the City, developers and citizens. The City uses the plan when making decisions about public improvements and facilities, or when considering potential development. Developers use the plan to guide them in preparation of development plans. Citizens use the plan so they can be informed on how the community they have chosen to live in will grow.

There are several characteristics of a Comprehensive Plan, which are necessary to ensure it will be successful and relevant to all users. It must be:

- **Wide-ranging:** The intention of comprehensive plans is to assess a multitude of issues simultaneously. While some comprehensive plans have ventured into the realms of human services and social conditions in other parts of the country, in Washington State the focus of comprehensive plans remain largely on the city's physical form and its related economic realms. The many physical attributes that are studied and addressed during a comprehensive planning process is discussed in greater detail in Section 4 of this chapter.
- **Long-range:** According to the Growth Management Act, a city's comprehensive plan should address a planning horizon of 20 years. However, it is recommended that every comprehensive plan undergo interim reviews and decennial updates. These ensure the document remains current, relevant and responsive to changes or circumstances not anticipated during the making of the plan.
- **Realistic:** The plan is based on a fairly detailed analysis of existing conditions and incorporates best available science and data. It is also responsive to current and projected market realities. Through the input and review of both the community as well as elected officials, the plan has undergone another reality check.
- **Flexible:** The comprehensive plan describes a general layout for the city. It summarizes the broad intentions of the community and allows for

considerable flexibility in how the recommendations are implemented. This flexibility is built into the plan so that the community can be responsive to changing economic conditions or unanticipated development proposals. Plan updates should be undertaken with the community's fundamental goals in mind, and with an emphasis on assessing the relevance and appropriateness of public strategies and policies described in the comprehensive plan.

### 3. WHO PLANS AND HOW?

In 1990, Pacific County "opted in" to the Growth Management Act (GMA) of 1990-1991. For those counties planning under the Act, the county and its cities are required to prepare comprehensive plans consistent with the Act.

The Long Beach City Council, operating as a code city under RCW 35A.63, created the Planning Commission in accordance with Revised Code of Washington (RCW) Section 35A.63.020. The Commission serves in an advisory capacity to the council as provided by Ordinance No. 352.

RCW Section 35A.63.060 states in part: "Every code city, by ordinance, shall direct the planning agency to prepare a comprehensive plan anticipating and influencing the orderly and coordinated development of land and building uses of the code city and its environs". The City of Long Beach is therefore responsible for developing its comprehensive plan. The City adopted its current comprehensive plan in 1999 (City of Long Beach Ordinance No. 735). This Comprehensive Plan fulfills the requirement of a 10-year update of the plan, mandated under the GMA.

For this update, the city created a Steering Committee in 2006 that consisted of Mayoral appointees. Steering Committee members represented a variety of business, political, environmental and residential interests. Elected and appointed officials also served on the committee. The committee provided a sounding board as the plan was developed and reviewed documents related to the project for consistency with community goals. In the course of preparing the plan, numerous public meetings and workshops were also held (see Appendix C) in order to give the public opportunities to provide input and help shape the vision of the community.

In adoption of the plan, the final document is reviewed and considered by the Planning Commission and a recommendation for adoption is forwarded to the City Council. Final adoption of the plan is made by the City Council and Mayor. Both entities must hold Public Hearings to receive public comment before final approval of the comprehensive plan.

This extensive public involvement process provides a number of opportunities for public comment and input into the development of the plan. Ultimately, the comprehensive plan is driven by the vision and desires of Long Beach community members.

## 4. PURPOSE OF THE PLAN

This plan, the Comprehensive Plan Update for the City of Long Beach (2026), is a legal document adopted by local government. It is a guide to making decisions about the future physical development of the city for the Long Beach Planning Commission in its advisory capacity, and the City Council in its decision-making role. It is also available to the public and the development community as a reference guide. It is the over-arching vision document of the city, used to provide guidance in the legislative process; when making decisions on development proposals; and when making improvements and investments in infrastructure and facilities. It is more general and flexible than other planning documents, such as the zoning and development ordinances, which are more specific in their content and application.

The Comprehensive Plan indicates, in a general way, how residents and elected officials would like their community to develop for the next 20 years or so. Until the passage of the Washington State Growth Management Act in 1990-1991, a coordinated process for managing growth and development did not exist in Washington State. In 1990, Pacific County opted into those counties planning under the Act, and thus Long Beach was drawn into the growth management planning process.

There are several reasons for preparing a comprehensive plan, above and beyond the requirements of the Growth Management Act. These are described below.

### ***4.1 To build consensus around and clearly describe a vision for the community***

A comprehensive plan process involves a municipality's residents, businesses and institutions in creating a vision for the future. While comprehensive plans generally focus on a municipality's physical layout and infrastructure, these plans have far-reaching impacts on a community's economy and society. In fact, socio-economic, educational and safety concerns, among others, are analyzed and incorporated into the visioning process and solutions. The vision shapes the build-out of the city and provides a cohesive framework for city codes, as well as other regulations and development standards.

### ***4.2 To assess the vision's feasibility and fiscal impacts***

The comprehensive plan process includes a fiscal impact analysis through which the proposed population densities and associated infrastructure outlay are assessed for their financial implications. It also helps inform capital service plans for water, sewer, stormwater, energy and other services. A comprehensive plan identifies potential shortfalls in these systems that would need to be addressed during the plan period. This information is critical when the city starts identifying taxes, bonds or fees that would be necessary to realize the plan.

### ***4.3 To align civic priorities, decisions and investments with the vision***

The comprehensive plan process helps prioritize goals and related policies that are necessary to realize the vision. This process is furthered with the development of an implementation strategy. The implementation strategy, while not an official part of

the comprehensive plan, is an important decision-making and investment tool and is referenced in Appendix I. The comprehensive plan should be used on a routine basis by City Staff, Planning Commission and City Council, particularly while making important public investment decisions or assessing the appropriateness of a new development proposal.

#### ***4.4 To establish consistency with County and State goals and policies***

Above all, the comprehensive plan integrates State and County policies and priorities in order to ensure orderly and consistent growth. The Growth Management Act stipulates that cities address the following elements in their plans:

- Land Use;
- Housing;
- Capital Facilities;
- Utilities; and
- Transportation [including pedestrian access]

Additional elements may be included, such as

- Economic Development;
- Historic Preservation;
- Conservation;
- Recreation; and
- Sub Area Plans.

Through this plan, the City has addressed the following thirteen goals of the Growth Management Act (RCW 36.70A.020):

**Urban Growth:** Encourage development in urban areas where adequate public facilities and services exist or can be provided in an efficient manner.

**Reduce Sprawl:** Reduce the inappropriate conversion of undeveloped land into sprawling, low-density development.

**Transportation:** Encourage efficient, multi-modal transportation systems that are based on regional priorities and coordinated with county and city comprehensive plans and the plans of other jurisdictions including state and federal agencies.

**Housing:** Encourage the availability of affordable housing to all economic segments of the population of this state, promote a variety of residential densities and housing types, and encourage preservation of existing housing.

**Economic Development:** Encourage economic development throughout the state that is consistent with adopted comprehensive plans, promote economic opportunity for all citizens of this state, especially for unemployed and for disadvantaged persons,

and encourage growth, all within the capacities of the state's natural resources, public services, and public facilities.

**Property Rights:** Private property shall not be taken for public use without just compensation having been made. The property rights of landowners shall be protected from arbitrary and discriminatory actions.

**Permits:** Applications for both state and local government permits should be processed in a timely and fair manner to ensure predictability.

**Natural Resource Industries:** Maintain and enhance natural resource-based industries, including productive timber, agricultural and fisheries.

**Open Space and Recreation:** Encourage the retention of open space and development of recreational opportunities; conserve fish and wildlife habitat, increase access to natural resource lands and water, and develop parks.

**Environment:** Protect the environment and enhance the state's high quality of life, including air quality, water quality, and the availability of water.

**Citizen Participation and Coordination:** Encourage the involvement of citizens in the planning process and ensure coordination between communities and jurisdictions to reconcile conflicts.

**Public Facilities and Services:** Ensure that those public facilities and services necessary to support development shall be adequate to serve the development at the time the development is available for occupancy and use without decreasing current service levels below locally established minimum standards.

**Historic Preservation:** Identify and encourage the preservation of lands, sites, structures, and unique features such as trails, railroad rights of way, historic roads, landings, water crossings and similar historic features that have historical or archaeological significance.

Pacific County's Comprehensive Plan (1998) generally addresses the unincorporated areas of the county. The County's Plan is relevant to Long Beach for its policies regarding unincorporated areas that the city is targeting for future expansion (Long Beach's Urban Growth Areas).<sup>1</sup> (See Appendix F for Pacific County Comprehensive Plan excerpts.)

#### 4.4.a. ESTABLISHING URBAN GROWTH AREAS

- The County, in consultation with the incorporated cities, should designate urban growth areas
- All cities should be included with an urban growth area and the ability of a community to provide urban services should be considered in determining the growth area boundary.

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<sup>1</sup> Pacific County Comprehensive Plan, October 1998 (pgs 2-3 to 2-4)

- The designated urban growth areas should adequately accommodate the projected growth and development for the next 20 years.
- Publicly owned greenbelts and open space areas within urban growth areas should be preserved.
- Interim growth areas should approximately follow current municipal boundaries.
- The County should review urban growth areas every five years and the comprehensive plan should be revised accordingly.

4.4.b. PROMOTING CONTIGUOUS AND ORDERLY DEVELOPMENT AND PROVIDING URBAN SERVICES

- Developments within urban growth areas should be contiguous, orderly and coordinated between the County and municipalities.
- The incorporated cities should have input in setting urban growth boundaries and how urban services will be provided so that concurrency requirements are met.
- Urban growth areas should be located primarily in areas already characterized by urban growth that have public facilities and services, and second in areas already characterized by urban growth that will be provided with urban type services by public or private sources.

4.4.c. JOINT COUNTY AND MUNICIPALITY PLANNING

- The County and relevant municipality may provide for joint jurisdictional planning when desired.
- When joint planning occurs, it should determine and resolve issues including subdivision of property adjacent to a city, service level standards, coordination of boundary changes, coordination of capital improvements, jurisdictional responsibility.
- Joint planning may be desired for contemplated changes in boundaries, when development, capital improvements or regulations will have significant impacts across boundaries, or when determining how public facilities and services should be provided.
- Annexation of territory beyond a municipality's urban growth area is prohibited.
- Unincorporated areas that are already urbanized are encouraged to annex or incorporate.

## 5. COMPARISON OF FUTURE LAND USE PLAN AND ZONING

The Comprehensive Plan, as described earlier, embodies a general, flexible, realistic and broad vision for the future build out for the city of Long Beach. The vision is best represented in the city's Future Land Use Map (Map C-1, page C-21). The Future Land Use Map describes the desired land use configuration for the city in general terms. The Map is based on market assumptions of projected demand for different land uses and proposes a distribution of the projected development that is preferred by the community. It also identifies land that should be "protected" either for its intrinsic environmental value or for its economic productivity. The land use distribution strives to ensure compatibility in use and intended intensities between properties. It also sets the framework for the planned transportation and infrastructure network in the city.

The Future Land Use Plan and its specific design intentions are codified in the Zoning Map for the city. Zoning is primarily a "police power" regulation that advances and protects the public health, safety and general welfare of a community. Other police power regulations are building codes, subdivision or planned unit development (PUD) regulations, and health codes. Zoning not only ensures compatibility between adjacent uses of land, and helps implement the land use objectives of the Comprehensive Plan; it also benefits all in protecting the value of property, and preventing nuisances that might otherwise occur. Compared to the general nature of the Future Land Use Map, the Zoning Map is specific in nature and identifies the zoning classification for each parcel in the city. It represents the current development parameters for properties and as such is updated as soon as a rezoning application is approved. The development standards for the respective Zone Districts shown on the Zoning Map address maximum densities, parking requirements, height limitations and other required improvements. A Zoning Map change, or rezoning, can be initiated at any time by a property owner or the city for any parcel(s) of land. In considering whether to adopt a change to the zoning map, it must be confirmed that the proposed use is otherwise supportive of and consistent with the goals and intentions of the comprehensive plan. In some cases, the Future Land Use map of the comprehensive plan must also be amended in order to change the zoning designation of a property.

In summation, the purpose of zoning is to:

- Protect the public health, safety and general welfare of a community's stakeholders;
- Protect the character and facilitate the orderly build-out of the city;
- Establish reasonable standards to which buildings and other structures shall conform;
- Discourage uses, buildings, and structures that are incompatible with the intended character of the zoning district; and
- Protect the value of investments into land, buildings and structures.

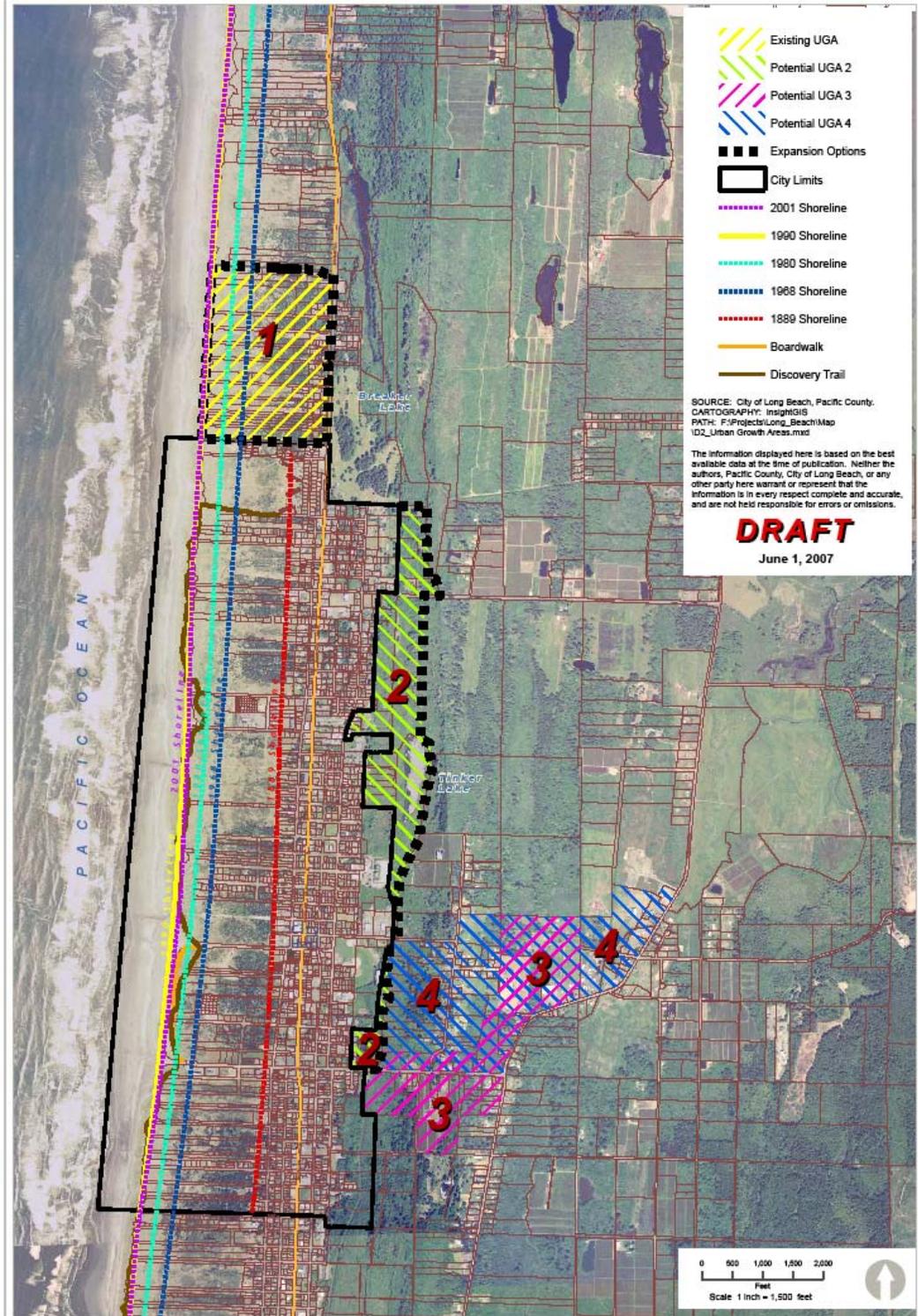
## 6. PLANNING VERSUS SERVICE AREA

**Planning Area:** This plan focuses primarily on the land within the current city limits of Long Beach. If during a comprehensive plan process, it is revealed that the city will need more land to accommodate projected population, as was the case for this update process, the planning area is extended to adjacent properties.

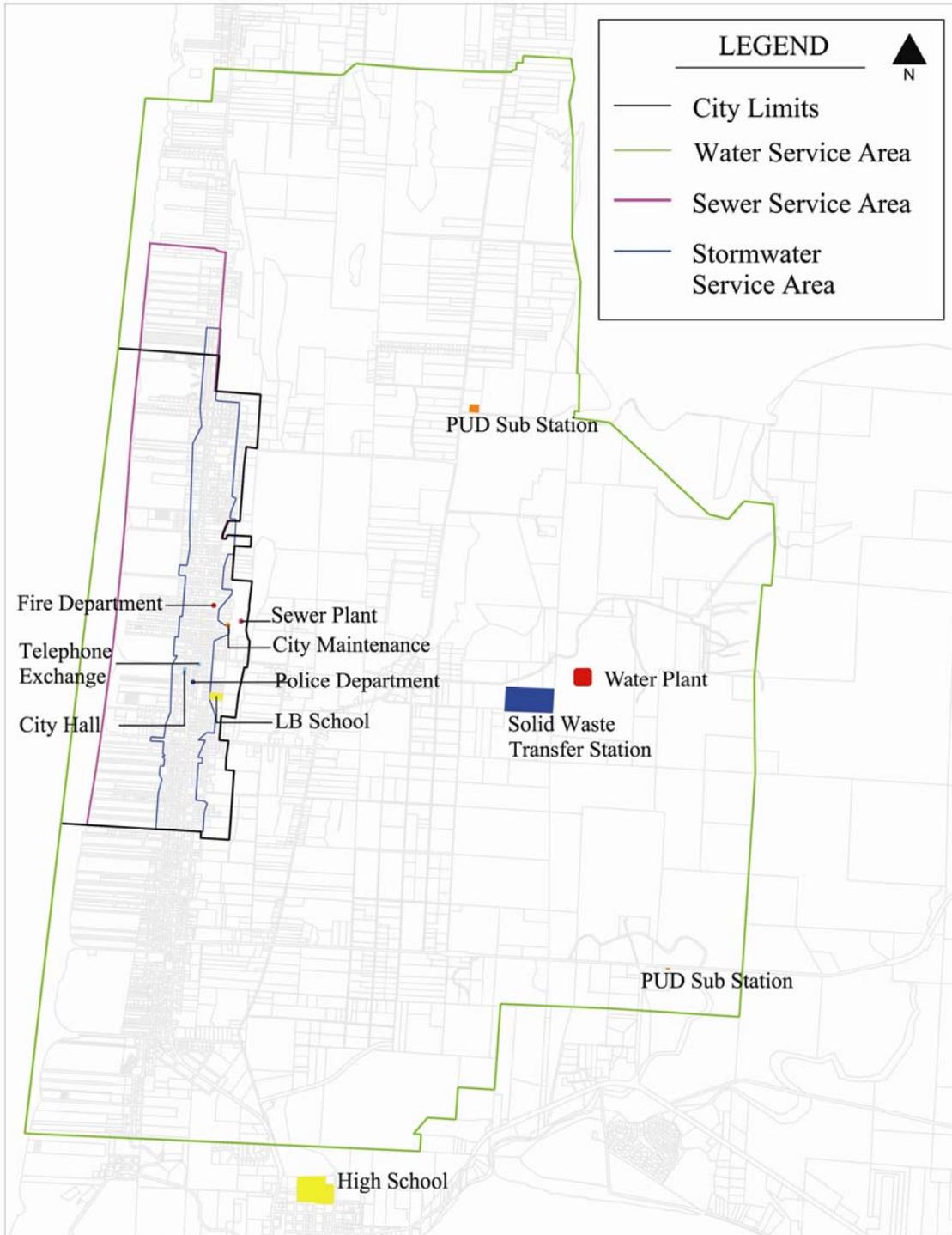
The first area of inclusion is any land that was previously identified as the city's urban growth area. For Long Beach, this includes the area north of the city to 113<sup>th</sup> Street North. (See Figure A-1, Area 1 on the following page.) Since this area was found to be marginally inadequate in size, the planning area was extended east to Sandridge Road for this study. (See Figure A-1, Areas 2, 3 and 4.) As discussed in further detail in Section B-8, Areas 3 and 4 were dropped from the Planning Area when it was determined that Areas #1 and 2 are adequate to accommodate the projected population. Areas 1 and 2 are thus designated Urban Growth Areas for Long Beach for this planning period.

**Service Area:** The city's Service Areas include the utility and transportation corridors that link capital facilities such as municipal water reservoirs; water treatment plants and their systems; sewer treatment plants and their systems; and storm water management capital facilities and their systems. The Service Areas also includes transportation routes and their capital facilities and systems of major and minor arterials, transit routes and facilities, surface streets, roads, paths and trails and the regional capital facilities that they serve such as schools, playgrounds, regional and local parks and features of historical interest. The city's service areas are shown in Figure A-2. The water service area is the largest area, serving a substantial portion of the southern end of the peninsula, while the sewer district service area includes the current city limits and UGA. The stormwater service area is the smallest, serving a portion of the city. Service areas are an important consideration in the preparation of the Comprehensive Plan, because they provide guidance on where urban development will occur, and where facilities and infrastructure improvements may be needed.

**Figure A-1: City of Long Beach Planning Area**



**Figure A-2: City of Long Beach Service Area**



## 7. ORGANIZATION OF THE PLAN

This document is organized so that it is easy to use; the reference material easily accessible, and the goals well-organized by subject area. The primary sections of this report are the following: Introduction, Vision, Goals and Strategies, and the Appendix (or reference material). The first three sections comprise the official Comprehensive Plan document. Any changes to these chapters, including the Future Land Use Map, will require formal Planning Commission and City Council review with the necessary public hearings. The Appendix, which provides background information, is adopted by reference. Since its purpose is to provide background information, it is not an immediate part of the legal document and can be amended more easily.

### ***7.1 Introduction***

This section provides the reasons, standards, process and responsibilities of doing a comprehensive plan. It discusses the requirements of planning under the Growth Management Act. It also distinguishes between a Future Land Use Plan and a Zoning Map, and describes how these plans should be reviewed and updated.

### ***7.2 Vision***

This section describes the vision and the predominant principles driving the plan. It describes the Preferred Direction that was developed through the community planning process and provides the foundation for the Future Land Use Plan for the city. This section also provides the research and analysis that drove the particulars of the plan, such as the population projections and market context for the plan, and the fiscal analysis that justifies the planned intensities. There is also an analysis of the land that is currently available for development as well as projected developable land capacity based on the future Land Use Plan. This section concludes with the delineation of growth areas for the city's expansion and lays out procedures for the city to annex these designated growth areas.

### ***7.3 Goals and Strategies***

The 2026 Comprehensive Plan addresses the following elements: Urban Form, Land Use, Housing, Environment, Parks and Open Space, Mobility, Capital Facilities, and Utilities. While this process did not include a formal economic development element, the goals and strategies that emerged in this process that related to this topic area have been included under this element title. A formal economic development analysis and plan should be undertaken at some point, and the information used to update this plan. The Land Use Element includes the Future Land Use map and the Urban Growth Areas map.

### ***7.4 Appendix***

This section is intended for more frequent updates than the earlier chapters. It contains 2006 information that was used to develop the Existing Conditions analyses; Community Indicators and Performance Measures; and Implementation Strategies that inform the plan. It is expected that these will be updated on a regular basis. This section also includes information that provides historic references to the development

of the original 2026 plan, such as community input, alternatives screened and the SEPA analysis that was conducted for the original plan. This material will not need to be updated and is made available for reference only. At the end of this section is a glossary of terms used in this document.

## 8. PLAN UPDATES

As described earlier, this plan is a living document. In order to maintain its relevance, it should be revised as necessary. Some reasons for these updates could be successful rezoning petitions that also result in changes to comprehensive plan land use designations, as reflected on the Future Land Use Map; annexation; new development(s) that impact the existing conditions analyses; fresh Census data that might require an adjustment to the population projections this plan is based on; or a change in city revenues that necessitate reworking the implementation strategies and priorities (Appendix I). The criteria for assessing comprehensive plan and map amendments should include the following:

- Proposed changes are consistent with goals and vision in the comprehensive plan;
- Proposed amended do not otherwise compromise the public good; and
- The changes do not affect important plan targets,

The details and frequency of this update process are as follows:

- The plan should be updated every ten years by City Staff (with the help of outside consultants, if necessary) under the supervision of a Steering Committee. The Steering Committee should be comprised of city officials and citizens appointed by the Mayor or Council. Staff will identify obstacles or problems that caused the under-achievement of goals and strategies. Staff will then propose actions to address identified problems. Staff will also recommend any new goals or strategies that might be necessary. The Planning Commission and City Council may hold workshops to understand these recommendations in detail. Subsequently, they will hold public hearings to seek public input on the proposed changes. Following the public hearing by City Council, the revised plan is sent to the State offices of Community Trade and Economic Development (CTED) for review. CTED may take up to 60 days to review the proposed amendment. After the city responds to CTED's comments, City Council takes final action to adopt the plan amendments.
- Updates to the Unified Development Ordinance, Zoning Ordinance and any other pertinent regulations will be prepared for consideration and adoption, in order to implement the Comprehensive Plan.
- State Growth Management procedures (RCW 36.70A.130) state that the comprehensive plan cannot be amended more than once a year. To that end, requests for amendments from individual property owners, as well as city-

initiated amendments, should be coordinated to provide the timeliest review. The city may choose to adopt policies regarding the timing of consideration of requests for amendments in order to provide clarity to those who might seek changes to the plan.

- The Plan should be reviewed every other year to incorporate new and updated information regarding base-line data and community indicators/performance measures. This review could include an update to the maps (as necessary) including the Future Land Use Plan, Transportation Plan, and the Parks, Open Space and Recreation Plan; the implementation strategies; and the community indicators/ performance measures.

Because the comprehensive plan is, in essence, the “vision” document for the future development of the city, it is important to include the public in the planning process. Therefore, the city may choose to hold additional public meetings and workshops for informational or educational purposes, or to seek additional input prior to preparing and making any changes to the plan.

Changes in the organization, format, appearance, profiles, narrative, illustrations, examples or other non-material changes to the Comprehensive Plan document and maps that may be made by the Community Development Department should be considered exempt from any formal City Council adoption process. Changes to the Appendices to the Plan are generally considered non-material.

It should be noted that amendments to the Future Land Use Map will typically necessitate a concurrent Zoning Map amendment. The City should consider whether the two actions should occur simultaneously or through a process separate from the comprehensive plan amendment process and adopt policies accordingly.



## B. Vision (Executive Summary)

1. Vision Statement	B-1
2. Plan Principles	B-2
3. Preferred Direction	B-2
4. Description	B-5
5. Sustainability	B-9
6. Population Projections	B-17
7. Market Context and Development Programming	B-20
8. Buildable Land Capacity Analysis	B-24
9. Urban Growth Area (UGA) Policies	B-25
10. Annexation	B-26
11. Fiscal Analysis	B-26

### 1. VISION STATEMENT

The Vision for Long Beach is summarized in the following statement:

*“Our vision is to become a vibrant resort community that shares its unique coastal environment with residents, businesses, and visitors. We will manage our growth to provide a sound and diverse economic base where families can afford to live. We will create and maintain a pedestrian and bike-friendly community that has excellent infrastructure to meet the needs of our businesses, residents, and visitors. We will create a sense of place by establishing a healthy Town Center. We will establish an atmosphere of cooperation with our neighbors all along the Peninsula. Together, we will strive for a community where we pay tribute to our rich cultural and natural heritage; a community that has quality health care and other essential services; and above all is a safe place where residents can live, work, and play.”*

## 2. PLAN PRINCIPLES

Based on the vision statement for Long Beach, the community concurred on the following principles that provide a greater level of detail regarding the intentions inherent in the vision. These principles influenced and directed the 2006 planning process.

- Guide development in a manner that strengthens the coastal village atmosphere treasured by residents and visitors alike.
- Create a focal point for the community that provides a sense of place and destination.
- Foster a sense of neighborhood in residential areas.
- Integrate land use distribution with the development of road, trail and path access for everyone.
- Maintain a secure community with safe circulation routes and public gathering places.
- Extend and weave the surrounding open spaces into the city's framework.
- Support diversification of the local economy to serve, employ and house the permanent resident population.
- Support a variety of activities to foster year-round tourism.
- Protect and enhance the cultural and natural heritage of the area.
- Establish development policies that balance development with the requirement to protect the ecological functions of the Peninsula.
- Continue partnering with neighboring communities so the peninsula gains a competitive edge in the beach resort market.
- Plan in ways that are sustainable.

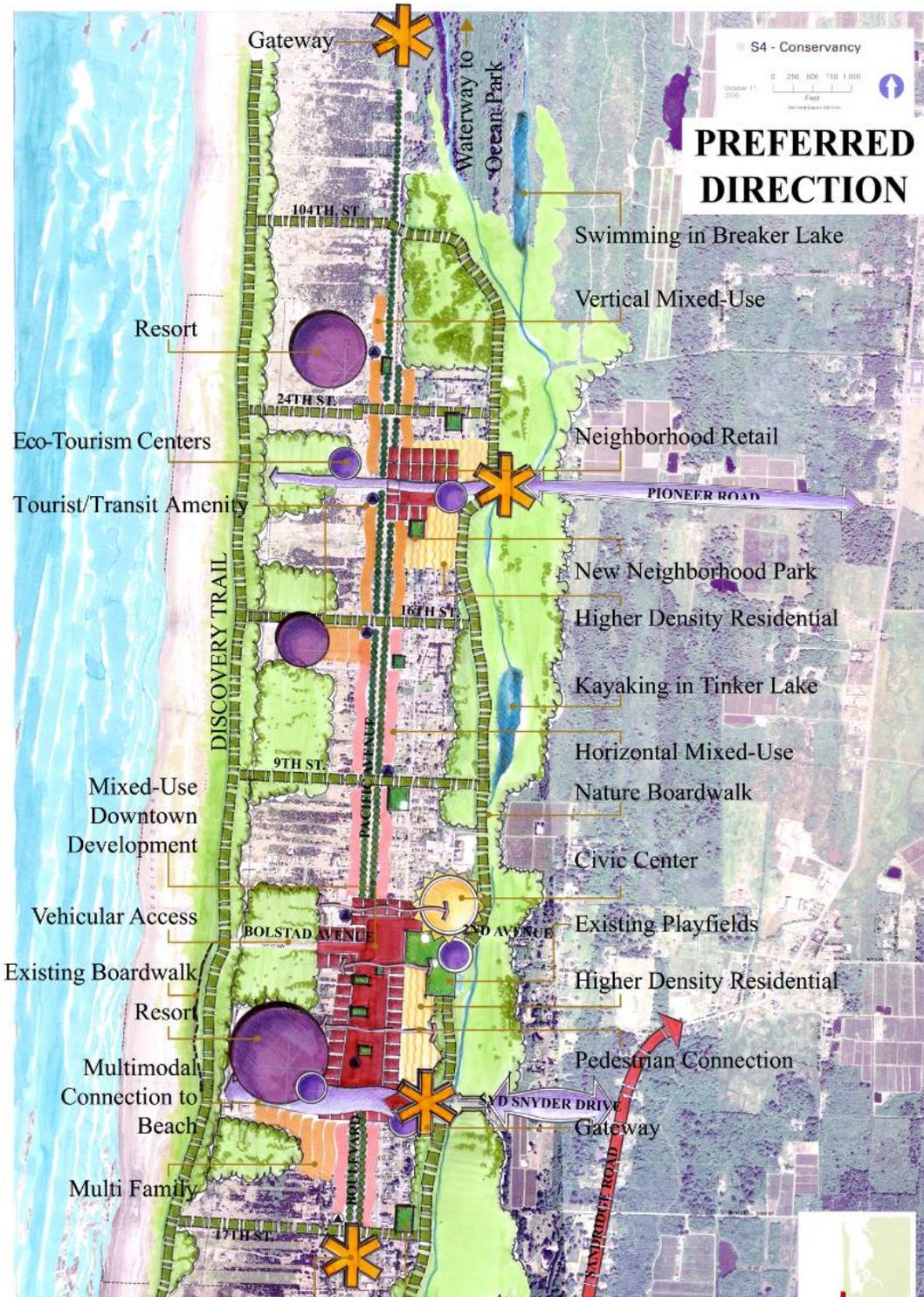
## 3. PREFERRED DIRECTION

Several public meetings were held to determine how the above vision and principles could be manifested in the physical layout of the city. Three alternatives were developed that showed distinct approaches to implementing the above principles. These alternatives and community comments about each are presented in detail in Appendix D, Urban Form Alternatives.

Subsequently, the desirable features of each alternative were assimilated into a *Preferred Direction* for Long Beach. This provides a framework for the future development of Long Beach. It describes a proposed distribution of land uses, circulation network and major public amenities in very general terms.

Highlights of the *Preferred Direction* are:

- New development is contained within city limits and the projected 2026 UGA;
- Different ways to enter and experience the city are highlighted;
- A network of trails connect the eastern and western edges of the city;
- Commercial activity is concentrated into 2 core areas - one of which focuses primarily on neighborhood needs and the other oriented toward tourism;
- Resorts are concentrated west of Pacific Avenue but are allowed in other areas designated for commercial or mixed-use development;
- Higher density residential uses are clustered around commercial core areas; and
- Pacific Avenue becomes a grand boulevard lined with gracious buildings that provide a strong community identity.
- The plan is based on the concept of *eco-tourism* which builds on the area's natural assets and the residents' desire for a tourism-based economy. The plan therefore advocates for the preservation of natural areas not only for their intrinsic environmental value, but as the mainstay of the city's and the Peninsula's economy. This also builds on the regional movement to designate Pacific and Wahkiakum counties, among others, a National Heritage Area.



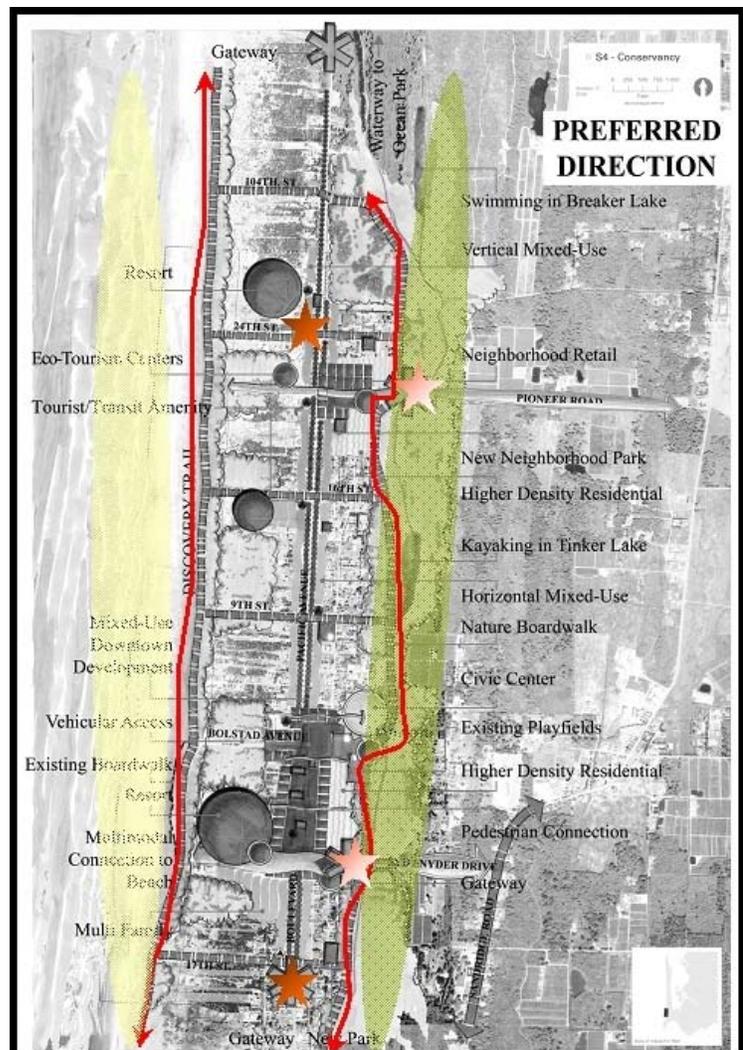
## 4. DESCRIPTION

The *Preferred Direction* is a compilation of four features: Edges, Anchors, Neighborhoods and Economic Generators.

### 4.1 Edges

The edges of a city are what mark its outer limits. Edges are important since it is where the city is first or last experienced. Edges can be a combination of hard (roads or buildings) or soft (water bodies, parks, etc.) features.

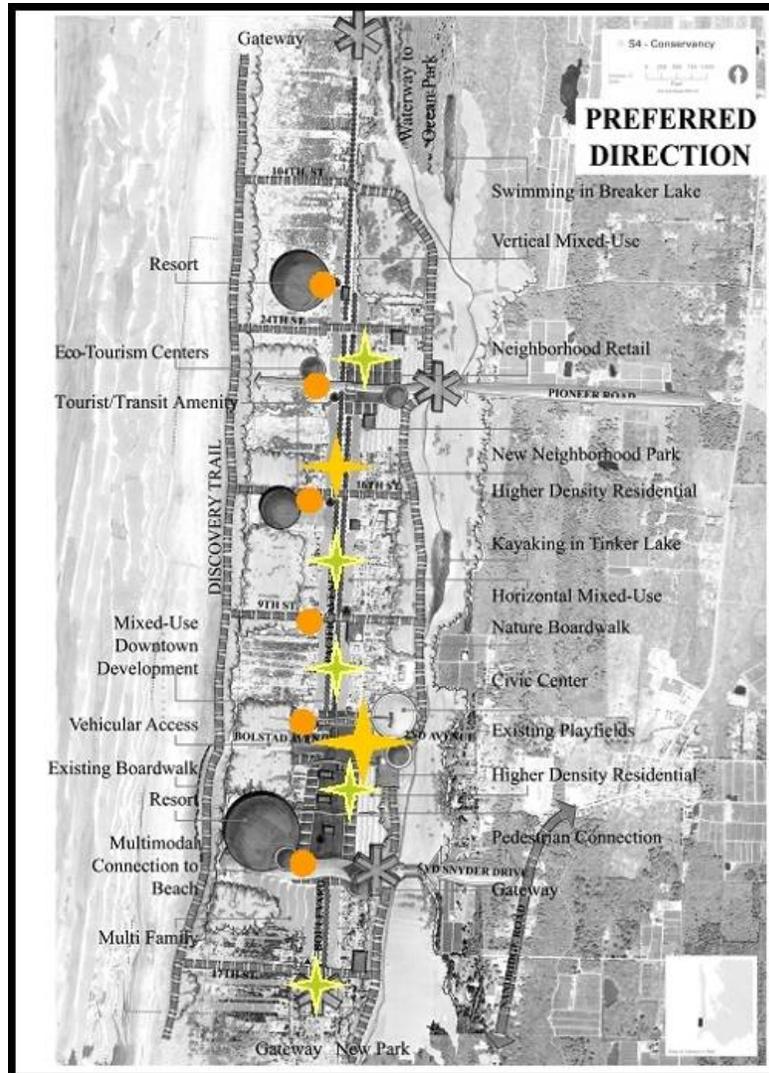
- The western edge of Long Beach is a natural beach with parkland and trails.
- The eastern edge is a lightly wooded area with creeks and trails.
- The southern edge blends into Seaview.
- The northern edge is marked by rural lands.
- The two entries at the northern and southern ends of Pacific Avenue at 28th Street N and 19th Street S respectively, could be enhanced.
- The two east entries should be emphasized at the city's limits along Sid Snyder Drive and Pioneer Road.



## 4.2 Anchors

Community anchors are public facilities that become the focal points of socialization, services and communication. These can be libraries, parks, community centers, city hall and similar civic places.

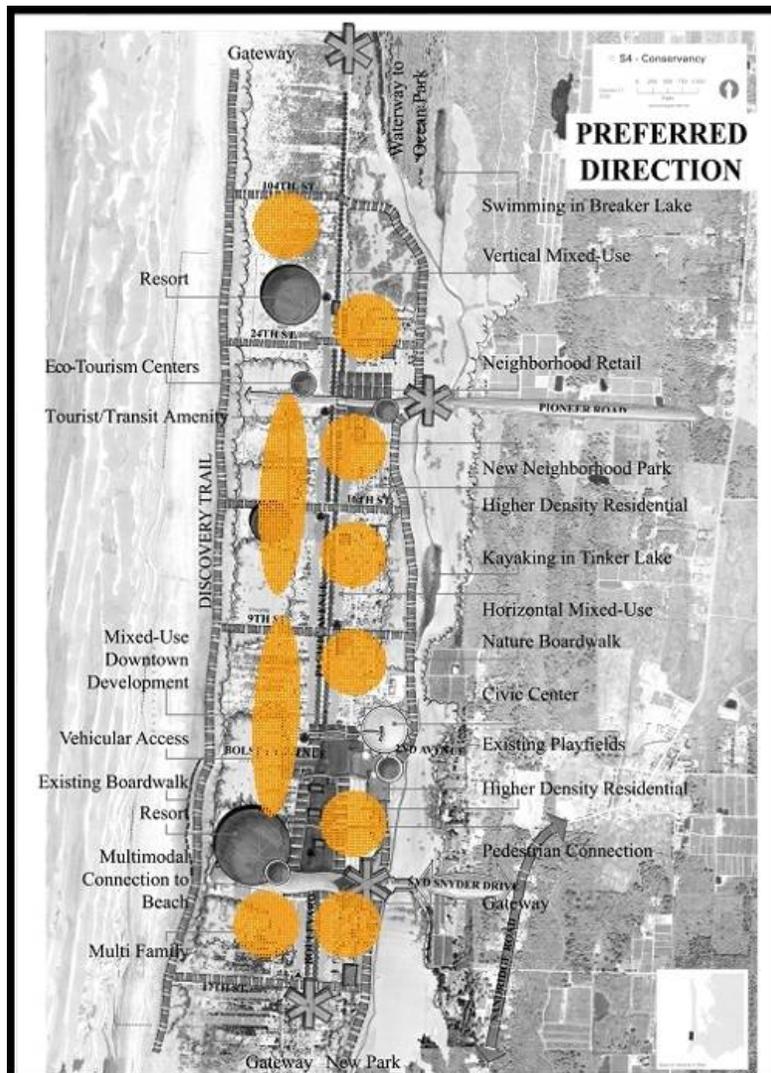
- A new Civic Campus that would house government uses such as offices, a library, etc., and a multi-purpose Community Center that would provide space for community events and activities are significant anchors.
- The downtown core is the focal point of visitor activity.
- A smaller neighborhood commercial center is proposed further north by Pioneer Road.
- Well-designed neighborhood parks of varying sizes also become community anchors.
- Smaller more intimate “Tourist Amenity” facilities occur at regular intervals on Pacific Avenue and become anchors for visitors.



### 4.3 Neighborhoods

Neighborhoods are a city’s building blocks. They are portions of the city that are well defined by boundaries and anchored by a central community facility, be it a park, a community center or a school. Although Long Beach as a city is small and can easily be understood as a cohesive whole, there are distinct areas within the city that have particular characteristics and provide their own sense of community.

- Pacific Avenue is a major determinant of neighborhoods’ edges as are the beach to the west and the wetlands to the east.
- Other edges are clusters of non-residential uses.
- Neighborhoods on the west are defined in part by the dunes and the conservancy lands.
- Neighborhoods on the east side of Pacific Avenue are more defined by streets, features such as parks, and buildings.

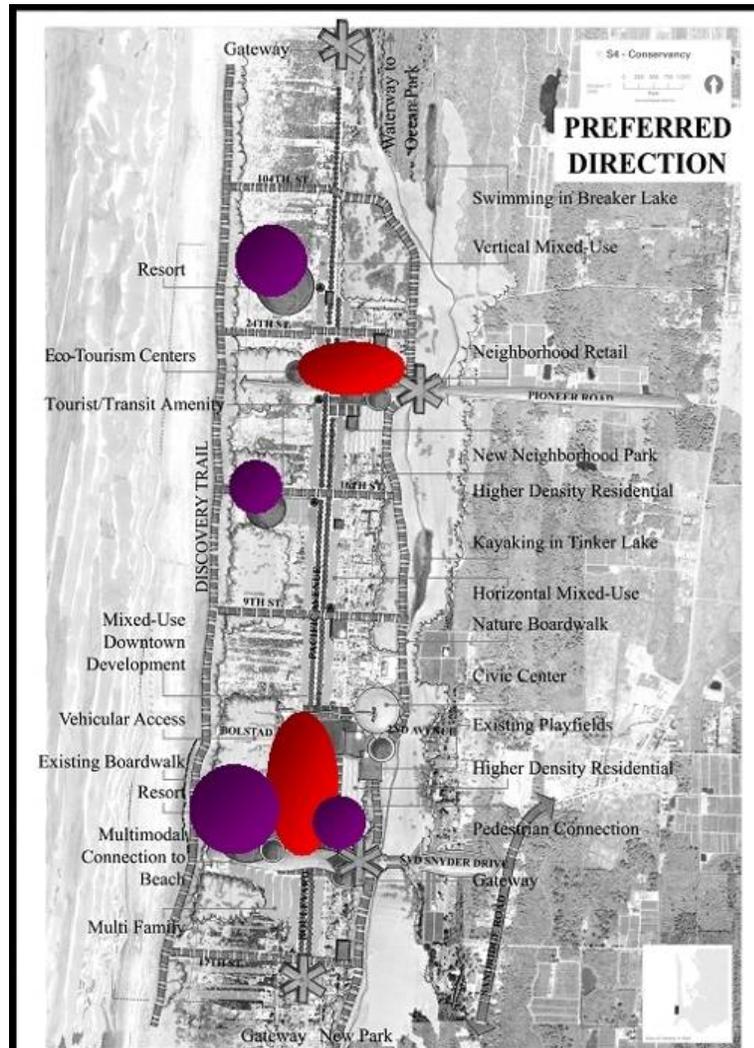


- Certain neighborhoods are geared toward tourist-related activities, while others are resident-oriented.
- Residential neighborhoods may also be defined by the type and density of housing that is located there.

#### 4.4 Economic Generators

Economic generators are concentrations of commercial uses that help fortify the local economy. These are the downtown, resorts, neighborhood commercial areas, industrial areas, and other areas of business activity.

- While commercial areas may contain characteristics of both, they are distinguished between tourism-oriented and neighborhood-focused local-serving commerce.
- The pedestrian-oriented downtown core is the primary tourist-oriented commercial area, with a high concentration of businesses and activities that are geared towards visitors.



- Resorts and hotels are recognized as crucial elements of Long Beach’s ecotourism focus and are oriented toward the ocean.
- Large economic generators are located on or within a block of primary arterials and/or transit

## 5. SUSTAINABILITY

One of the core principles guiding the 2026 Long Beach Comprehensive Plan is that of sustainable development, in recognition of the vibrant yet vulnerable natural habitat that shapes the Peninsula, and to complement the goals for eco-tourism. The fundamental directive of sustainable development is the responsibility of the current generation to live and work in a manner that does not compromise the ability of future generations to meet their own needs. Initially driven by environmental concerns, the notion of sustainable development continues to broaden in scope and purpose, and today addresses social and economic factors.

Sustainable development asks cities and businesses to consider assumptions about availability of non-renewable resources and the resilience of the ecosystem to withstand increasing pollution. It questions prevalent practices that lean towards short-term outcomes or “quick fixes.” Planning for sustainable communities therefore entails the following:

- Taking a long-term view (perhaps 50-100 year timelines) as well as a broad examination (comprehensive, multi-disciplinary) of actions and policies;
- Clearly defining desired outcomes in measurable terms;
- Being fiscally prudent and savvy in making the right investments and subsidies for sustainable outcomes; and
- Monitoring and being accountable for outcomes.

Sustainable development is not necessarily a fixed outcome for which one strives, since the community, and the world, is in a constant state of change. Rather, it is best described as a state by which unsustainable practices and outcomes are identified early; human ingenuity is sought for least-cost, enduring and most effective solutions; and the community is again brought back to a stable level of existence.

### *5.1 Approaches to Sustainability*

Sustainability should fairly balance social equity and economic health with environmentally-focused development. However, it is necessary to demonstrate that actions have measurable results, in order to make sure efforts are being directed where they are most beneficial. While there are numerous models for economic analysis, it is more difficult to quantify social and environmental benefits, which can limit success. As more becomes known about issues surrounding global climate change, a new awareness of the need for an effective, accelerated rate of change towards sustainable outcomes has emerged.

A better approach is to view resources – human, social, built and natural – as “capital,” or assets that can be used to achieve goals and improve outcomes. In this way, the economy is not seen as a separate activity but one that underlies all human activities and policies, recognizing the many complex resources within a community:

its individuals, social organizations, government, buildings and the environment. Treating each of these as resources within the larger context of the environment respects each sub-group within a community, reflects their relative influence and draws upon their strengths.

- *Human Capital* is the knowledge, education, skills, and other individual attributes of each individual in the community that are relevant to social and economic activity.
- *Social Capital* is the collective resources of a society that allows networks, groups or government to pursue a common goal.
- *Built Capital* is the environment within which a community functions, such as roads, buildings and infrastructure.
- *Natural Capital* is the rivers, trees, food, sunlight, wildlife, etc. that exists in a healthy ecosystem and provides the necessary resources for a sustainable community.

Sustainable development should draw upon the strengths of each form of capital, in order to more fully utilize the opportunities presented by the built and natural environment. To that end, the social, economic and environmental aspects will all be on a more equal and balanced footing.

### ***5.2 Sustainability and the Comprehensive Plan***

The concept of sustainability was used to develop the comprehensive plan for Long Beach. The source of the plan vision was individual input (the city's Human Capital) that was given throughout the process, from citizens, City officials, staff, and other interested people. The plan consistently addresses many individual needs that are currently unmet within the community, such as lifelong learning, job generation, and affordable housing, and is sensitive to the income, age, employment status, education and other characteristics of residents.

The process by which the plan was created drew upon the Social Capital, through Steering Committee meetings and public workshops, in order to develop a Vision Statement, Preferred Direction and Goals. Goals and strategies in the document are tied to opportunities for individuals, groups, and the government to contribute to a sustainable future. At the same time the plan recognizes that much of the Long Beach community is seasonal or transient (tourists), elderly or the working poor. Therefore, the plan advances the need for employment opportunities and infrastructure that will draw families and youth back to the city and will provide housing choices to the working poor.

While the ultimate focus of a comprehensive plan is the city's Built Capital, the comprehensive plan's spotlight on eco-tourism and local parks and recreation balances the needs of development with the delicate ecosystem setting, our Natural

Capital. The plan emphasizes working within and not disturbing the rich natural environment surrounding the city, such that the natural environment remains the mainstay of the city's economic strategy: eco-tourism.

Sustainability particularly influences goals and strategies for the development of roads, access, utilities, services and buildings. The goals and strategies encourage fiscal responsibility, so as to optimize resources and use them in the most efficient way. Key principles and some of the ways in which they are applied in the plan are as follows:

5.2.a. GENERATE NO WASTE

Sustainable communities ideally imitate nature in that every so-called waste is re-used or recycled or otherwise plays another role in the production cycle. This stems not only from a concern about the increasing pollution of our lands, waters and air, but also growing apprehension about rapid accumulation of waste in landfills, particularly non-biodegradable and highly toxic waste. Waste has had a particularly strong impact on the Pacific Ocean and aquatic life, which is a mainstay of the local identity. There are many resources, currently wasted, that could be trapped for economic gain. The comprehensive plan directs the City to explore opportunities to reduce solid waste, increase composting and encourage recycling.

5.2.b. USE RESOURCES SPARINGLY

Sustainable communities recognize and respond to the increasing competition for depleting world resources by consciously reducing their per capita resource consumption. Unabated resource consumption will not only affect the availability of resources but their price and quality, making them even more inaccessible. This is magnified by the distance of Long Beach to major commercial centers. To be sustainable, the community therefore needs to be more reliant on local sources for food, energy, jobs and other necessities. Investments need to be made locally so those dollars have a multiplying affect on the local economy. The comprehensive plan encourages the community to bolster its economy by investigating local forms of energy generation. It discourages expansion of infrastructure for very low-density development into natural land and encourages maximizing the existing infrastructure through careful renovation and redevelopment of existing built up areas.

5.2.c. FULL ACCOUNTING

Sustainable development closely looks at the notion of debt for our built capital. In many instances, our infrastructure is financed and constructed in ways that pass on unintended outcomes to other communities or future generations, whether it is adverse impact on the environment, or an impact on local jobs and housing. Sustainable development approaches require communities to do as much full cost accounting as possible such that all pollution, debt service, maintenance and reconstruction are fairly accounted for and borne by the immediate beneficiaries of that investment. The Long Beach Comprehensive Plan encourages the use of transit

and non-motorized travel to reduce the traffic impacts of new development in the city, and the location of housing near job centers. This reduces the need for massive infrastructure investment in roads that will need to be maintained, further expanded or retrofitted by future generations.

#### 5.2.d. THINK GLOBAL, ALWAYS

Lastly, sustainable development recognizes that the world economy and society are intractably interlinked. Therefore, local economies that are dependant on imported resources and goods will be affected by increasingly volatile international affairs. The city's tourism economy is a prime example: when national events impact people elsewhere, they may choose not to travel, therefore having a significant effect on the local economy. At the same time, local economies can impact state, national, and world events and business through actions such as generation of energy or disposal of waste. Among many recommendations for global responsibility, the comprehensive plan encourages the city to continue to be responsible for its impact on regional water quality. Through continued monitoring of water quality, waste water discharge, and stormwater, the plan offers recommendations for local actions that could have far outreaching impacts.

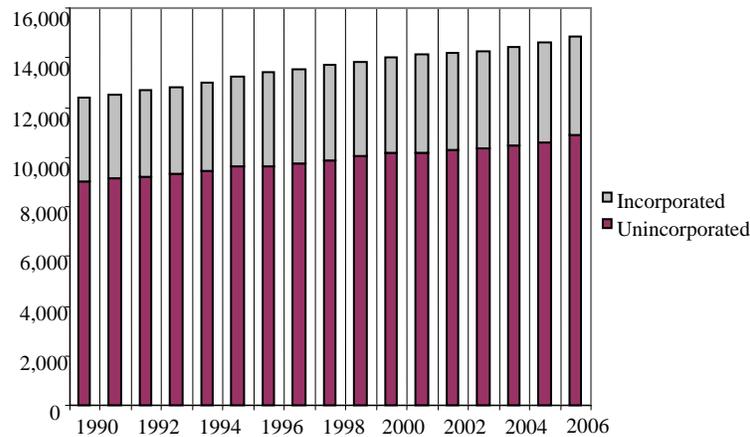
## 6. POPULATION PROJECTIONS

One of the important considerations for this comprehensive plan is how the city intends to accommodate the projected increase in residential population in the area. The projected growth numbers are based on population projections for the county generated by the Washington State Office of Financial Management (OFM) and tempered with past population trends in the city. Long Beach's growth targets, however, have to be corroborated and accepted by Pacific County as well as the other three incorporated areas in the county.

Data since 1990 highlight some interesting trends:

1. Contrary to popular belief, development activity in Pacific County has actually been slowing down. For instance, for the five-year period between 1990 and 1995, there was a net of 824 new housing units constructed in Pacific County. During the next five years there was a net of only 763 new housing units. From 2000 to 2005, the number dropped to a net increase of 603 units. While 2006 saw a record 291 new units within the county, that is believed to be a single-year event and not indicative of a reversal of the trend.
2. Incorporated areas within the county have been absorbing a smaller proportion of new development. For instance, in the 1990-95 period, of the 824 new housing units 247 or 30% of the units were within the incorporated areas of the County. In contrast, during the 2000-05 period, of the 603 new units, only 148 or 25% of the units were located in incorporated areas. This is substantiated over the last year, 2006 when of the 291 new housing units, 36 (or 12%) were located in incorporated parts of the county.

**Figure B-1: Past Housing Trends in Pacific County (1990-2006)**



Source: State of Washington Office of Financial Management

3. Among the incorporated areas, Long Beach has been absorbing a higher proportion of units. From 1990 to 1995 and again from 1995 to 2000, about 39-41% of net increase in housing units within the incorporated areas was attributed to Long Beach. This is even more striking for in the period 2000-2005, when Long Beach accommodated 112 or 76% of the new housing units seeking permits within incorporated Pacific County. In 2006, of the 36 new units in incorporated areas, the City of Long Beach accommodated 23 (64%). The absorption rates of these five-year periods are summarized in Figure B-2, below.

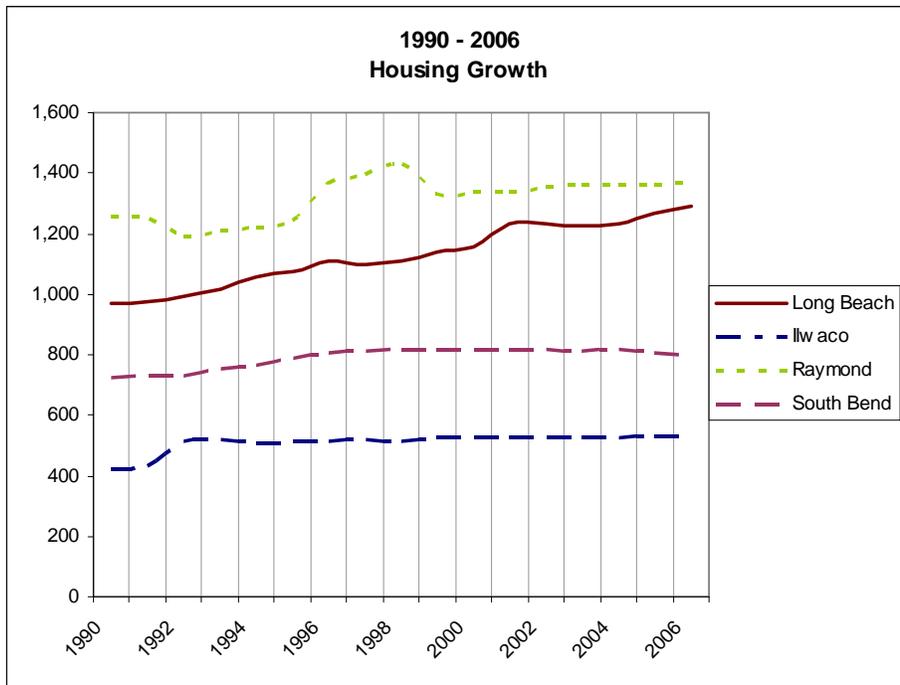
**Figure B-2: Long Beach's Absorption of Pacific County Housing Units**

	1990-1995	1995-2000	2000-2005	2006	AVERAGE WEIGHTED EQUALLY BY YEAR	SIMPLE AVERAGE
Incorporated areas' absorption of Pacific County's total	30%	28%	25%	12%	27%	24%
Long Beach's absorption of Incorporated areas' total	41%	39%	76%	64%	53%	55%
Long Beach's resulting absorption of Pacific County total	12.4%	10.9%	19.0%	7.7%	14.1%	13.0%

Source: Office of Financial Management, Washington

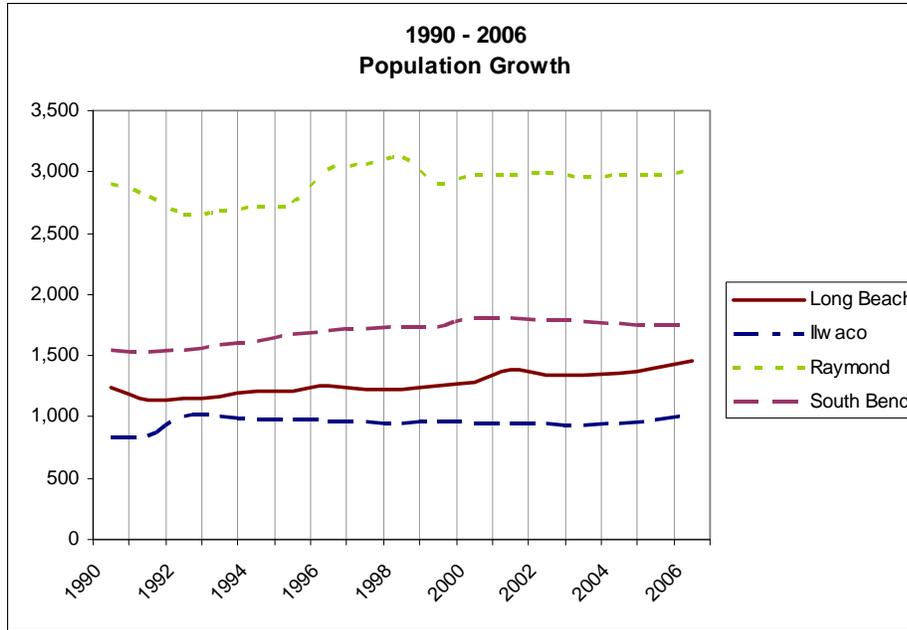
4. The ratio of housing units to permanent population has been increasing throughout the County. In 1990, the County recorded 12,404 units to 18,882 persons or a ratio of 1:1.5. In 2006 the ratio was 1:1.4. In Long Beach, the 1990 ratio was in the order of 1 housing unit for 1.27 persons in the city. Since then, it has generally been declining, reaching a low of 1.09 in 2002, though in 2006 it edged up closer to 1:1.13. As smaller geographic areas tend to converge with larger areas, it seems reasonable to hold this ratio stable at 1.1 for the purposes of this analysis.

**Figure B-3: Housing Growth in Pacific County Cities (1990-2006)**



Source: Intercensal Estimates, Office of Financial Management, Washington

**Figure B-4: Population Growth in Pacific County Cities (1990-2006)**



Source: Intercensal Estimates, Office of Financial Management, Washington

The above figures demonstrate the strategic importance of Long Beach’s growth and economy within Pacific County. It is the intent of this plan to better accommodate this projected growth. The City believes that there will continue to be substantial development interest in Long Beach. While past population trends may suggest that Long Beach will not experience significant “population growth” in the 20-year planning horizon (see Figure J-1 in the Appendix), the City’s demographics and settlement patterns indicate the need for continued residential development. In particular, many of the properties generally considered “seasonal” homes may become permanent residences for baby boomers who eventually retire in the city, thereby causing a greater than anticipated increase in permanent population. However, the demand for vacation homes may also continue; second homes currently account for about one-third of all residences in the city.

OFM has provided low, intermediate and high population growth projections for Long Beach. A review of Pacific County’s past 10-year growth patterns suggests that growth may fall somewhere in between the intermediate and high projections. If we take our cue from development patterns in 2006 and presume that over the next 20years, Pacific County will more closely follow the high projection trend, then it is expected the County population in 2025 may reach the OFM’s projected 26,987 persons. This forecast implies an additional 5,487 persons countywide over the next 20 years, as shown below:

**Figure B-5: Population Projections (High) for Pacific County (2025)**

	2000	2005	2010	2015	2020	2025
Pacific County Population	20,984	22,424	23,383	24,549	25,784	26,987

Source: OFM/Forecasting, January 2002

One way to benchmark the growth forecast is to compare the forecast’s intermediate years with the annual OFM population estimates. Though the high forecast estimated a 2005 population estimate of 22,424 for Pacific County, the actual OFM estimate for April 1, 2005 was only 21,300. With the 2000 census figure at 20,984, the 2005 estimate means that instead of gaining 1,440 persons from 2000 to 2005 as suggested by the high forecast, Pacific County has only gained 316. Thus far, growth in Pacific County is lagging behind the high forecast.

Past trends indicate that over 70 percent of new development will likely occur in the unincorporated (i.e., rural) parts of the County—contrary to the goal of the GMA to accommodate the majority of new growth in urban areas. Nevertheless, under those same assumptions, between 1,200 and 1,400 new residents would be projected for the incorporated areas. Long Beach is likely to capture between 55 and 65 percent of the projected incorporated population increase, amounting to between **700 and 900 persons** in this planning period.

The City of Long Beach made a presentation of the above assessment and population projections to Pacific County Commissioners on March 7, 2007 and to the Pacific County Council of Governments and the Economic Development Council on April 11, 2007. There were no formal objections to the proposed population projections and the absorption rates for the city of Long Beach.

Currently, there is no data to predict more precisely how the ratio of housing units to permanent population may evolve over the next 20 years. The range in Long Beach from 1.09 to 1.27 and in Pacific County between 1.45 and 1.52 suggests that in 20 years it might approximate **1:1.1** in the Long Beach area. Under that scenario, the city of Long Beach would need to plan for an additional **640 to 820** housing units over the next 20 years.

Anecdotal evidence suggests that housing units built for seasonal occupancy have been increasingly occupied by permanent year-round residents. This trend has important implications for Long Beach. First, it supports the national demographic trend of a growing “baby-boomer” population coming of age to retire, as well as local observations that the city is an increasingly desirable location for a growing permanent urban retirement population. Second, it means that the city’s economic dependency on tourism-related spending by short-term visitors may require additional housing stock or other short-term accommodations in the future to maintain adequate housing supply for both permanent residents and short-term visitors. A growing retirement population has the potential to alter the City’s economic and fiscal characteristics as well.

By accommodating the population and projected housing market, and responding to the housing trends discussed above, this comprehensive plan is closely aligned with the goals of the Growth Management Act. It is well poised to cater to this quantity of new development.

## 7. MARKET CONTEXT AND DEVELOPMENT PROGRAMMING

Community goals that relate to the development of the city's commercial districts include:

- Guiding development in a manner that strengthens the coastal village atmosphere treasured by residents and tourists alike;
- Fortifying the sense of place and destination by identifying locations for a new multi-functional Civic Campus and/or multipurpose Community Center;
- Supporting a variety of activities to foster a year-round economy; and
- Creating a node for neighborhood-commercial businesses.

### *7.1 Demand for Commerce*

A common perception of a small town “downtown” is a commercial setting with some housing adjacent to or above shops. The reality is that there is only a limited demand for commercial space in any area. Even with a strong visitor element, it is not realistic to expect that all of Long Beach's commercial area will be developed for businesses; there is not adequate demand to support such a level of commercial development. Therefore, the primary strip must evolve with a combination of activities including retail uses, housing, institutional uses, employment-generating uses, and interim uses (such as some existing activities), in order to put property to use until the market can justify more intense activities that can replace softer uses.

In Long Beach's case, market support for retail and office development evolves from a strong housing market and strong visitor spending. However, quality overnight lodging facilities, as well as a variety of restaurants, shops, attractions and activities are necessary to stimulate increased visitor spending. This section describes a possible development program for the Long Beach area that reflects market opportunities, site conditions, community goals and other factors, and describes a suggested mix of land uses in order to remain flexible to changing market conditions.

Any redevelopment must consider the needs of residents as well as visitors to the area. These considerations include price, size, quality levels, image, competition, quality of life and other factors. Proposed buildings need to be reasonably consistent with the value of nearby development. Initially, upgrading of property may be more modest; financing is dependent upon appraisals, which are dependent upon the value of nearby property, so financing new development or major redevelopment may be difficult during the near-term plan period. But as the area redevelops and upgrades,

increases in property values and revenues will help to stimulate investment in the community.

The central stretch of Long Beach along Pacific Avenue is challenged by several other conditions that shape the recommended strategy to guide future development in the area.

- The middle section of Long Beach is a long commercial strip along Pacific Avenue, with no distinguishable core and lacking a specific identity.
- Commercial rents are currently low and can be expected to stay that way at least for the short-term (several years) under existing leases. New commercial construction cannot be justified by prevailing rents, so there will be a forced dependence initially on redeveloping existing commercial buildings because they can operate with less debt and therefore allow lower rents.
- The lack of a convention center or sizable meeting space limits the potential for conventions, events and other larger gatherings to select Long Beach. It also deters investment in overnight lodging accommodations and limits opportunities for off-season tourism.
- The City of Long Beach has limited funds available for redevelopment efforts. City dollars will need to be leveraged with private dollars at every step.

### ***7.2 Proposed Development Program***

New development for Long Beach must realistically build upon what is in place today, as this is what now creates the first impression of the city. Current opportunities and constraints suggest that this plan should focus primarily on renovation and redevelopment of existing commercial buildings. As existing properties are improved and upgraded, investors interested in new construction will be more likely to see Long Beach as a sound investment.

The recommended development program for the plan is therefore a **mixed-use commercial district** that includes some convenience and community commercial and housing along Pacific Avenue, with **a more intensive visitor-oriented node** between Bolstad Avenue and Sid Snyder Drive. On the north and south ends of the commercial areas, **neighborhood-serving commercial uses** would be encouraged. With continued population growth on the Long Beach Peninsula, new development in central Long Beach could hope to capture some of this increased buying power and visitor spending.

The mixed-use district initially would be more likely to be dominated by residential uses – about one-half of the properties are already residential, but many of the structures are older, including outdated mobile homes. Current development regulations tend to discourage investment in improvement of residential buildings in commercial areas. It is expected that with the establishment of the mixed-use zone, residential redevelopment will be the predominant activity, but as market conditions

shift and demand for commercial space increases, buildings should be converted or properties redeveloped. The area could reasonably be expected to capture some additional retail-commercial (possibly 20,000 to 25,000 square feet), some additional office-commercial (15,000 square feet), some higher-density housing, and some flexible employment space, designed to meet changing market conditions and demand. The mixed-use and visitor-serving areas would both be appropriate locations for an arcade of small-scale artist spaces that might be used for the retail sale of items during tourist season and for studio and production time during the off-season.

The visitor-oriented downtown core would encourage those businesses that cater to visitors, such as restaurants, shops and attractions, but might also provide office space and retail establishments that serve the needs of local residences. In fact, such a mix is necessary and highly desirable, in order to maintain year-round activity and vibrancy. Conversely, while some businesses oriented toward visitors might be located in the neighborhood commercial areas, the emphasis there would be on businesses that are primarily geared toward providing goods and services for residents. Both areas could incorporate residences on upper floors, adding to the available housing in the city.

Housing is a use that could occupy a significant portion of the area designated for mixed-use development along Pacific Avenue. Higher-density multi-family housing in vacant and otherwise underdeveloped areas can help add vibrancy and life to the area. Developers can use the strong housing market to create a de-facto phasing plan for future development. Building **multi-family housing first** helps bring the buying power necessary to support future commercial development in the area. As commercial interest intensifies, residences can be renovated for mixed-use development.

The proposed **Civic Campus** can frame the downtown by creating a central location for multiple public uses, such as a library, meeting space, new city hall, and police, among other public uses.

Many tourism-oriented locales are seeing the revival of the “**informal**” **economic sector** including vending, street performers, casual or mobile salespeople. A farmers’ market(s) or other informal vending can occur in an open-air or partially enclosed setting, encouraging activity while keeping development costs minimal. A large, well-designed and located **pavilion** could accommodate many of these informal activities during inclement weather and off-season, at a relatively low price.

The implementation plan must consider constraints and potential impacts to existing buildings and uses. For example, some of the existing properties have existing long-term leases and non-conforming uses. Any future development must deal realistically with these and similar conditions on any property. Existing nonconforming uses must be allowed to continue and be improved, as appropriate.

Lastly, Long Beach has successfully drawn and captured tourist spending for peak seasons. In order to extend this economy into off-season months, the city, Visitor’s

Bureau, Merchants Association and other organizations will need to develop a coordinated marketing strategy and invest in needed infrastructure in order to effectively attract and accommodate the additional volume.

### **7.3 Market Summary**

Market indicators suggest support for retail and commercial uses, but businesses in Long Beach continue to face the eminent challenge of consumer leakage to larger concentrations of retail and business operations in the region, particularly to Astoria in Oregon. Long Beach's demographics and small household size, however, could justify an increased emphasis on consumer convenience. Consumers are likely to become patrons of businesses that are easier for them to reach. The outcome of this phenomenon could lead to more local capture in the retail, restaurant and office markets, augmenting city revenues. By adopting strategies to encourage increased commercial activity particularly during off-seasons, the City of Long Beach can increase its tax base and retain more local dollars, all the while enlivening itself as a community.

## **8. BUILDABLE LAND CAPACITY ANALYSIS**

Long Beach's 2006 population projections indicate that the city will need to demonstrate that it can accommodate between 700 and 900 new residents or 640 to 820 new homes over the next 20 years. Some of these residences will be seasonal or temporary homes. The GMA requires that this Comprehensive Plan update show how the City is planning to accommodate this population.

The City of Long Beach can increase allowable densities to accommodate this growth through more intense new development or redevelopment within current city limits. Or, it can extend its city limits and spread this growth over a larger area. Since the city of Long Beach's economy and affordability goals will depend on a larger portfolio of affordable homes in the future, the plan proposes a blend of the two strategies – some low-density development in a designated urban growth area and some higher density infill development and redevelopment, some of which will be mixed-use.

The Vacant Land inventory was created by City Staff. Site reconnaissance corroborated or at times enhanced GIS-based parcel data. GIS was also used to measure the area of wetlands within each parcel. Wetlands data was available through two sources: National Wetlands Inventory and a Wetland Survey of Long Beach (2000). Those wetlands above a certain size were assigned a buffer according to the description in Appendix E, Section 4.4 (Critical Areas). The Wetland Survey is fairly precise. The National Wetlands Inventory (NWI) is more general. Therefore NWI wetlands and their buffers were assigned a 50% value. This presumes that only 50% of the NWI wetlands area and buffer requirements will need to be protected or mitigated during development. These areas are shown in Appendix A, Map A-3, "Development Parameters Map."

GMA requires an assessment of only residential land development. Therefore, the development lands capacity analysis measures vacancy of only those parcels that are targeted for future residential or mixed-use (residential and commercial) development. Of the available land, it was presumed that approximately 78% of this land would be available since the remaining land would be otherwise used for roads, parks, and similar public facilities. Of the residual land, it was presumed that 25% would not be developed during the plan period due to market factors, such as weak absorption of new development, or a disinclination of property owners to sell or develop. The remaining land is what is considered buildable. Therefore, while about 147 acres are vacant and available for development in Long Beach, only 86 acres will likely be developed over the plan period. The number of residents this land can accommodate is calculated based on projected density for the various land use designations, and is calculated below.

Appendix J provides data regarding population, housing supply and land capacity. According to Figure J-3 in the Appendix, existing zoning and density distribution can accommodate between 437 and 558 new residents. This fails to accommodate about 260 to 340 of the additional new people projected to reside in the city. The future land use plan proposes increasing density and encouraging mixed-use development. This allows the city to incorporate 527 to 625 new residents. (See Figure J-4 in the Appendix)

Any potential shortfall remaining after in-city development could be fully covered by development in the 1996 Comprehensive Plan's 2016 Urban Growth Area. This area is currently under County Zoning R-3, Resort. This allows minimum lot sizes of 10,000 square feet or a maximum density of 4 dwelling units/acre. This plan proposes increasing the density from a low of 4 to a high of 7 dwelling units/acre. This is the basis for the housing and density projections in Figure B-6, below. Therefore, based on currently vacant parcels, 108 acres in the north UGA can accommodate between 235 and 411 homes, or about 299 to 524 new residents. (See Figure J-5 in the Appendix.)

The plan recommends establishing another UGA along the city's eastern edge. This not only addresses properties that are currently *partially* within the city's limits but also includes the few isolated properties in that area that still use county services. (See Map C-2 Urban Growth Areas.) These lands are either under County Zoning AG (Agriculture) or R-2 (General Residential). The AG zoning allows only one dwelling unit per 5 acres. The R-2 zoning is similar to R-3, discussed above. It too has a permissible density of 4 dwelling units/acre. This plan proposes a Long Beach Single Family land use classification for these properties with an associated density ranging between 4 and 7 dwelling units per acre. This area could accommodate about 31 homes, or 40 new residents.

**Figure B-6: Summary of Buildable Lands Capacity Analysis**

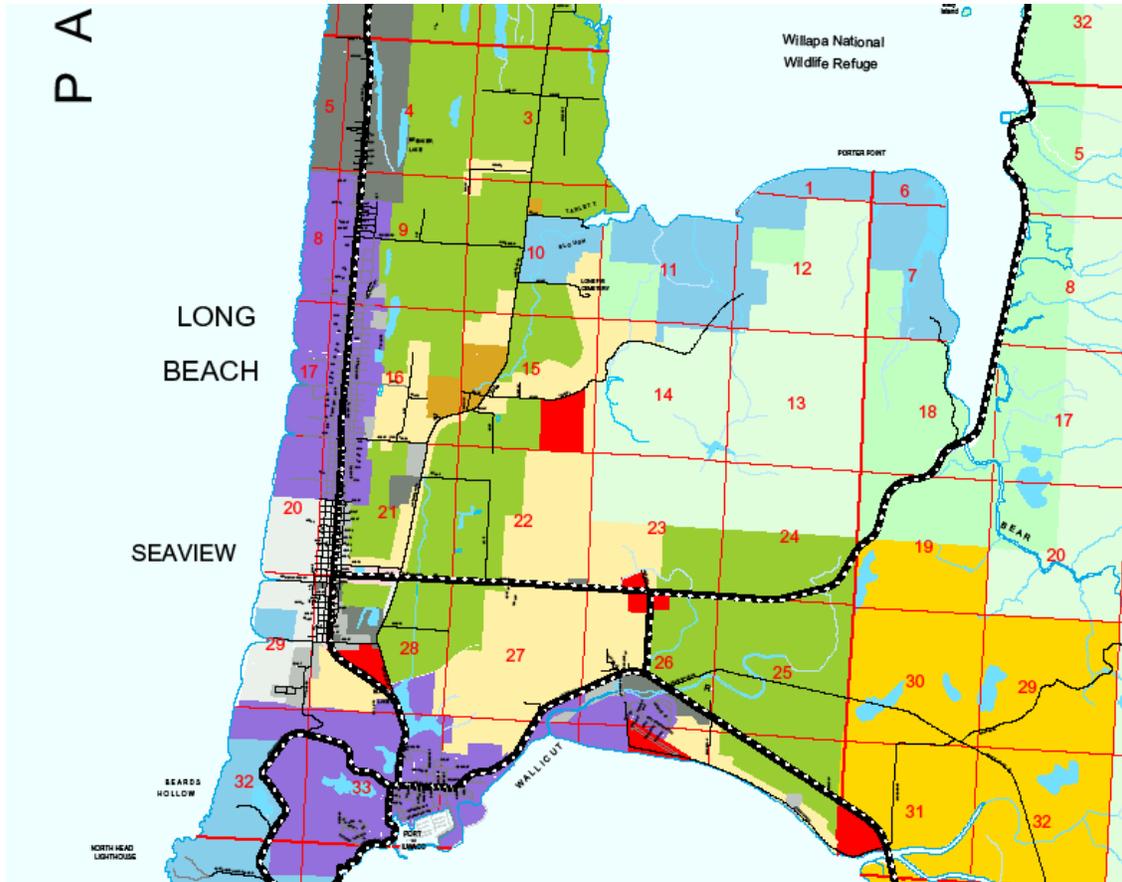
BUILDABLE LANDS CAPACITY	Total Homes		% Permanent Dwelling^^		Resident Population Projection**	
	du		du		persons	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
Existing Zoning	343	438	230	293	437	558
Proposed Zoning	415	491	277	329	527	625
UGA North only	235	411	157	276	299	524
East UGA only	31	31	21	21	40	40
<b>TOTAL PROPOSED</b>	681	933	455	626	866	1189

^^ Assumes 67% permanent dwellings, 33% second or vacation homes

\*\*Assumes 1.9 persons per permanent household

Source: City of Long Beach GIS

**Figure B-7: 2007 Pacific County Zoning (2004)**



**LEGEND: SELECT LAND USE DISTRICTS**

- Conservation (CD)
- Agricultural (AG)
- Remote Rural (RR-1)
- Rural Residential (RR)
- Rural Lands (RL)
- Restricted Residential (R-1)
- General Residential (R-2)
- Resort (R-3)

## 9. URBAN GROWTH AREA (UGA) POLICIES

The Growth Management Act (GMA) specifies certain minimum requirements for UGA formation. These include the following provisions of RCW 36.70A.110:

- An urban growth area may include territory that is located outside of a city only if such territory already is characterized by urban growth, whether or not the urban growth area includes a city, or is adjacent to territory already characterized by urban growth. (RCW 36.70A.110(1))
- Based upon the growth management population projection made for the county by the Office of Financial Management, the county and each city within the county shall include areas and densities sufficient to permit the urban growth that is projected to occur in the county or city for the succeeding twenty-year period. (RCW 36.70A.110(2))
- Each urban growth area shall permit urban densities and shall include greenbelt and open space areas. (RCW 36.70A.110(2))
- An urban growth area determination may include a reasonable land market supply factor and shall permit a range of urban densities and uses. (RCW 36.70A.110(2))
- Cities and counties have discretion in their comprehensive plans to make many choices about accommodating growth. (RCW 36.70A.110(2))
- Urban growth should be located first in areas already characterized by urban growth that have adequate existing public facility and service capacities to serve such development, second in areas already characterized by urban growth that will be served adequately by a combination of both existing public facilities and services and any additional needed public facilities and services that are provided by either public or private sources, and third in the remaining portions of the urban growth areas. (RCW 36.70A.110(3))
- In general, cities are the units of local government most appropriate to provide urban governmental services. In general, it is not appropriate that urban governmental services be extended to or expanded in rural areas except in those limited circumstances shown to be necessary to protect basic public health and safety and the environment and when such services are financially supportable at rural densities and do not permit urban development. (RCW 36.70A.110(4))

The Future Land Use Map in the 1996 Comprehensive Plan refers to a 10-year and a 20-year UGA boundary. All of the 10-year UGA – 10.4 acres – has already been annexed (see Appendix A, Map A-1, Annexation Update). This included properties that have been mostly parceled into 4 unit-per-acre lots. The 108 acres within the 20-year (2016) UGA identified in the 1996 plan have not been annexed. This area is zoned Resort (R-3) and is generally being built out at a minimum density of 4 units

per acre; it is mostly single-family residential. However, higher densities are possible under County zoning.

### ***9.1 Pacific County UGA-Related Goals and Policies***

As discussed earlier, the County has established criteria for determining a city's Urban Growth Area(s). In addition, several of its Goals and Policies relate to the appropriate designation of a city's Urban Growth Area. These are listed in Appendix F and were referenced in confirming Long Beach's current UGA limits.

## **10. ANNEXATION<sup>2</sup>**

The basic methods by which cities may annex territory are: **the new petition** method enacted by SSB 5409 (codified in RCW 35.13.410-.460 and RCW 35A.14.420-.450), which requires support of property owners representing a majority of the area proposed for annexation and of a majority of the voters in the area; **the "old" petition** method, which requires approval from owners of property representing a certain percentage of the assessed value of the proposed annexation area; and the **election method**, which requires approval of the voters in the proposed annexation area. Two other methods of annexation - municipal purpose annexations and annexations of "islands" of unincorporated territory - are available only in limited circumstances.

The methods by which cities may annex territory are governed strictly by state law, and they vary somewhat by city classification. Cities and towns located in counties that plan under the Growth Management Act may only annex property that is located within designated urban growth areas. The City of Long Beach primarily uses the "old" petition method.

Municipal Research and Service Center (MRSC) has produced an *Annexation Handbook* (last updated November 2004) that outlines the pro and con arguments for annexation, consequences of annexation, reviews the methods for annexation, and discusses the role of boundary review boards in annexation process.

### ***10.1 The Benefits of Annexation***

There are many benefits for an area being annexed into a city. This may range from residents in the newly annexed area receiving an urban level of services to having a greater voice in city government. Being able to affect local decision making includes the ability to influence land use planning, community programs, etc. Improved urban services start with sewer hook-ups and also include benefits, depending on the area, such as access to better police and fire services or street lights. However, with annexation and the associated increase in population and service area, demand for

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<sup>2</sup> Municipal Research and Services Center

city services will increase, which may result in a need for expansion of existing facilities and resources. If upfront capital facility costs are paid for by development, annexation can help augment a community's revenue through increased property tax, and therefore fund increases in services. The potential infrastructure needs and fiscal impacts, both positive and negative, should be carefully weighed when considering annexation.

When annexation significantly increases a city's size and population it can, in some instances raise its level of political influence, prestige, ability to attract desirable commercial and industrial development as well as employment opportunities.

Annexation also gives the host city some control over the physical environment of the newly annexed area. If the annexed area is a part of the host city's "gateway" then annexation can also help the host city improve the appearance of the city's entrance.

### ***10.2 Long Beach Annexation History***

Since 1994, the city has annexed over 126.2 acres along its northern and eastern edges. These are shown in Map A-1 in Appendix A. The size of annexations has varied from 1.5 acres (two annexations) to 47 acres (two annexations). Future annexation will need to adhere to RCW 35.13.005, which prohibits annexation of territory beyond an urban growth area. The Urban Growth Areas for the city are shown in Map C-2 on page C-22 of this Plan.

## **11.FISCAL ANALYSIS**

This is a discussion of a preliminary estimate of the fiscal impact of providing urban services to the proposed land uses designated in this comprehensive plan. It estimates new municipal revenue that may be generated by new development and new municipal expenditures related to provision of services to the associated development.<sup>3</sup>

Please note that these figures are preliminary and are based on very general information. As such, these estimates are intended for illustrative purposes and are not intended to serve as a budget forecast. A more accurate evaluation of potential fiscal impacts of future development would require further development of plans with respect to size and types of intended projects. The impact of some items may be greater or lesser than represented in this plan. In addition, employing different methodological approaches for predicting fiscal impact are also likely to lead to different estimates. With these caveats in mind, the analysis below is likely to be directionally correct and could serve as a useful guide for decision-making.

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<sup>3</sup> This analysis was performed using publicly available data sources, information provided by city officials, and discussions with Finance Director David Glasson.

## **11.1 Budgetary Context**

Like many municipalities in Washington, Long Beach collects user fees and charges to fund a variety of public services to new development, including sewer, water, and stormwater. Other services, such as police and fire protection, are not entitled to these same charges. As a result, revenues related to police and fire protection are provided through the General Fund, whose primary sources of revenue are property and sales taxes. This overview provides a preliminary fiscal impact for the provision of these urban services.

### **11.1.a. WATER AND SEWER**

The City of Long Beach manages the water and sewer expenditures together in Budget Fund 401. The City collects a monthly water fee based on user type (residential or commercial) and size of supply line (for commercial users). These fees range from \$20.32 per month for a residential line within the city to \$84.63 for a commercial 3-inch line outside the city. The sewer fee is also collected based on the type of user, currently \$35.91 per month for a residential user. The fees by user type are shown in the capital facilities existing conditions analysis in Appendix E, Section 8. From the 2006 budget, the City expended approximately \$1.34 million on water and sewer provision.

### **11.1.b. STORMWATER**

The City's stormwater utility, formed in 1993, collects a monthly service charge of \$8.27 per housing unit or equivalent residential unit (ERU) of nonresidential developed property. It is managed in the City's Budget Fund 410. From the 2006 budget, the City expended approximately \$87,000 for the management of stormwater. Total ERUs based on 2007 billings is 1,666.5.

### **11.1.c. POLICE**

The City manages its police department budget as Fund 004. The police department is funded through disbursements from the City's general fund, whose primary sources of funding are the property and sales taxes. For the 2006 budget, the City expended approximately \$709,040 for police protection. In addition to serving the City of Long Beach, the police department also provides police protection to the City of Ilwaco, through a contract for law enforcement services valued in 2006 at approximately \$158,000 annually.

### **11.1.d. FIRE**

Like the police department, the fire department—whose budget is managed in the current expense budget (Fund 001)—is funded through the general fund. The volunteer fire department manages to keep

expenses low, though the city pays for disability insurance to protect its volunteer staff and provides small stipends for the fire chief and assistant fire chief. The 2006 budget shows expenditures totaling approximately \$60,000.

### ***11.2 Analysis and Discussion***

One way to approach the fiscal impact of providing urban services is to establish a cost per unit for certain urban services. The theory behind this approach is that the total expenditures can be divided among the total units of users—presuming those users are roughly equivalent in their usage.

In Long Beach, this approach applies to calculations related to water, sewer, and stormwater. The City however, views police and fire protection service levels to be related to crime (for police) and number of calls (for fire), rather than have it based on levels of population or development.

Currently, with approximately one officer for every 400 people (including the population of Ilwaco), Long Beach's officer-to-population ratio is relatively high when compared to the Pacific County Sheriff's Office, which has closer to one officer for approximately every 2,000 people. It should be noted that the city's greater level of service is directly related to the large visitor population; the actual population served by the police department is much larger than the permanent population. The community feels the current level of service for police protection is adequate, even with the projected increase in development. Similarly, with the fire department responding to approximately 60 calls per year, the community feels that the current level of service is adequate for fire protection and will continue to be so, even with the projected development.

With about 42 percent of water usage attributable to residential users and with actual expenditures of approximately \$1.34 million, the City of Long Beach expended an estimated total of \$562,800 on water and sewer for residential users. An estimated 1,293 housing units in 2006 yielded a per-unit cost of approximately \$435 for provision of water and sewer, as shown in Figure B-8.

**Figure B-8: Water and Sewer Estimate of Fiscal Impact**

<b>EXPENDITURES</b>	
Actual expenditures (2006)	\$1,340,000
Estimated portion of water/sewer expenditures for residential users	42%
Estimated total number of housing units (2006)	1,293
Estimated annual per-unit cost of providing water and sewer service	\$435.27
Number of new housing units	800
<hr/>	
<b>ESTIMATED NEW EXPENDITURES RELATED TO PROVISION OF WATER AND SEWER TO FUTURE HOUSING UNITS</b>	<b>\$348,213</b>
<hr/>	
Revenue	
Number of new housing units	800
Monthly water charge	\$20.32
Monthly sewer charge	\$35.91
Total new water revenue	\$195,072
Total new sewer revenue	\$344,736
<hr/>	
<b>ESTIMATED NEW WATER AND SEWER REVENUES COLLECTED FROM FUTURE HOUSING UNITS</b>	<b>\$539,808</b>
<hr/>	
<b>ESTIMATED NET FISCAL IMPACT RELATED TO PROVISION OF WATER AND SEWER SERVICE TO FUTURE HOUSING UNITS</b>	<b>\$191,595</b>

*Source: City of Long Beach Finance Department*

With an estimated 800 new housing units to be developed under the proposed comprehensive plan, and considering estimated annual costs to provide water and sewer service, the city would expect to spend nearly \$350,000 to provide water and sewer to these new housing units. Based on a monthly water charge of \$20.32 and monthly sewer charge of \$35.91, these new units would generate nearly \$540,000 in new revenue, yielding a positive net fiscal impact of over \$190,000 (in 2006 dollars), as shown in Figure B-8: Water and Sewer Estimate of Fiscal Impact.

For stormwater, the City spent approximately \$87,000 on stormwater management for the 2006 budget year, about 75 percent attributable to residential land uses. With the estimated 1,293 households, these expenditures and estimated households yield an estimated annual per-unit cost of \$50.52.

**Figure B-9: Stormwater Estimate of Fiscal Impact**

<b>EXPENDITURES</b>	
Actual expenditures (2006)	\$87,000
Estimated portion of water/sewer expenditures for residential users	75.1%
Estimated total number of housing units (2006)	1,293
Estimated annual per-unit cost of providing water and sewer service	\$50.52
Number of new housing units	800
<b>ESTIMATED NEW EXPENDITURES RELATED TO PROVISION OF STORMWATER MANAGEMENT TO FUTURE HOUSING UNITS</b>	
<b>\$40,418</b>	
<b>Revenue</b>	
Number of new housing units	800
Monthly stormwater charge	\$8.27
<b>ESTIMATED NEW STORMWATER REVENUES COLLECTED FROM FUTURE HOUSING UNITS</b>	
<b>\$79,392</b>	
<b>ESTIMATED NET FISCAL IMPACT RELATED TO PROVISION OF STORMWATER MANAGEMENT TO FUTURE HOUSING UNITS</b>	
<b>\$38,974</b>	

*Source: City of Long Beach Finance Department*

Again, assuming development of approximately 800 new housing units as anticipated by the proposed comprehensive plan, the city would be expected to spend over \$40,000 to manage stormwater from the newly developed properties. With a monthly stormwater charge of \$8.27, these same 800 units would result in estimated new stormwater revenues of over \$79,000, resulting in a net positive fiscal impact in 2006 dollars of nearly \$39,000 (2006 dollars) as a result of the development.

There are potential shortcomings related to this per-unit cost approach. First, these services are provided not only to residential properties, but also to retail, office, and industrial developments, as well as institutional and public buildings, open space, and other land uses. This approach assumes non-residential uses will grow at a rate comparable to residential uses, in order to hold these relationships constant. This assumption is generally reasonable because the non-residential uses can be expected to grow to serve an increasing resident and visitor population.

Second, the average cost of providing public services does not differentiate between fixed costs and variable costs. For example, at certain points, there will be additional capital costs (e.g. facility upgrades or equipment purchases) associated with the provision of increasing urban services. While this level of analysis may be reasonable for this early stage of investigation, increased capital costs represent a great risk factor that could change the conclusions of the fiscal impact of providing

these services. Capital facilities master plans for water, sewer and stormwater would provide a more complete picture of the fiscal outlook for those systems.

### ***11.3 Summary***

This analysis suggests that the potential exists for new development to generate net new fiscal revenues. Based on an initial analysis of actual expenditures, it appears that revenues generated by new development in the key areas of water and sewer provision and stormwater management may be sufficient to provide these key urban services at a level consistent with its current level.

Again, these estimates are illustrative and not intended to serve as a budget forecast. A more accurate evaluation of potential fiscal impacts of future development would require further development planning with respect to size and types of development.

In addition, this analysis did not consider additional capital costs, such as roads, or costs for services such as police or fire. Therefore, it is possible to conclude directionally that revenues generated by the project will be sufficient to cover newly incurred costs of providing services to the area, but it is not possible to estimate at this time whether there will be sufficient funds to pay for any required capital construction expenditures.



## C. Goals and Strategies

1. Urban Form	C-1
2. Land Use	C-6
3. Housing	C-23
4. Environment	C-26
5. Parks and Open Space	C-32
6. Mobility	C-42
7. Capital Facilities	C-52
8. Utilities	C-54
9. Economic Development	C-57

This section contains the goals and strategies for the nine “elements,” or areas of concern, contained in this plan. Five elements are required by the Growth Management Act – Land Use, Housing, Capital Facilities, Utilities and Transportation (referred to as Mobility in this Plan). Four additional elements have been included because they are important to the healthy growth and development of our city. Those elements are Urban Form, Environment, Parks and Open Space and Economic Development.

Each Element is driven by a “vision statement” that expands on the comprehensive Vision developed by the community. Within each Element, there are several “Goals,” articulating concerns, actions and desired outcomes in broad statements. Under each Goal, there are “Strategies,” which describe ways in which the goals can be achieved and the Comprehensive Plan can be implemented.

### 1. URBAN FORM

#### *1.1 Vision*

The natural heritage areas in Long Beach bring an identity and spatial quality that is distinct from other seaside resort towns in the Northwest. It maintains its hometown quality for the residents and the walkability and easy access for visitors. The new developments are integrated with care into the community to make it a better place to live and visit. With careful development and improved entrances, Long Beach becomes more inviting to the residents and the visitor and offers a memorable experience that draws visitors back - again and again.

#### *1.2 Urban Form Goals and Strategies*

*Goal 1 - 1 Foster Long Beach as a unique, distinctive and attractive place to live, work and visit.*

Strategy 1-1-a Continue to emphasize design quality, especially for building street frontages, in the review of residential, commercial and resort buildings in the city, in order to reinforce Long Beach’s early seashore theme.

- Strategy 1-1-b Periodically review the city’s Design Guidelines and the design review process to consider their effectiveness; prepare and adopt updates as necessary to address changes in development patterns, trends and practices.
- Strategy 1-1-c Provide informational and educational opportunities on design review for Planning Commissioners and City Council members, as well as property owners, realtors, architects and developers.
- Strategy 1-1-d Develop standards and street furniture specifications for the city’s public realm including streets, parks and plazas.
- Strategy 1-1-e Continue to regulate signs throughout the city so businesses are clearly identified while protecting the city from visual clutter, and work to remove non-conforming and obsolete signs that detract from the visual appearance of the city.
- Strategy 1-1-f Encourage renovation of older properties so they are more compatible with the desired visual character of the area and fit into the urban fabric. Consider developing incentive programs such as low-interest loans or design and technical assistance.
- Strategy 1-1-g Review site standards for recreational vehicle parks for better integration into the neighborhoods.
- Strategy 1-1-h Continue to conduct design review for commercial development in order to develop and enhance the image of Long Beach as both a distinctive destination and a home to full time residents.
- Strategy 1-1-i Make sure public infrastructure fits in with and enhances the early seashore theme.
- Strategy 1-1-j Develop a public art program and a conceptual Art Plan for the downtown area.
- Strategy 1-1-k Encourage preservation of the murals that depict the natural and cultural heritage of Long Beach and the Peninsula. Work with local organizations to develop maintenance strategies and cultivate funding sources.
- Strategy 1-1-l Develop consistent standards for street signs, visitor way-finding and public announcements.

Strategy 1-1-m Review site development standards, in particular lighting and landscaping, to minimize the impact of parking lots on the pedestrian environment.

*Goal 1 - 2 Integrate new developments into the existing street networks.*

Strategy 1-2-a Require all new development (except for industrial lands) to provide access through the site that connects the interior of each development to the surrounding road network. Larger developments should have more than one access point. Tools include:

- Dedication of rights-of-way
- Private easement
- Site design review

Strategy 1-2-b Work with older properties that do not have direct access to city streets to introduce a network of roads that mimics the small grid pattern within the city and maintains the walkable characteristics afforded by the city's typical tight grid.

Strategy 1-2-c Require all lots in new subdivisions and plats to have street frontage.

*Goal 1 - 3 As Long Beach grows and extends into its urban growth areas, the character of the city should be reinforced with each new development.*

Strategy 1-3-a New large lot developments in the city or outside its limits, including housing and resorts should be designed to link into the surrounding street network. In large projects, some public access through the site should be encouraged so as to extend and improve pedestrian circulation patterns.

Strategy 1-3-b Create development standards for Long Beach's Urban Growth Areas so new development will fit in as an integral part of the city if annexed.

Strategy 1-3-c Collaborate with adjoining areas such as Seaview to the south and unincorporated areas to the north and east to develop street standards and improve public rights-of-way to Long Beach's urban standards and appearance.

*Goal 1 - 4 Create unique destinations and memorable public places that strengthen the character and the experience of Long Beach.*

Strategy 1-4-a Organize public services and amenities into a campus-like setting. This campus should be flexible and designed to host a variety of community and tourism-related activities.

Strategy 1-4-b Celebrate the entrances into Long Beach through gateway treatments that include landscaping, signage, lighting and art. The main entrances include:

- Pacific Avenue South
- Pacific Avenue North
- Sid Snyder Drive
- Pioneer Road

Strategy 1-4-c Encourage development at gateway locations that will provide a good first impression of the city.

Strategy 1-4-d Develop a downtown plan that analyzes in further detail the following:

- Opportunities to extend the “main street” appearance into the larger downtown area
- Expanding commercial and mixed-use opportunities to streets parallel to Pacific Avenue
- Designs for east-west pedestrian connections across Pacific Avenue
- Downtown-wide parking strategy
- Public infrastructure plans and list of improvements

Strategy 1-4-e Collaborate with the state to develop street and landscaping standards to improve Pacific Avenue into a true pedestrian-friendly street with a “people place” atmosphere that “gives” to the social positives of the boulevard and creates an icon for Long Beach.

Strategy 1-4-f Define each of the commercial areas through distinct design treatments such as landscaping, signage, lighting, etc.

Strategy 1-4-g Create places for people to gather and sit throughout the city but especially in the Old Town area. Such areas may be public or could be created by private property owners such as possible “café standards” to enhance the potential for outdoor socializing and eating.

Strategy 1-4-h Conduct a visitors' assessment and adopt measures to implement the visual and urban design components of the recommendations.

*Goal 1 - 5 Ensure development adjacent to natural areas respects, responds and connects to the surrounding natural landscape.*

Strategy 1-5-a Integrate standards into the Unified Development Ordinance for how developments adjacent to natural areas should frame the natural areas and be designed for minimal impact to the surrounding habitat.

Strategy 1-5-b Connect natural areas via trails to other areas of the city so they carefully guide users through these delicate ecosystems. (This is discussed in more detail in the Parks Element.)

Strategy 1-5-c Encourage projects and development that enhance and support the natural setting of Long Beach.

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## 2. LAND USE

### 2.1 Vision

Land within Long Beach is recognized as a precious resource and is developed wisely for maximum gain to property owners and the community. Mixed-use districts create an environment that is safe and vibrant. Nuisance uses are located at a safe distance from homes and schools. Land regulations are responsive to changing market conditions and are reflected in the city's codes and development standards.

### 2.2 Land Use Goals and Strategies

#### 2.2.a. GENERAL

*Goal 2 - 1 Maintain consistency between city policy documents, plans and regulations.*

Strategy 2-1-a Update the Future Land Use Map annually to incorporate any land use changes approved through the year.

Strategy 2-1-b Update the existing conditions reports on a regular basis to record any new developments and public investments or any changes to the natural environment.

Strategy 2-1-c Review the city's Capital Improvement Program (CIP) on an annual basis for its consistency with goals and implementation strategies in the comprehensive plan and stable and sustainable funding strategies.

#### 2.2.b. RESIDENTIAL

*Goal 2 - 2 Strengthen Long Beach's identity as a residential community.*

Strategy 2-2-a Increase the amount of land zoned for residential purposes in those areas that are conducive for residential development.

Strategy 2-2-b Facilitate the location of residential areas within walking or biking distance of commercial areas that offer daily consumables and other services.

*Goal 2 - 3 Facilitate housing opportunities that meet the needs of all our residents.*

Strategy 2-3-a Encourage a variety of residential building types such as mixed-use, row houses, town homes, mobile homes, live-work villages, etc.

Strategy 2-3-b Plan for and provide for a variety of residential densities.

Strategy 2-3-c Locate denser residential areas closer to commercially zoned areas.

Strategy 2-3-d Work with residents and property owners to define neighborhood boundaries, entrances and trails through a neighborhood planning program.

2.2.c. COMMERCIAL/RETAIL

*Goal 2 - 4 Diversify the commercial base to generate a variety of business types in the city.*

Strategy 2-4-a Maintain, where possible, distinct commercial zones and standards for visitor-serving, resort and neighborhood-serving businesses.

Strategy 2-4-b Market the city's attractiveness for telecommuters to businesses in nearby metropolitan areas as well those seeking remote branch office locations.

Strategy 2-4-c Create new commercial niches to expand and diversify the economic base of Long Beach.

Strategy 2-4-d Develop standards that anticipate and can accommodate a number of different business types and sizes.

Strategy 2-4-e Develop clear standards for auto-oriented and drive-through uses that address vehicular access, circulation, building design, buffers, landscaping, lighting, maintenance, and pedestrian access so they fit better into the town's fabric, enhance the pedestrian friendly environment, and reduce impacts on adjacent residential uses. Such uses should not be located in the downtown core.

Strategy 2-4-f Integrate development of large scale projects with the architecture of our small seaside community to support and reinforce this traditional hometown architecture.

*Goal 2 - 5 Improve pedestrian and bicycle facilities and encourage the use of multi-modal transportation in commercial areas.*

Strategy 2-5-a Develop a parking management plan that might include creating centralized, shared public parking lots in commercial areas. Locate these amenities and transit services central to tourist and commercial concentrations.

Strategy 2-5-b Allow commercial uses on Pacific Avenue that will not impact pedestrian environment and safety and will accommodate

needed parking through on-street spaces on side streets and rear lots when possible.

Strategy 2-5-c Locate commercial businesses within walking/biking distance of Pacific Avenue, Pioneer Road or Sid Snyder Drive.

Strategy 2-5-d Provide access from bike and pedestrian trails to commercial areas.

Strategy 2-5-e Plan for adequate, safe and secure bike parking in commercial, resort and park areas.

*Goal 2 - 6 Make efficient use of commercial land.*

Strategy 2-6-a Examine the Zoning Ordinance to determine whether the regulations create barriers to commercial development and consider amendments where appropriate.

Strategy 2-6-b Ensure specific uses are located in the commercial areas best suited to the type of use and target customer base.

Strategy 2-6-c Provide incentives for building facades to be set back from the street edge in order to create well-designed street level outdoor spaces and café concept spaces that enhance the pedestrian environment and add to the commercial viability of the commercial areas.

Strategy 2-6-d Where feasible, encourage commercial properties to provide parking on site, preferably towards the rear or side of properties.

2.2.d. RESORT

*Goal 2 - 7 Support the development of lodging to cater to a growing number of visitors.*

Strategy 2-7-a Encourage the development of resort lodging and amenities that attract visitors year-round.

Strategy 2-7-b Increase the amount of land zoned for resort development, particularly in non-oceanfront locations.

Strategy 2-7-c Discourage the conversion of resorts and other short-term stay entities into non-itinerant condominiums.

Strategy 2-7-d Provide for inexpensive lodging options for tourists, including home stays, hostels or facilities such as a YMCA.

*Goal 2 - 8 Provide clear development standards for itinerant lodging and amenities.*

- Strategy 2-8-a Adopt development standards, design guidelines and incentives that will foster resort development that will enhance the natural and built setting of the city.
- Strategy 2-8-b Encourage the design of resorts and visitor amenities that promote eco-tourism and integrate the natural beauty of the area into the site design and architecture.
- Strategy 2-8-c Coordinate, facilitate and regulate short-term stay options for visitors to have minimal impact on the city's permanent residents.
- Strategy 2-8-d Coordinate the management of vacation rentals or short-term rentals in the city and work with owners and public service providers such as the police and firefighters to develop a set of acceptable standards and practices for renters and owners. Consider requiring city licenses for vacation rentals, with requests reviewed by all appropriate building and public safety departments.
- Strategy 2-8-e Identify desirable areas in the city for bed and breakfasts and provide development standards that will ensure compatibility with surrounding neighborhoods.
- Strategy 2-8-f Mitigate the parking impacts of resort development through creative incentives and clear access to the city's trails and transit.
- Strategy 2-8-g Encourage visitors to move throughout the town by means other than personal vehicles by providing shuttles, creating clear connections and safe routes for pedestrians and bicyclists between resorts and commercial areas, and implementing the city's plan for multimodal circulation.
- Strategy 2-8-h Require the provision of bicycle storage facilities in resort development.
- Strategy 2-8-i Develop public-private partnerships to finance facilities that support the tourist economy and draw new visitors such as a community center, a pavilion, trails, or a new interpretive center.

2.2.e. PUBLIC

*Goal 2 - 9 Create public places and facilities that serve the city's residents, businesses and visitors.*

Strategy 2-9-a Identify, zone and obtain lands for future public facilities, including parks, a civic center, a community center, parking, pavilion and other public amenities.

Strategy 2-9-b Adopt a land use zone for public uses.

Strategy 2-9-c Locate public facilities on streets that have the capacity to handle related traffic flow and are conveniently located for the target users.

Strategy 2-9-d Encourage public facilities to implement “green” sustainable development standards when practicable.

Strategy 2-9-e Incorporate good urban design into the design of new public facilities. Continue to conduct design review of public facilities and prepare and adopt appropriate design standards.

Strategy 2-9-f Begin to acquire and zone land for public use for a series of tourism amenity centers throughout the city that includes maps, public phone for on-demand public transportation system, seats, tables, water fountains, restrooms and similar facilities.

2.2.f. INDUSTRIAL

*Goal 2 - 10 Recognize and support regional industrial demand.*

Strategy 2-10-a Work with Pacific County to develop an industrial lands strategy for the Peninsula and to zone sufficient land for heavy commercial and light industrial development.

Strategy 2-10-b Strengthen development standards for heavy commercial and industrial areas so that they fit better into the city including standards for their noise, visual, air quality and lighting impacts.

Strategy 2-10-c Reduce conflict by careful location of intense commercial and industrial uses and its related traffic away from residential areas.

Strategy 2-10-d Should there be interest, work with the businesses and the County to identify more appropriate locations for intense commercial or light industrial uses.

2.2.g. URBAN GROWTH AREAS (UGAS)

*Goal 2 - 11 Plan for the future growth of the City by establishing Urban Growth Areas.*

Strategy 2-11-a Monitor population growth and projections. Work with Pacific County to ensure an adequate amount of land is planned to accommodate projected population growth in areas where the appropriate level of services are or can be made available.

Strategy 2-11-b Work with Pacific County regarding the treatment of adjacent County UGAs, and the potential to annex County UGAs into the City.

Strategy 2-11-c Support County efforts to evaluate and update UGAs.

*Goal 2 - 12 Consider city annexations that further the goals, policies and implementation programs of the city's Comprehensive Plan while maintaining the city's economic stability and ability to provide adequate public services.*

Strategy 2-12-a Establish policies and criteria for evaluating annexation requests in order to fully consider potential impacts and benefits of proposals.

Strategy 2-12-b Discourage annexations that may imperil the city's long-term ability to finance, maintain, and operate facilities.

Strategy 2-12-c Require annexed areas to connect to City water and sewer services. For areas that are already developed prior to annexation, local improvement districts (LID) may need to be formed to finance the necessary infrastructure.

*Goal 2 - 13 Ensure development in annexed areas is compatible with the City.*

Strategy 2-13-a Work with Pacific County to ensure the County's Comprehensive Plan land use designations and development standards for properties within the City's Urban Growth Areas are compatible with City land use designations and standards so current development that might be annexed in the future fits within the context of the City.

Strategy 2-13-b Work with Pacific County to protect land adjoining, and in close proximity to the city limits from development inconsistent with the city's stated future goals, policies and programs. Encourage Pacific County to work with the city to establish zoning standards that are consistent with the development within the city.

Strategy 2-13-c When annexing land to the city, adopt zoning that is most appropriate as it relates to adjacent areas.

Strategy 2-13-d Work with Pacific County to develop a street network and standards such that annexed lands connect directly to the existing city street network and infrastructure, and offer a similar level of connectivity as the city's grid network, in order to minimize impacts on County infrastructure, and to ensure the city maintains the appearance of a contiguous whole.

### ***2.3 Future Land Use Plan***

The Future Land Use Plan was created to maximize Long Beach's capacity to accommodate projected residential development, without compromising its small town environment. At the same time, the future land use plan attempts to identify potential commercial properties that could support an eco-tourism based economy, including appropriately located retail and service establishments as well as new hotels and motels, beyond the more expensive shoreline properties. The directives for laying out the desired distribution of land uses include:

- Find an adequate number of properties for potential medium- and high-density use;
- Locate higher intensity uses on or close to arterials;
- Find appropriate areas for resort development;
- Avoid down-zoning wherever possible;
- Identify land for potential light industrial development; and
- Create new zoning designations for parks and public uses/publicly-owned parcels.

The Future Land Use Plan (Map C-1) entails only modest modifications of the earlier land use plan (1996). As Figure C-1 on the following page shows, only about 45 percent of the land in the city is available for residential and commercial development. The remaining 55 percent of the land is dedicated to public uses and facilities, such as roads, government functions and especially parks and natural areas. In fact, land dedicated to parks, recreation and open space accounts for over one-third of the total land area in the city. Of the land available for commercial and residential development, nearly two-thirds is designated as residential. The remaining one-third is designated as commercial and resort, with some allowances for residential in mixed use development. Of the commercial land, only a small portion is dedicated to industrial development, given the constraints of available land in the city; most of it is already used for heavy commercial or industrial uses.

**Figure C-1: Proposed Land Use Distribution**

LAND USE CLASSIFICATION	AREA IN ACRES	PERCENT OF TOTAL	PERCENT OF NON-PUBLIC USES
SFR - Single-Family Residential	211.98	18.05	
MDR - Medium Density Residential	69.91	5.95	
HDR - High Density Residential	44.13	3.76	
<b>TOTAL RESIDENTIAL</b>	<b>326.02</b>	<b>27.76%</b>	<b>62.44%</b>
RES - Resort	75.87	6.46	
<b>TOTAL RESORT</b>	<b>75.87</b>	<b>6.46%</b>	<b>14.53%</b>
VC - Visitor Commercial	45.21	3.85	
NC - Neighborhood Commercial	24.88	2.12	
CI - Commercial/Light Industrial	16.30	1.39	
<b>TOTAL COMMERCIAL</b>	<b>86.39</b>	<b>7.36%</b>	<b>16.55%</b>
RC - Residential Commercial	33.84	2.88	
<b>TOTAL MIXED USE</b>	<b>33.84</b>	<b>2.88%</b>	<b>6.48%</b>
<b>TOTAL ACRES, NON-PUBLIC USES</b>	<b>522.12</b>	<b>44.46%</b>	
P - Public	28.45	2.42	
Rights-of-Way	168.00	14.31	
<b>TOTAL PUBLIC &amp; R.O.W.</b>	<b>196.45</b>	<b>16.73%</b>	
REC - Parks and Recreation	232.36	19.79	
Shoreline/Natural Area	214.00	18.22	
<b>TOTAL PARKS, RECREATION, OPEN SPACE</b>	<b>446.36</b>	<b>38.01%</b>	
<b>TOTAL ACRES, PUBLIC USES</b>	<b>642.81</b>	<b>54.74%</b>	
Unknown/Undesignated*	9.34	0.80	
<b>TOTAL</b>	<b>1174.27</b>		

\* Unknown/Undesignated includes slivers, unimproved rights-of-way and otherwise not listed as having a use

Source: City of Long Beach GIS

In evaluating whether the amount of land designated for a particular classification of use is sufficient, it is necessary to look at the amount of vacant land that is available for development. Figure J-4 in the Appendix indicates that of the 326 acres of residentially designated land in the city, about one-half, or 160 acres, of the residential land is vacant and available for development. Slightly more than half of the available residential land (89 acres) is within the City’s designated Shoreline area. There are about 25 acres of vacant commercial land available, plus nearly 8 acres of

land classified as mixed use (either commercial or residential or both). This does not take into consideration properties that are underutilized or in need of redevelopment. In terms of resort development, about 50 acres are vacant and available for development within the Shoreline area. It should be noted that most resort uses are also permissible within the commercially designated vacant land.

The proposed land use categories generally conform to current zone districts, although in some cases new zone districts must be established to implement the plan or existing zoning must be modified. The purpose and intent of each land use category, their proposed densities, locational criteria and compatible zones are described below.

#### ***2.4 Residential Land Use Classifications:***

##### **2.4.a. SINGLE-FAMILY RESIDENTIAL (SFR)**

Purpose and Intent:

- To preserve the integrity of existing single-family residential neighborhoods

Location: Variable, but restricted to those areas that can be served by adequate water, sewer, police, fire, roads and other public services in close proximity to city services

Density: Six dwelling units per net acre

Compatible Zoning:

- R1 Single-Family Residential
- R1MH Single-Family Modular Residential
- R1R Single-Family Residential Restricted
- S1 Shoreline Single-Family

##### **2.4.b. MEDIUM-DENSITY RESIDENTIAL (MDR)**

Purpose and Intent:

- To provide for a variety of housing needs throughout the City, including both single-family and two-family dwellings. Generally, MDR developments will include duplexes, although cottage development and integrated condominium or townhouse developments may also be allowed on lands designated as Medium Density Residential.
- Community services and facilities that will serve the area's population while protecting and maintaining the residential character may also be permitted.

Location: Typically, Medium Density Residential developments will be located close to commercial or other services and near major streets and thoroughfares for convenient access. Medium Density Residential developments will normally be located on in-fill sites scattered throughout the city, blending with the character of existing, established neighborhoods.

Density: Ten dwelling units per net acre

Compatible Zoning:

- S2 Shoreline Multi-Family
- R2 Two-Family Residential

#### 2.4.c. HIGH-DENSITY RESIDENTIAL (HDR)

Purpose and Intent:

- To provide for a variety of housing needs at all income levels throughout the city at a higher density than allowed in other residential districts. While single-family and two-family dwellings may be allowed, the High Density Residential designation is intended primarily for multi-family housing such as triplexes and four-plexes, apartments, dwelling groups, condominiums and townhouses, and senior housing.
- Grouped or clustered single-family dwellings, including small lot (cottage) development may also be appropriate.
- Community services and facilities that will serve the area's population while protecting and maintaining the residential character may also be provided.

Location: High Density Residential developments generally will be located close to commercial or other services and near major streets and thoroughfares for convenient access. High Density Residential developments typically will be located throughout the city and not concentrated in a single location.

Density: Fourteen dwelling units per net acre

Compatible Zoning:

- R3 Multi-Family Residential

## ***2.5 Commercial and Mixed Use Land Use Classifications:***

### **2.5.a. VISITOR COMMERCIAL (VC)**

#### **Purposes and Intent:**

- To provide a compact retail core that will stimulate foot traffic and promote tourism and serve the needs of visitors
- To provide a broad range of light-to-moderate intensity commercial uses for residents and visitors
- Typical resident-serving uses include grocery and specialty stores, schools, public facilities, multi-family housing in association with commercial uses; professional offices including: real estate offices, medical offices, consulting services; small businesses; community recreational facilities
- Typical visitor-serving uses include hotels, motels, visitor centers, museums, theaters, visitor-serving recreational facilities and amusements
- Housing or hotel rooms, including live-work opportunities, may occur on upper floors above commercial establishments (e.g., mixed use)

**Location:** Located in the central commercial portion of the town, and approximately between 11th Street S and 3<sup>rd</sup> and 4<sup>th</sup> Streets N, and from the 1889 Government Meander Line on the west to Oregon and Washington Avenues on the east

**Density:** No maximum (possible maximum Floor Area Ratio)

#### **Compatible zoning:**

- OT -- Old Town
- OTW -- Old Town West

### **2.5.b. RESIDENTIAL COMMERCIAL (RC)**

#### **Purposes and Intent**

- To provide for mixed uses, both residential and commercial, that serve the needs of local residents as well as visitors but excludes certain more-intensive commercial activities that might have a negative impact on residences, such as those that emit noise, light, smells or vibrations.
- Development may be entirely commercial or residential, or may be mixed-used. Residential uses may be single-, two- or multi-family, or may be live-work.
- To provide an area for recreational vehicle parks

- Development should be pedestrian-oriented, and should be residential in character to provide consistency between buildings of different uses and create a transition between the adjacent residential neighborhoods and other commercial zones.

Location: Along either side of Pacific Avenue, from 3<sup>rd</sup> Street N to approximately 19<sup>th</sup> Street N or Pioneer Road

Density: 14 dwelling units per net acre

Compatible Zoning:

- RC Residential Commercial

2.5.c. NEIGHBORHOOD COMMERCIAL (NC)

Purpose and Intent:

- To provide for more intensive commercial uses that primarily serve the needs of local residences by providing basic goods and services.
- While some visitor-serving uses such as hotels and restaurants may occur, it is not the primary focus
- Typical resident-serving uses include grocery and specialty stores; banks; professional offices including: real estate offices, medical offices, consulting services; small businesses; services such as automotive-related uses, laundries and similar types of uses.
- Housing on upper floors, including live-work opportunities, may occur above commercial establishments (e.g., mixed use). Other opportunities for residential uses may exist.

Location: Generally located along Pacific Avenue, south of 11<sup>th</sup> Street S to the City limits and from the 19<sup>th</sup> Street N/Pioneer Road area north to the City limits

Density: 14 dwelling units per net acre (possible maximum Floor Area Ratio)

Compatible Zoning:

- C1 Commercial

2.5.d. COMMERCIAL/LIGHT INDUSTRIAL (C/LI)

Purposes and Intent:

- To provide for uses that require large warehouse facilities, are more intensive in use or are industrial in nature and have the potential to emit noise, light and odors and may impact or be incompatible with other land uses.
- This designation encourages light manufacturing, processing, assembly, storage, distribution and wholesale businesses and

research and development activities, and may include uses that require outdoor storage

Location: Generally located along eastern and northeastern edges of the city and buffered from residential uses where possible, although some areas may be more centrally located

Density: None; residential uses restricted to manger/security units (possible maximum Floor Area Ratio)

Compatible Zoning

- C2 -- Commercial Retail Warehouse
- LI -- Light Industrial

## ***2.6 Resort Land Use Classifications:***

### **2.6.a. RESORT (RES)**

Purpose and Intent:

- To provide for tourist-oriented lodging and commercial development, including hotels, motels, bed and breakfasts and vacation rentals
- This designation may also include conference facilities and cultural institutions, as well as visitor-serving commercial uses such as shops and restaurants

Location: Clustered in select locations in the Shoreline area

Density: No maximum (possible maximum floor area ratio limitations)

Compatible Zoning

- S3 -- Shoreline Resort
- S3R -- Shoreline Resort Restricted
- S3M – Shoreline Resort Mixed

## ***2.7 Public Land Use Classifications:***

### **2.7.a. PUBLIC (P)**

Purpose and Intent:

- To provide for government uses, including city and county facilities, state and federal agencies, and special districts; includes administrative services, libraries, public schools, police and fire facilities, public utilities such as water and waste water facilities, public theaters and museums, and other civic uses.

- This designation does not include public rights-of-way, parks and recreation areas, conservations areas, non-public utilities, or privately owned facilities such as museums, arts and entertainment facilities, religious buildings, and hospitals.

Location: Dispersed throughout the city

Density: None; residential uses not permitted (possible maximum floor area ratio limitations)

Compatible Zoning

- P Public

2.7.b. PARKS, RECREATION AND OPEN SPACE (PR)

Purpose and Intent:

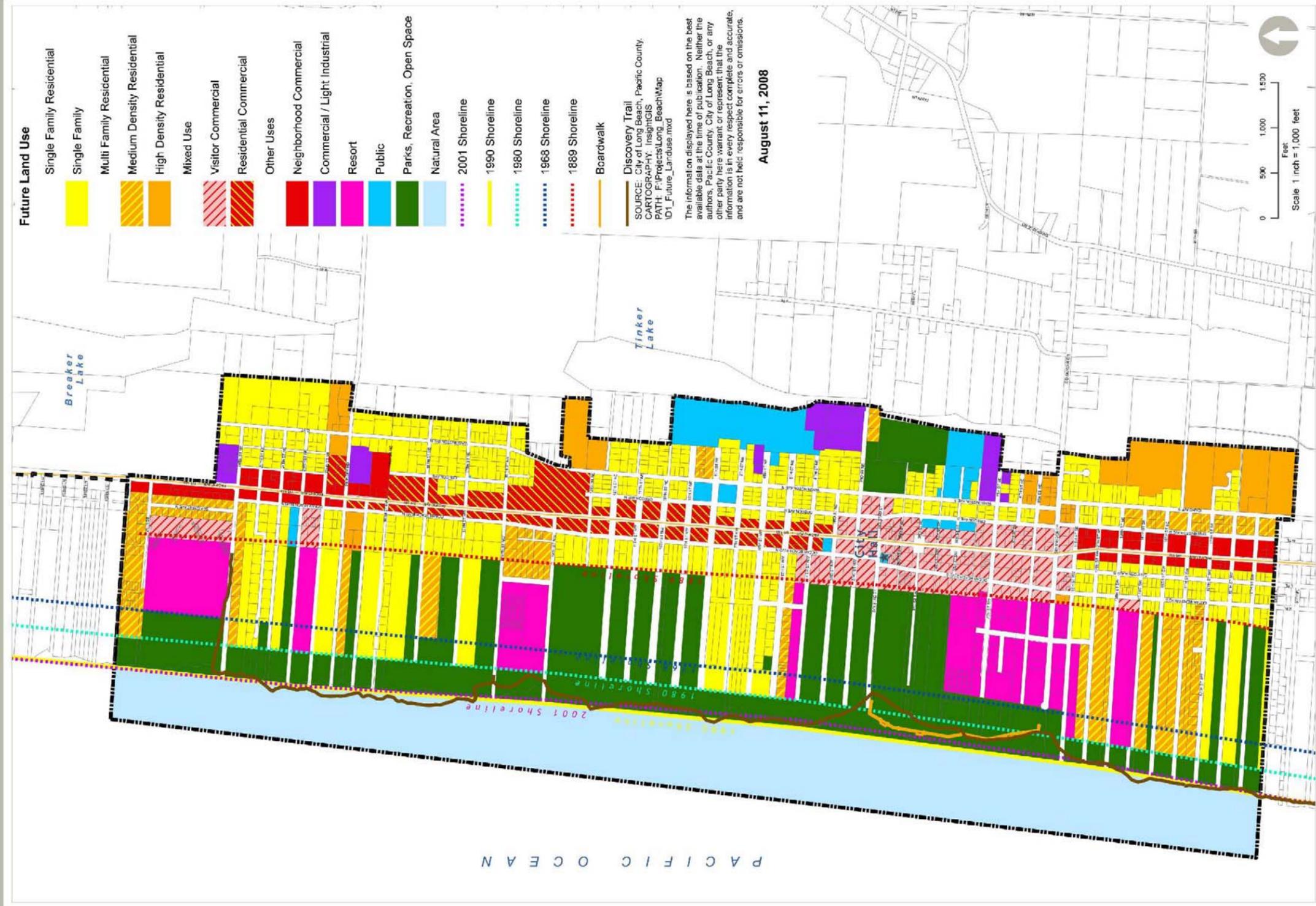
- To provide for park, recreation and open space uses; includes passive and active recreation areas, parks, playgrounds, and athletic fields and other recreational facilities, as well as open space that is intended to be left largely undeveloped in perpetuity.
- This designation does not include landscaping within public rights-of-way, including medians.
- Development should be limited to user-serving facilities such as restrooms, parking, visitor centers, interpretive facilities and museums. Limited concessions that are accessory to the primary use of the facility may be permitted; examples of concessions include food sales or bicycle rentals. Temporary commercial uses such as vending may be permitted when associated with festivals and other special events. Maintenance facilities and offices for park management may also be permitted where appropriate.
- Privately-owned recreation facilities such as golf courses may also be located on property designated for parks and recreation, and may include associated commercial uses such as a clubhouse or pro shop.

Location: Dispersed throughout the city

Density: None; residential uses restricted to manager/security units (possible maximum floor area ratio limitations for minimal structures)

Compatible Zoning

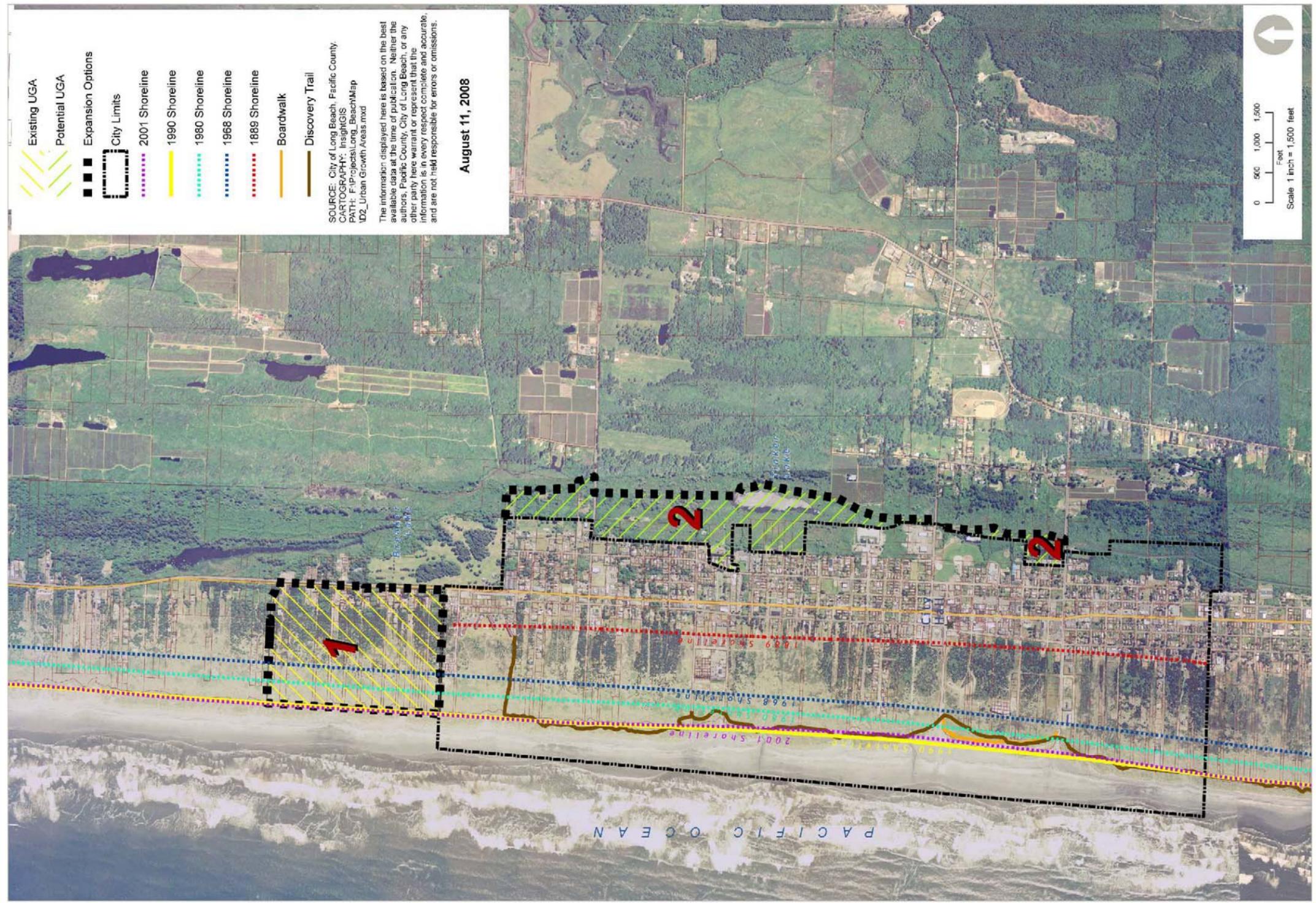
- PR Parks and Recreation
- OS Open Space
- S4 Conservancy



CREÁ Affiliates, LLC  
 Anindita Mitra - Mark Personius - Daviada Kasperzyk - Bonnie Gee Yostick - Robert Bernstein - Mary Heim

Map C-1 Future Land Use





Map C-2 Urban Growth Areas



### 3. HOUSING

#### **3.1 Vision**

Long Beach is operating under the direction of a clear plan for affordable housing. It has revised its standards for multifamily development to encourage a variety of types that complement the community's early seashore architectural style and form. Mixed-use developments and accessory dwelling units allow for affordable housing options that are dispersed throughout the city and blend with the neighborhoods in which they are located.

#### **3.2 Housing Goals and Strategies**

*Goal 3 - 1 Allow for the creation of a variety of housing types to meet the needs of all residents.*

Strategy 3-1-a Support a variety of housing types by adopting development standards and designating areas for single-family, medium-density and high-density residential development.

Strategy 3-1-b Prepare an ordinance to allow accessory dwelling units within certain zone districts.

Strategy 3-1-c Encourage a variety of housing types such as row houses, townhouses and small-lot cottages in medium- and high-density zone districts.

Strategy 3-1-d Establish appropriate lot size standards to accommodate the desired densities and housing types.

*Strategy 3-1-e* Work cooperatively with the Joint Pacific County Housing Authority to provide emergency, short-term and supportive housing solutions and affordable housing.

*Goal 3 - 2 Support the rehabilitation of existing housing stock*

Strategy 3-2-a Consider developing or supporting programs that will assist in housing rehabilitation, including but not limited to providing low-interest revolving loans for home improvements.

Strategy 3-2-b Conduct a housing condition survey and a "Housing Needs Assessment" and develop a strategy for providing housing to low-income, homeless, seniors, special needs and other populations.

Strategy 3-2-c Establish or support Self-Help Paint and Fix-Up programs.

*Goal 3 - 3 Create and expand housing opportunities for working families.*

Strategy 3-3-a Work in partnership with the Joint Pacific County Housing Authority and other agencies and non-profit organizations to construct affordable housing.

Strategy 3-3-b Consider incentives for developing a variety of affordable housing types for low to moderate-income households, such as density bonuses or modification of development standards.

Strategy 3-3-c Examine the Zoning Ordinance to determine whether the regulations create barriers to the maintenance, development and retention of affordable housing and consider amendments where appropriate.

Strategy 3-3-d Consider creating a first-time homebuyer's program to assist low and moderate income households. Possible funding sources or programs include:

- CDBG funds
- USDA Rural Development
- Housing Preservation Grant Program
- Habitat for Humanity

Strategy 3-3-e Investigate and develop innovative tools to support affordable housing, including but not limited to:

- Real estate excise tax
- Housing trust fund
- Grants and low-income loan programs
- Partnerships with non-profit housing developers

*Goal 3 - 4 Consider creating incentives for the creation of workforce housing.*

Strategy 3-4-a Encourage new developments that are above a certain size to include housing for employees.

Strategy 3-4-b Encourage the creation of worker housing by allowing residential uses above commercial development or by permitting additional density in certain areas.

Strategy 3-4-c Coordinate affordable and workforce housing goals with the development of economic development plans.

Strategy 3-4-d Monitor the jobs-housing balance on the Peninsula to maintain a healthy stock of affordable homes and housing options for lower income residents, and ensure available jobs are commensurate with the cost of available housing.

Strategy 3-4-e Consider the value of RV parks as a source of affordable housing when evaluating development proposals.

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## 4. ENVIRONMENT

### *4.1 Vision*

Long Beach's environment is fortified over the next twenty years such that development blends well with the scenic landscape and does not impact the viability of native habitat. The community shares a sense of stewardship that is reflected in development standards and programs. The environment continues to be the mainstay of the local economy and culture, reinforced by sustainable development principles.

### *4.2 Environment Goals and Strategies*

*Goal 4 - 1 Recognize the significant role played by natural features and eco-systems in the environmental quality and livability of Long Beach.*

Strategy 4-1-a Protect and enhance environmentally sensitive areas by the adoption of regulations and programs that concentrate urban development in areas that will minimize, to the extent practicable, impacts to environmentally sensitive areas.

Strategy 4-1-b Encourage well-designed land use patterns that preserve natural features such as wetlands, shoreline dunes and significant fish and wildlife habitat.

Strategy 4-1-c Utilize acquisition, enhancement, incentive programs, and appropriate regulations to preserve critical areas as permanent open space.

Strategy 4-1-d Ensure that decisions regarding fundamental site design are made prior to the initiation of development of land.

Strategy 4-1-e Seek to expand open space and recreational opportunities by connecting the shoreline dune complex by a series of walking trails to the wetlands and drainage areas east of the town. This should only be done in a manner that protects the ecologically sensitive areas from being harmed or negatively impacted.

Strategy 4-1-f Consider public health and safety impacts from potential natural disasters such as earthquakes and tsunamis in the location and design of future land use activities. Consider the possible development of "vertical evacuation facilities" to provide refuge for community residents and visitors from tsunamis.

Strategy 4-1-g Utilize regulations, incentives and non-regulatory means to preserve, replace, or enhance native vegetation that contributes to the community's scenic beauty. Encourage the incorporation of native plant communities into development proposals where possible.

*Goal 4 - 2 Protect the aesthetic quality and ecological function and values of the wetlands and shoreline dune complex.*

Strategy 4-2-a Allow public access to the shoreline dune complex and associated wetlands for scientific, educational, and recreational use, provided the public access trails are carefully sited; sensitive habitats and species are protected; and hydrologic integrity of the system is maintained.

Strategy 4-2-b When appropriate develop habitat management plans to protect and enhance the ecological functions of the shoreline dune complex with particular emphasis on the publicly-owned dune areas in the shoreline conservancy zones and management of shore pines.

Strategy 4-2-c Monitor the continued research in the Southwest Washington Coastal Erosion Study (SWCES) and coordinate with affected state and federal agencies to ensure adequate seashore protection for Long Beach.

Strategy 4-2-d Review polices for and update as needed the permitting program for beach sand removal.

Strategy 4-2-e Coordinate wetland and shoreline protection and enhancement plans with Pacific County when jurisdictional boundaries are involved.

Strategy 4-2-f Encourage clustering of buildings in the shoreline zones to protect natural areas, without compromising on the overall density assigned to the property.

*Goal 4 - 3 Comply with the appropriate requirements of the Growth Management Act (GMA), including the use of “best available science”, and the Shoreline Management Act (SMA) to protect environmentally sensitive critical areas, such as wetlands, shoreline dunes, frequently flooded areas and sensitive fish and wildlife habitat.*

Strategy 4-3-a Ensure that the City’s environmental policies and regulations comply with state and federal environmental protection standards regarding air and water quality, hazardous materials, noise, and fish and wildlife habitat protection. In particular, include best available science when appropriate in developing policies and regulations to protect the functions and values of critical areas consistent with RCW 36.70A.172.

Strategy 4-3-b Define and require delineation of wetlands based on the most current Washington State Department of Ecology adopted Wetland Delineation Manual.

Strategy 4-3-c Utilize mitigation measures based on “best management practices” when constructing necessary utility road crossings or public agency road improvements.

Strategy 4-3-d Locate development adjacent to wetlands such that wetland functions are protected, an adequate buffer around the wetlands is provided, and significant adverse impacts to wetlands are minimized.

Strategy 4-3-e Mitigate wetland functions lost to development by replacing or enhancing the lost functions. Mitigation sites shall be located strategically to alleviate habitat fragmentation and contribute to an existing wetland system, or restore an area that was historically a wetland, resulting in a net improvement to the functions and values of the wetland system.

Strategy 4-3-f Utilize flexible wetland mitigation requirements to allow for protection of systems or corridors of connected wetlands. A trade-off of small, isolated wetlands in exchange for a larger connected wetland system can achieve greater resource protection and reduce isolation and fragmentation of wetland habitat.

Strategy 4-3-g Require developers of projects for which wetland mitigation is required to provide monitoring and maintenance plans to ensure the success of the mitigation.

Strategy 4-3-h Use incentives to protect or enhance the natural environment when practicable. Incentives may include buffer averaging, density bonuses and appropriate non-regulatory measures.

Strategy 4-3-i Coordinate with the Washington State Department of Ecology and Pacific County on shoreline master program planning issues and requirements.

*Goal 4 - 4 Plan for growth in Long Beach that is sustainable and minimizes impacts on the natural environment.*

Strategy 4-4-a Work with the Washington State Department of Ecology, Pacific County and other affected jurisdictions and agencies to seek the long-term protection of surrounding natural areas.

- Strategy 4-4-b Protect regional groundwater quality by developing a program to bring all development into the Long Beach wastewater system.
- Strategy 4-4-c Require stormwater plans and treatment facilities to meet or exceed the applicable Department of Ecology Surface Water Design Manual standards.
- Strategy 4-4-d Apply appropriate zoning designations to any land annexed to the City that will protect natural resources and environmentally sensitive areas.
- Strategy 4-4-e Work closely with the appropriate County and State agencies to keep track of rising sea levels. Pursue state and county funds to raise access roads to Long Beach above the projected sea levels.
- Strategy 4-4-f Encourage the retrofitting of existing structures and facilities for greater energy efficiency. Consider incentives for the construction of buildings certified by Energy Star or LEED (Leadership in Energy and Environmental Design), and create and implement standards for “green” building.
- Strategy 4-4-g Provide public education materials regarding energy efficient technology, green building and other techniques that will help reduce impacts on the environment.

### ***4.3 Cultural Heritage Goals and Strategies***

*Goal 4 - 5 Recognize and protect the natural, historic and cultural resources valued by the community.*

- Strategy 4-5-a Compile a digital visual inventory of the city, including commercial areas, parks, natural areas, streets and street ends leading into the dunes complex and eastern wetland complex.
- Strategy 4-5-b Seek input from the community to identify favored “community treasures”, including natural areas, historic sites, events, views, and other elements.
- Strategy 4-5-c Conserve views from public property, where feasible, by locating road improvements, utility elements and public signage in a manner that will minimize any visual clutter, or impede primary views.

*Goal 4 - 6 Preserve the heritage of Long Beach through the conservation of cultural and natural resources.*

Strategy 4-6-a Support the preservation of historic buildings, sites, structures, artifacts, and historical records of significance.

Strategy 4-6-b Support both public and private efforts to create interpretive written, video and other media concerning the history of Long Beach and the Peninsula.

Strategy 4-6-c Investigate and support public and private efforts to interpret and educate the public about the natural history and resources of the Long Beach region.

Strategy 4-6-d Continue to develop interpretive signage, art, plazas, and historic re-creations.

Strategy 4-6-e Support events that celebrate the natural and cultural heritage of Long Beach, the Peninsula and the Lower Columbia.

#### ***4.4 Pollution Goals and Strategies***

*Goal 4 - 7 Make efforts to reduce pollution impacts within the community.*

Strategy 4-7-a Consider greenhouse gas emissions, energy usage, waste and other environmental impacts when making infrastructure and facility improvements. Where feasible, make choices that will reduce greenhouse gas emissions, reduce waste, and be more energy efficient.

Strategy 4-7-b In coordination with state initiatives and policies on climate change, include the analysis and mitigation of greenhouse gas emissions in planning and development processes.

Strategy 4-7-c Develop strategies and incentives for recycling and reducing solid waste generated by local residents, businesses and tourists. Provide incentives for businesses and festivals to reduce waste through methods such as the use biodegradable materials, composting food waste and recycling beverage containers.

Strategy 4-7-d Develop or support programs for the safe disposal of household hazardous waste, such as batteries, chemicals, electronic equipment and fluorescent light bulbs, as well as yard waste, construction materials and other waste.

Strategy 4-7-e Maintain a noise ordinance that regulates noise levels in both residential as well as commercial areas.

Strategy 4-7-f Develop night sky guidelines for minimizing light pollution not only into natural areas but also into the sky as well as nearby development.

Strategy 4-7-g Monitor air quality if necessary, and where feasible, develop strategies that will help reduce air pollution.

Strategy 4-7-h Consider the purchase of city vehicles that use alternate fuels or electricity for municipal services.

Strategy 4-7-i Collaborate with Pacific County to develop a strategy for “greening” transit vehicles, such as the use of hybrid buses on routes that serve Long Beach and the Peninsula.

## 5. PARKS, OPEN SPACE AND RECREATION

### 5.1 Vision

Long Beach parks and natural areas are legendary. There is a variety of parks available for all types of active recreational uses, such as ball fields, playgrounds and other developed park lands. There are also areas that allow less intensive passive recreation activities that accommodate outdoor activities such as walking, bicycling and wildlife observation within natural areas. Creative financial tools and partnerships help build the community's portfolio of parks, habitat and open spaces. Development and roads are integrated with the city's parks through green streets as well as sensitive public and private landscaping and other site development standards.

### 5.2 Parks, Open Space and Recreation Goals and Strategies

*Goal 5 - 1 Create an integrated parks system that preserves and enhances ecological conservancy lands and transfer them to city ownership.*

Strategy 5-1-a Continue to negotiate with Washington State Parks to acquire additional conservancy lands and transfer them to city ownership.

Strategy 5-1-b Map the S4 conservancy lands to delineate wetlands and other natural habitat features.

Strategy 5-1-c Engage in ongoing dialogue with county, state and federal governments to assure the coordination of conservancy goals and standards.

Strategy 5-1-d Investigate the potential acquisition of strategic land parcels in the eastern wetland complexes contiguous and/or naturally connected to Long Beach.

Strategy 5-1-e Investigate the potential of non-acquisition conservation strategies to conserve the wetland complexes. This could include but not be limited to:

- Partnerships with land conservancies
- Conservation easements
- Voluntary title restrictions
- Private donations
- Transfer of development rights

Strategy 5-1-f Retain currently unused rights-of-way that have recreational or conservation values, or that could serve as public access to future conservation areas.

Strategy 5-1-g Encourage and facilitate the dedication of lands by private entities and developers for public parks and public conservancy lands.

*Goal 5 - 2 Develop neighborhood parks and facilities that meet the active and passive recreational needs of all.*

Strategy 5-2-a Make acquisition of land for parks of all types throughout the community a priority.

- Acquire parks properties for both active (i.e. sports fields, playgrounds) and passive (i.e. natural areas) recreation.
- Where feasible, the desired size for neighborhood parks for active uses should be a minimum of 20,000 square feet.
- There should be a neighborhood park within 1/2 mile of all residential locations.

Strategy 5-2-b Prioritize new park land acquisitions in areas of the town that are not served by existing parks.

Strategy 5-2-c Work with citizen advisory panels and open public forums to identify priorities for parks and park improvements.

*Goal 5 - 3 Preserve the cultural and natural heritage of Long Beach.*

Strategy 5-3-a Conserve historic buildings, structures, sites, objects, artifacts, and historical records of significance. Consider creating a register of local historical resources.

Strategy 5-3-b Support both public and private efforts to interpret and preserve our cultural and natural history, and to educate the public, including but not limited to:

- Museums and other institutions
- Interpretive facilities and signage
- Written, audio and video media concerning Long Beach and the Peninsula
- Cultural events
- Art installations

*Goal 5 - 4 Use trails, green streets and greenways to link elements of the park system.*

Strategy 5-4-a Work with county, state and federal agencies, and private land owners to establish linkages and connecting trails.

Strategy 5-4-b Develop a variety of trail types that can be utilized in different site conditions to promote an extensive and varied trail system.

Strategy 5-4-c Develop a pilot residential green street improvement project to test its ability to provide a safe pedestrian and bike path that fits with reasonable auto movement and provides links between the eastern neighborhoods to the dunes and trail on the west. Create a green-street signage system to direct potential users to safe routes.

Strategy 5-4-d Develop a volunteer backyard habitat program to enhance wildlife habitat in Long Beach.

Strategy 5-4-e Separate recreational trails from motorized vehicle traffic where feasible.

Strategy 5-4-f Consider a boardwalk and trail system for the eastern wetland complex.

Strategy 5-4-g Consider the potential of an aquatic trail opportunity and recreational experience for users of kayaks, canoes and inflatable boats in the eastern wetland complex where feasible and safe.

Strategy 5-4-h Develop local trail signage.

Strategy 5-4-i Plan, budget, purchase land and design appropriate public service facilities at trailhead locations and along trails. Facilities could include but are not limited to:

- Restrooms
- Maps and directional signage
- Parking
- Benches and resting areas

*Goal 5 - 5 Increase the awareness of Long Beach and the surrounding area as an eco-tourism destination.*

Strategy 5-5-a Promote the park system as a recreational and ecological resource for the use of both residents and visitors.

Strategy 5-5-b Market the city's parks, conservancy lands, facilities and businesses with the cooperation of outdoor recreation groups in an effort to increase tourism benefits to the city.

Strategy 5-5-c Continue to cooperate with local and regional marketing efforts to promote Long Beach as an ecological resort destination.

Strategy 5-5-d Encourage the establishment of recreation-based businesses.

*Goal 5 - 6 Encourage the development of recreational facilities that serve the needs of both residents and visitors.*

Strategy 5-6-a Recognize the need for both indoor and outdoor facilities to host a variety of sport, recreation and community social and cultural events.

Strategy 5-6-b Consider developing a multi-purpose community center that can accommodate both active and passive recreation programs as well as other community functions.

Strategy 5-6-c Recognize the need for park facilities oriented towards residents and visitors with special needs.

Strategy 5-6-d Work with public and private partners to share costs and use of facilities.

Strategy 5-6-e Continue to allow non-residents to participate in sporting events at city sport fields while ensuring availability for use by the local residents.

*Goal 5 - 7 Create a plan to maintain and operate existing parks, acquire resources, and fund parks and recreation programs.*

Strategy 5-7-a Create a citizens advisory panel to work with and advise the City Council and Mayor on desired new or improved facilities and the financial strategy to accomplish the park, open space and recreation goals.

Strategy 5-7-b Establish a consistent revenue stream for capital projects. Seek funding for new facilities and improvements to existing facilities through a variety of fund sources including but not limited to:

- Donations
- Foundation and government grants
- Capital reserves
- Real estate excise tax
- Levies
- Partnerships
- Non-acquisition conservation programs

Strategy 5-7-c Develop funding partnerships with public and private sources to assist in park acquisition, development, programs and maintenance.

### **5.3 Parks, Open Space and Recreation Plan Elements**

#### 5.3.a. GREEN STREETS

Green Streets are part of a hierarchy of streets that provide a framework for safe pedestrian and non-motorized wheeled movement within the City, while still accommodating vehicles. Green streets typically incorporate natural elements such as planting areas and trees, and minimize the amount of area devoted to asphalt. For Long Beach they are intended to connect both natural and civic amenities within the City creating a high quality of life standard for residents and visitors. This is thought to be a desired amenity for your tourist industry – expanding the ways a tourist might enjoy Long Beach.

There are a variety of examples of what a green street may be, as shown in Appendix G, and as further described in the Mobility Element of this Plan. They can be as simple as providing signage and safe edges and crossings along the corridors. Or they might include a separate path protected from the street with trees, landscaping, water infiltration swales, or public art and street furniture for users. Questions that must be considered include:

- How extensive a system is appropriate for Long Beach?
- What might be a methodology to prioritize and fund a “Green Streets Program”?
- What elements are wanted as part of a green street?
- How can green streets implement the goals and strategies of the Comprehensive Plan?

**East –West Green Streets** – Green Streets will be primarily oriented east-west, in residential areas with low traffic; improvements are recommended to existing streets to improve safety for pedestrian and bicycle traffic. Those in **bold** are priority and should be considered for the first Green Streets.

- **17<sup>th</sup> Street SW/SE** - Discovery Trail to Idaho Avenue S/Eastern Wetland
- **7<sup>th</sup> Street SW/SE** – Connection from Conservancy Lands to Eastern Wetland
- 4<sup>th</sup> Street NW/NE - From S4 Conservancy to Eastern Wetland
- **9<sup>th</sup> Street NW/NE** - From S4 Conservancy to Stanley Park to the Eastern Wetlands

- 12 Street NW/NE - From S4 Conservancy to offset easement into Eastern Wetlands
- 16<sup>th</sup> Street NW/NE - From S4 Conservancy to Eastern Wetlands
- **18<sup>th</sup> Street NW/NE** - From Ocean Beach Boulevard to Eastern Wetlands
- 26<sup>th</sup> Street NW/25<sup>th</sup> St. NE - From Discovery Trail and the Lewis and Clark Tree Exhibit on 26<sup>th</sup> Street NW to 26<sup>th</sup> Street NE and Washington Avenue N, then south to 25<sup>th</sup> Street NE and potential Neighborhood Park and Eastern Wetland access acquisition

5.3.b. OLD TOWN PEDESTRIAN STREETS

These are existing streets where improvements could reinforce pedestrian east-west movement between park and recreation sites.

- **3<sup>rd</sup> Street SW/SE** - From S4 Conservancy to the Culbertson Playfields and Forest, with potential access to the Eastern Wetlands.
- **4<sup>th</sup> Street NW/NE** – From S4 Conservancy and preferred site for the “Dunes Interpretive Facility” to the Eastern Wetlands

5.3.c. LOOP STREETS AND CONNECTORS

These are primarily north-south routes that could be adapted to provide safe non-motorized movement.

- The **Discovery Trail** is a stellar community resource that sets the character of what the community has said it would like extended through the City and to the Eastern Wetlands.
- **Ocean Beach Boulevard** – which is tucked behind the primary dune is the natural west of Pacific Avenue route. Aside from the portion between Bolstad Avenue and Sid Snyder Drive, it is now a narrow lane that must be adapted to provide a clear and safe path.
- **Washington Avenue** – including extensions to Idaho Avenue, is the best continuous eastern route to connect the existing and potential resources.
- **Wetland and Cranberry Trail.** This is a conceptual trail that would spring from the green street and civic elements that adjoin the eastern wetland complex. The interpretive opportunity in an “activated” eastern boundary for natural habitat and cranberry production is an idea that excited the Long Beach community.

5.3.d. NEIGHBORHOOD PARK OPPORTUNITY ACQUISITION SITES

These are vacant private parcels located in areas where there is a need for a small scale neighborhood park for toddlers, young children, teens

and elders. These are not highlighted in the map and are recommendations only.

These sites were identified during the community design workshops. It was found that these private parcels were visible examples of existing locations that had the qualities that could serve as a neighborhood park, but it is not recommended that they be specifically targeted at this point for many reasons, due to the lack of existing revenues and policy guiding an acquisition strategy.

- Vacant Lot - Northeast Corner lot of 17<sup>th</sup> Street SE and Idaho Avenue. This is a lot in the “South Need” area. It lies on a proposed green street and near access to Eastern Wetland.
- Vacant Lot - North of 18<sup>th</sup> Street NE and at the terminus of Oregon Avenue. This is an inset woodlot in the “North Need” area.
- Vacant Lot – East of Washington Avenue between 24<sup>th</sup> and 25<sup>th</sup> Street NE. This is an open parcel with potential access to the eastern wetlands in the “North Need” area with potential Green Street access.

#### 5.3.e. EASTERN WETLAND ACQUISITION SITES

These are opportunity sites that provide access to wetland trails and interpretive sites as well as wetland mitigation banking and civic parklands.

The citizen participants shared a long-term view that Long Beach has a great opportunity to bring the eastern flank of the city into play as a significant resource, known to long time residents as an intriguing, if not forgotten, edge element to the city. During the planning process a concept of activating this location began to take shape.

Leading citizens remembered from their youth rafting along the remnant lakes and canals spotting amphibians, birds, and “odd things”. Regional bird-watching organizations and their local members spoke of the great diversity of fowl that use this wetland complex. Others imagined accessing the area through the many rights-of-way and entering a protected area of trails, wetland boardwalks, bird-watching blinds, interpretive signage and even water access points for kayaks. A trail connection to the neighborhoods, cranberry bogs and cranberry museum were also seen as potential features.

Many noted that this private property is owned by many existing civic benefactors, and that wetland regulations severely limit its potential uses. There was discussion of how owners could be compensated for their property, easements or other non-acquisition strategies to make the concept work. A land conservancy organization could play a key role in

acquiring and protecting these areas, and also provide guidance so any recreational development first and foremost protects and preserves the natural habitat. Care must also be taken to ensure a safe environment for all users of potential trails.

The concept had a strong idea about how opening this reluctant resource to appropriate improvements could provide a second great habitat resource within a walkable Long Beach, balancing the fierceness of the open Pacific Ocean habitat with a more protected inland natural habitat experience. Many shared ideas about ways that recreational businesses might find a niche providing services to recreational users.

#### 5.3.f. MULTI-PURPOSE COMMUNITY CENTER

In all of the public meetings and surveys, the desire for a facility to meet public needs for indoor and outdoor programming was expressed. The list of indoor needs was long: indoor sports, swimming, toddler-to-teen activities, senior activities, education and training facilities, childcare and nutrition programs etc. The list of outdoor elements included: climbing walls, court sports, spray parks, skateboard ramps and more pure passive parks. Participants recognized the expense of constructing and operating such facilities, but felt these ideas should be included so as to maintain the long-term vision and to provide guidance should an opportunity arise.

### ***5.4 Strategies and Actions to Achieve the Parks, Open Space and Recreation Plan***

Many early participants in the parks planning effort referred to the citizen-driven “Long Beach Visioning Project” of 1996. In reviewing the project ideas that evolved from that earlier process, it became evident that several of those ideas continue to be key features in what the community hopes to see, such as a community center, dune preservation, and expansion of nature trails for biking, hiking and canoeing. Completion of this Parks, Open Space and Recreation (POSR) Plan was seen as the strategic next step, in order to provide a broad and comprehensive strategy for successful implementation and completion of those projects.

An “Action Strategy” to accomplish the Goals and Strategies contained in this plan must be based on citizen support. To realize the ambitious goals set forth in this Plan the community will need to be involved in local government, champion specific projects, and commit the resources required to make these projects happen.

The specific list of Goals and Strategies listed in Section C-5 lay out the framework for a long term POSR strategy, but there are some very pragmatic approaches required to make that text become reality. Some of those approaches include:

**Institutional Commitment** – The POSR Plan provides the framework for implementation by the Long Beach City Government. It is recognized that many of the projects contained in the plan are long-term, so it is essential that successive elected leadership of the city knows what is contained in the Plan and creates the governance structure (POSR committee, Parks Commission) required to get it done. Effective implementation of the plan will also rely on the city’s vigilance in finding or creating opportunities whenever possible. A work plan to give city staff the responsibility and resources to move the POSR Plan forward will be needed.

**Priority List** – The city must engage the citizens in this process. From the long list of potential projects there will need to a hierarchy to steer the process and allocate resources. Participation by citizens in committees or public forums to identify projects to be undertaken is critical to building a sense of momentum within the community. Success in the execution of projects is critical to that momentum.

**Funding Acumen** – Financing strategies should be structured to utilize available public and private means. Some of the larger, more ambitious projects will especially require leveraging and partnerships to maximize resources. Priority projects will be incorporated into the Capital Facilities Elements, six-year capital improvement programs, and annual capital budgets.

Additional funding sources will be needed and a variety of granting sources – both public and private – should be sought. Locally, there can be city and regional bonds and levies to support specific projects and programs. There are a variety of user fees that can be considered for parks and program usage. There should always be consideration of private donations or partnerships to accomplish goals. Many projects may be suitable for partnerships with non-profit organizations such as land trusts and foundations, whose goals are in concert with the POSR goals.

There are a variety of non-acquisition strategies emerging that may help bridge the gap in financing such as: property tax abatements for conservation easements; pure donations of property or life trusts for memorial transfers of property; and land trust or other government acquisition of land.

**Public and Private Works** – The extensive work accomplished by the Long Beach Public Works Department and the voluntary contributions of individual citizens are worthy of high praise. The value of these collaborations goes far beyond monetary. The “can do” attitude of a small community such as Long Beach can often reduce the costs and

magnify the rewards of tasks completed. A partnership between the city and its citizens can make new parks and trails become a reality.

Expanding the capacity of a small community to generate public-private works with larger developers not known in the community can be a challenge. The tradition of shared works is worth attempting to extend to this scale.

**Marketing a Good Idea** – Framing the POSR plan improvements in the context of Long Beach becoming an eco-resort destination can be good for the city. With increased revenues from visitors directed into further improvements, such as completion of trails and green streets, and contributing to the restoration and interpretation of the eastern wetlands, the idea can become reality.

## 6. MOBILITY

### 6.1 Vision

Long Beach is easy to navigate in a vehicle as well as a pleasant biking and walking experience. Streets and trails are designed for personal safety and relative comfort. Publicly and privately run transit options help alleviate festival time traffic and parking demand.

### 6.2 Mobility Goals and Strategies

*Goal 6 - 1 Plan for a multimodal transportation system that supports and enhances the land uses envisioned in this Comprehensive Plan.*

The primary purpose of the transportation system is to provide mobility for people and access to properties and activities. As such, the transportation system serving the City of Long Beach should be planned, designed, and operated in a way that supports and enhances the land use pattern desired by the City.

Strategy 6-1-a Work to develop codes, street standards and other regulations that support the development of a multi-modal transportation system that enhances the small town atmosphere and ensures an affordable system.

Strategy 6-1-b Develop a capital facilities program that provides the transportation infrastructure needed to support the Comprehensive Plan Land Use Element.

Strategy 6-1-c Work with Pacific County and major employers to develop workforce transit programs, such as shuttles, ride-share, park and ride lots and carpools.

*Goal 6 - 2 Plan for a street and pathway system that facilitates safe and convenient vehicular, pedestrian, and bicycle movement throughout Long Beach.*

General mobility and access require a street and pathway system that provides safe and convenient circulation throughout the city for all vehicles (motorized and non-motorized) and pedestrians. This system should provide for circulation within neighborhoods and business districts, as well as providing connections with other activity centers and recreation areas.

Strategy 6-2-a Facilitate safe convenient access onto and across Pacific Avenue for vehicular traffic, pedestrian, and bicycles.

Strategy 6-2-b Facilitate safe convenient access to and from transit stops.

*Goal 6 - 3 Promote the viability and vitality of downtown Long Beach by managing peak season traffic congestion to maintain overall accessibility.*

Because traffic congestion can impact the appeal of downtown Long Beach, a range of actions and strategies aimed at reducing that congestion should be considered. Street and streetscape improvements, traffic control revisions and improvements, and parking location and management should be evaluated to maximize access and circulation.

Strategy 6-3-a Develop street and traffic control improvements to relieve traffic congestion at the Pacific Avenue and Bolstad Avenue intersection and to resolve conflicts at the intersection of Bolstad Avenue and Ocean Beach Boulevard.

Strategy 6-3-b Develop street and traffic control improvements that reduce conflict between pedestrians, moving vehicular traffic and parking along Pacific Avenue in the downtown core (i.e., between 11<sup>th</sup> Street S and 2<sup>nd</sup> Street N).

Strategy 6-3-c Maximize downtown parking on the back lots of properties adjacent to Pacific Avenue and on-street within a block of Pacific Avenue.

Strategy 6-3-d Encourage the use of off-street public parking areas by creating attractive, inviting pedestrian connections from the parking lots to Pacific Avenue, and providing signage directing motorists to the parking lots.

Strategy 6-3-e Update the city's parking standards to address a wide variety of uses, and to include standards for parking design, landscaping and access.

Strategy 6-3-f Install signage directing traffic to alternate routes around downtown streets in order to relieve traffic congestion.

*Goal 6 - 4 Promote and facilitate safe and convenient pedestrian and bicycle circulation throughout the community.*

Mild climate, flat topography, and considerable vacation/tourist activity combine to make walking and bicycling viable and even desirable modes of transportation for many trips within Long Beach. Because walking and bicycling are the preferred modes of travel for many visitors and residents, and because walking and bicycling help reduce automobile travel and the associated requirements for parking, the City should provide facilities, manage traffic and take actions necessary to encourage and support pedestrian and bicycle circulation in the City.

Strategy 6-4-a Construct where possible and affordable a network of pedestrian/bicycle pathways that serve and connect all sections of the city.

Strategy 6-4-b When possible, install pedestrian/bicycle crossing improvements at regular intervals along the full length of Pacific Avenue.

Strategy 6-4-c Develop strategies to improve pedestrian flow through the downtown area.

*Goal 6 - 5 Encourage the provision of adequate parking to support local businesses, recreational facilities and visitor activities.*

The viability and vitality of downtown Long Beach is dependent in part on the availability of an adequate supply of conveniently located parking. Since Long Beach's downtown developable commercial area is limited, it is necessary to ensure that an appropriate balance is maintained for parking, and commercial development and other amenities.

Strategy 6-5-a Develop compact commercial areas with public-use on-street and off-street parking so that visitors can walk and visit multiple locations without relying on their cars.

Strategy 6-5-b Explore development of a transit system such as a city shuttle that facilitates the movement of visitors between resort areas, visitor attractions and downtown, and discourages the use of private vehicles.

Strategy 6-5-c Prepare a parking management plan for downtown Long Beach that addresses the parking needs of private vehicles, trucks, buses, and bicycles.

### ***6.3 Transportation System Improvements***

In order to meet the Mobility Goals established by the Long Beach Comprehensive Plan, a range of physical improvements for the transportation system and series of transportation services and administrative actions were identified, including: (1) Pedestrian/Bicycle Loop; (2) Downtown Access/Circulation Improvements; (3) Green Streets; (4) Pacific Avenue Pedestrian Crossing Improvements; (5) Transit Facilities Improvements; (6) Actions supporting alternative transportation modes; (7) Special services for peak season and events; (8) Special Services for peak season and events; (9) Beach access; (10) Pacific Avenue access management plan; (11) downtown parking management plan; and (12) Shoreview Drive. Where necessary projects should be added to City's Transportation Improvement Plan (TIP) in order to facilitate implementation,

### 6.3.a. PEDESTRIAN/BICYCLE LOOP

Description. The Pedestrian/Bicycle Loop would provide a paved pathway for pedestrians and bicycles on a loop following the alignments of Ocean Beach Boulevard on the west, 17th Street S on the south, Idaho Avenue and Washington Avenue on the east, and 24th Street N on the north. The pathway would serve both directions of travel, and could be designed as a separated two-way pathway or as dual-use sidewalks/pathways adjacent to the street.

Purpose. The purpose of the Pedestrian/Bicycle Loop is to facilitate safe, convenient pedestrian and bicycle movement throughout town for residents and visitors.

Goal Attainment. The Pedestrian/Bicycle Loop will help achieve all five Comprehensive Plan Mobility Goals by supporting and encouraging the use of walking and bicycling for local trips, and thereby reducing auto traffic and congestion.

Implementation. Construction and right-of-way requirements are modest, and the improvements can be installed in multiple stages. Specific improvements for each leg or segment of the loop must be designed and preliminary engineering plans prepared, along with a staging and implementation plan. The project should be included in the TIP.

### 6.3.b. DOWNTOWN ACCESS/CIRCULATION IMPROVEMENTS

Description. The Downtown Access/Circulation Improvements comprise the following elements:

- Develop street and traffic control improvements to relieve traffic congestion at the Pacific Avenue and Bolstad Avenue intersection.
- Encourage through-traffic to use alternate routes other than Pacific Avenue.
- Develop street and traffic control improvements that reduce conflict between pedestrians, moving vehicular traffic and parking along Pacific Avenue in the downtown core (i.e., between 11th Street S and 2<sup>nd</sup> Street N).
- Realign the intersection of Bolstad Avenue and Ocean Beach Boulevard.
- Maximize back-lot parking and on-street parking on Oregon Avenue.

Purpose. The purpose of the Downtown Access/Circulation Improvements is to reduce traffic congestion and improve pedestrian safety and convenience in the downtown:

- The purpose of street and traffic controls in the downtown area and encouraging motorists to use alternate routes is to reduce congestion at the bottleneck at the Bolstad Avenue and Pacific Avenue intersection.
- The purpose of developing street and traffic controls along Pacific Avenue is to reduce conflicts between pedestrians and traffic, and calm traffic through the downtown core.
- The purpose of realigning the intersection of Bolstad Avenue and Ocean Beach Boulevard is to eliminate traffic conflicts and improve the safety of the west alternate route.
- The purpose of encouraging greater use of parking on back lots and Oregon Avenue is to reduce traffic congestion in downtown by eliminating the traffic conflicts and friction caused by parking maneuvers.

Goal Attainment. The Downtown Access/Circulation Improvements will help achieve the Goal of “promoting the viability and vitality of downtown Long Beach by managing peak season traffic congestion to maintain overall accessibility.”

Implementation. For the Pacific Avenue improvements, construction requirements are modest and all work can be done in existing rights-of-way. Expanded on-street parking on Oregon Avenue may require limited right-of-way acquisition, and “maximized” back-lot parking may require improvements on private property and/or city acquisition of parcels on which to provide public parking. The realignment of Ocean Beach Boulevard will require the acquisition of right-of-way. Because there are multiple components, the project can be completed in stages. Conceptual and preliminary engineering plans are needed for each component, and a staging and implementation plan must be prepared. The project components should be included in the TIP.

### 6.3.c. GREEN STREETS

Description. The Green Streets would provide good east-west pedestrian and bicycle linkages at regular intervals along the entire north-south length of the city. (Green Streets are also addressed in the Parks, Open Space and Recreation Element. See Appendix G for sample green street cross sections.)

Purpose. Like the Pedestrian/Bicycle Loop, the purpose of the Green Streets (in transportation terms) is to facilitate safe, convenient

pedestrian and bicycle movement throughout town for residents and visitors.

Goal Attainment. As with the Pedestrian/Bicycle Loop, the full set of Green Streets will help achieve all five Comprehensive Plan Mobility Goals by supporting and encouraging the use of walking and bicycling for local trips, and thereby reducing auto traffic and congestion.

Implementation. Conceptual plans for each green street should be prepared to facilitate implementation as opportunities for construction arise. Construction and right-of-way requirements are modest, and improvements can be installed in stages.

#### 6.3.d. PACIFIC AVENUE PEDESTRIAN CROSSING IMPROVEMENTS

Description. The Pacific Avenue Pedestrian Crossings would provide marked pedestrian crosswalks at regular intervals along the entire north-south length of Pacific Avenue through the community. It is proposed that these crossing improvements be made at sufficient intersections to facilitate safe pedestrian use at a minimum. In addition, improved crossings should be available at all bus stops.

Purpose. The main purpose of the Pacific Avenue Pedestrian Crossing Improvements is to reduce Pacific Avenue's negative "barrier effect" on local pedestrian and bicycle circulation by facilitating safe, convenient movement across Pacific Avenue along its entire length. A secondary purpose of the crossing improvements is to calm and slow traffic on Pacific Avenue.

Goal Attainment. The Pacific Avenue Pedestrian Crossing Improvements will help achieve all five Comprehensive Plan Mobility Goals by supporting and encouraging the use of walking and bicycling for local trips, and by calming traffic flow on Pacific Avenue without degrading traffic access and circulation.

Implementation. Construction requirements are modest, all work can be done in existing rights-of-way, and improvements can be installed in multiple stages. Specific improvements for each project segment must be designed and preliminary engineering plans prepared, along with a staging and implementation plan. The project should be included in the TIP.

#### 6.3.e. TRANSIT FACILITIES IMPROVEMENTS

Description. Pedestrian street/highway crossing improvements should be made at all bus stops and bus shelters should be provided as appropriate.

Purpose. The purpose of the crossing improvements and bus shelters is to encourage greater use of available transit services by making access to those services more convenient and attractive.

Goal Attainment. The Transit Facilities Improvements will help achieve all five Comprehensive Plan Mobility Goals by supporting and encouraging the use of transit, and thereby reducing the use of private automobiles.

Implementation. Construction requirements are modest, all work can be done in existing rights-of-way, and the improvements can be installed in multiple stages. Where appropriate, construction of bus pull-outs and shelters should be a requirement of development approval.

6.3.f. ACTIONS SUPPORTING ALTERNATIVE TRANSPORTATION MODES

Description. The City should take actions and develop code requirements that facilitate the use of alternative transportation modes, such as public transit, private transit (e.g., low-speed vehicles, jitneys, carriages), walking, and bicycling. Such actions could include the provision of parking, loading/unloading and other facilities for transit operations, the provision of special events traffic controls and parking, shuttle and trolley service, and requirements for sidewalk and bike path construction.

Purpose. The purpose of supporting alternative transportation modes is to provide a convenient alternative to automobile use, especially during periods of heavy traffic volumes and congestion.

Goal Attainment. Support of alternative transportation modes will help achieve all five Comprehensive Plan Mobility Goals by encouraging the use of modes of travel other than the private automobile.

Implementation. Prepare an action plan of measures that can be taken as opportunities arise that will facilitate the use of alternative transportation.

6.3.g. SPECIAL SERVICES FOR PEAK SEASON AND EVENTS

Description. The City should consider providing special transportation services for peak season and special events. Special services may include the provision of temporary remote parking lots, shuttle services, and local circulation transit service.

Purpose. The purpose of the special services is to better manage traffic, and to provide a convenient alternative to automobile use, during periods of heavy traffic volumes and congestion.

Goal Attainment. Support of alternative transportation modes will help achieve all five Comprehensive Plan Mobility Goals by encouraging the use of modes of travel other than the private automobile.

Implementation. Develop and plans for shuttle service, including methods for purchasing or leasing shuttles. Identify and secure locations for parking. Prepare a special event management plan that provides guidelines for traffic and parking management.

#### 6.3.h. BEACH ACCESS

Description. Provide a new beach access road at 14th Street N. to serve the north side of Long Beach and supplement the existing beach accesses at Bolstad Avenue and Sid Snyder Drive. Improved pedestrian and bike trail connectors at other locations, such as Pioneer Road, should also be considered.

Purpose. The purpose of the new beach access is to expand the availability and convenience of beach access for Long Beach residents and visitors.

Goal Attainment. The provision of a new beach access will help support and enhance the land uses envisioned in the Comprehensive Plan.

Implementation. Determine the location(s) and design and construct appropriate vehicular, pedestrian, bicycle and parking facilities for new beach access. Coordinate with developers when projects extend westward, to include trail connections in plans.

#### 6.3.i. PACIFIC AVENUE ACCESS MANAGEMENT PLAN

Description. In coordination with Washington State Department of Transportation (WSDOT), prepare an Access Management Plan for Pacific Avenue that recognizes and balances the sometimes conflicting needs of property access, smooth traffic flow, and pedestrian and bicycle safety by identifying the appropriate location and size of driveways and side street intersections accessing Pacific Avenue.

Purpose. The purpose of the Pacific Avenue Access Management Plan is to provide guidelines for future development and roadway improvements that reduce vehicular, pedestrian, and bicycle conflicts at property access points and side street intersections, while providing adequate access to the properties adjacent to the highway.

Goal Attainment. Preparation and implementation of a Pacific Avenue Access Management Plan will help achieve all five Comprehensive Plan Mobility Goals by facilitating safe and convenient access and circulation for all transportation modes on Pacific Avenue.

Implementation. Prepare the Access Management Plan. The plan can be implemented in stages, used when approving development plans and improvements. The City may wish to consider construction of longer segments when there is a demonstrated need for safety improvements.

#### 6.3.j. DOWNTOWN PARKING MANAGEMENT PLAN

Description. The City should prepare a parking management plan that defines how short-term and long-term parking for downtown visitors, employee, deliveries, and bicycles should be managed, where on-street

and off-street parking should be located, and where bicycle parking facilities are needed.

Purpose. The purpose of the Downtown Parking Management Plan is to define and implement efficient and effective means of providing and managing downtown parking.

Goal Attainment. Preparation and implementation of a Downtown Parking Plan will help support the Goals of (i) providing a multimodal transportation system, (ii) reducing peak season traffic congestion while maintaining overall accessibility in downtown Long Beach, and (iii) minimizing the amount of property and public right-of-way used for parking while providing adequate parking to support downtown business and recreational activities.

Implementation. This project can begin with better utilization of existing parking. Prepare plans that will direct people to parking areas, maximize their use, and provide good pedestrian connections. Should demand dictate the need for more parking, identify possible locations.

#### 6.3.k. CONSTRUCT SHOREVIEW DRIVE

Description. Construct the remaining segments of Shoreview Drive as a local access street in the existing rights-of-way.

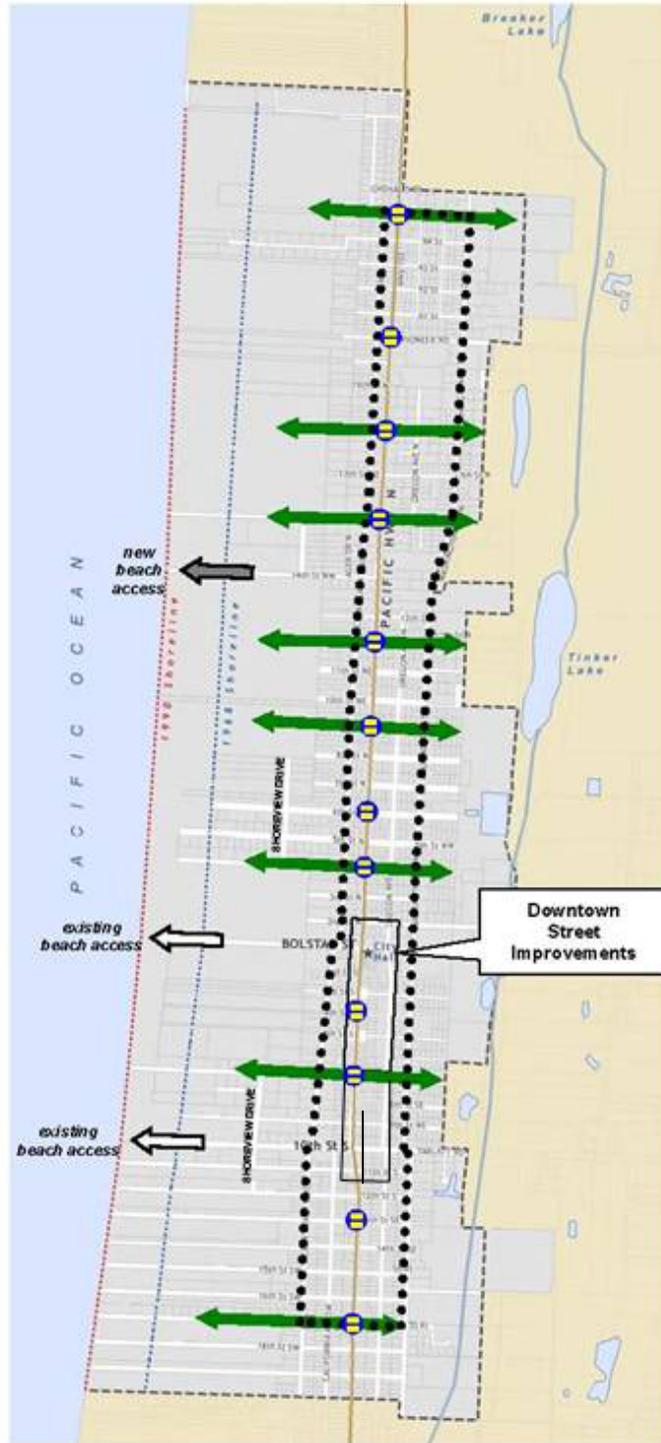
Purpose. The purpose of Shoreview Drive is to provide another north-south route, west of Ocean Beach Boulevard, to improve circulation through the western portion of the city.

Goal Attainment. The construction of Shoreview Drive will help achieve the Goal of “a street and pathway system that facilitates safe and convenient vehicular, pedestrian, and bicycle movement throughout Long Beach.”

Implementation. Improvements can be constructed in segments, as development occurs. However, the city should investigate construction of longer segments in order to minimize fragmentation. Designs for street sections and preliminary engineering should be prepared so all segments are uniform. The project should be included in the TIP.

Figure C-2: Transportation System Improvement Concepts

Ped/Bike Xing + bus stops
  Green Street
  Ped/Bike Loop



## 7. CAPITAL FACILITIES

### *7.1 Vision*

The City has a well-developed Capital Improvement Program planning for a six (6) year time frame (first year the construction year and the next five years planning, with annual updates) that directs public and private investments in a manner that fulfills the city's vision. The Community will look to the future and make capital plans that create and pursue sustainable capital infrastructure that reduce the cost of its capital outlay in the long term.

### *7.2 Capital Facilities Goals and Strategies*

*Goal 7 - 1 Plan for the efficient use and development of capital facilities and infrastructure in the city.*

Strategy 7-1-a Prepare green building development guidelines and standards for renovations and new buildings where practicable.

Strategy 7-1-b The city should review its purchasing program for street lights to include historic pedestrian lights and greater energy efficiency.

Strategy 7-1-c Continue to maintain and update master plans for water, wastewater and storm water to ensure systems are adequate to serve existing and projected populations.

Strategy 7-1-d Assess the readiness of facilities, infrastructure and systems to withstand storms and other emergencies.

Strategy 7-1-e Develop street standards and systems that use innovative techniques to reduce cost and maintenance.

*Goal 7 - 2 Encourage the improvement and development of facilities that will serve and enhance the city's economic development potential.*

Strategy 7-2-a Pursue innovative approaches to financing public facilities and services.

Strategy 7-2-b Concentrate public services into a Civic Campus.

Strategy 7-2-c Pursue construction of a Community Center to house public and community functions and amenities. The design should be both flexible and expandable for the future.

Strategy 7-2-d Look for innovative strategies for visitor parking to reduce the use of land area for parking and expand the developable property in the downtown area.

*Goal 7 - 3 Support schools, parks, libraries, and similar facilities to strengthen Long Beach's standing as a family-oriented community.*

Strategy 7-3-a Prioritize new facilities according to the projected density and location of new development.

Strategy 7-3-b Form partnerships with other jurisdictions, agencies and organizations to maximize assets and return on investment for local facilities.

Strategy 7-3-c Develop policies and programs that will encourage developers to include community facilities and amenities in projects.

*Goal 7 - 4 Promote environmentally sustainable programs.*

Strategy 7-4-a Work in partnership with non-profits to educate residents and businesses about techniques and practices that can lead to more recycling.

Strategy 7-4-b Work with the local solid waste provider to separate yard and bio-waste from non-biodegradable waste.

Strategy 7-4-c Educate the local community on the benefits of composting on site, and possibly develop a program for city use.

Strategy 7-4-d Develop an urban forestry program that is coordinated with the plan for utilities and that promotes the use of native plant and tree species.

Strategy 7-4-e Consider using technology and designs that will reduce stormwater runoffs and associated impacts and costs.

Strategy 7-4-f Develop site landscaping standards that reduce stormwater run-off and potential overflows during heavy rains.

## 8. UTILITIES

### **8.1 Vision**

Long Beach is an efficient and affordable place to live, visit and invest in. The city continues to seek opportunities to reduce its per capita outlay and expenditures in its utilities, without compromising on its status as a quality service provider. The city plans for its utility service delivery in a manner that provides the best quality with the most efficient processes.

### **8.2 Utilities Goals and Strategies**

*Goal 8 - 1 Strengthen Long Beach's development potential by providing utility infrastructure that adequately serves the population and through long-range planning, can provide capacity that matches and supports the Future Land Use and/or Zoning Plans.*

Strategy 8-1-a Prepare and maintain a Capital Improvement Plan.

Strategy 8-1-b Encourage residential development that will minimize costs of providing community services and encourage commercial development that will augment and support the quality of community services.

Strategy 8-1-c Prioritize utility investments to increase safety and enhance economic development within the city of Long Beach.

Strategy 8-1-d Maintain water and wastewater facilities with capacities that are adequate to serve the resident and visitor population of the City's service area.

Strategy 8-1-e Prepare and implement a *Water Master Plan*. Such plan shall include short- and long-term improvements to treatment, storage and distribution facilities that are necessary to provide adequate service to all water users in the City of Long Beach Service Area. Update the plan on a regular basis to ensure the plan addresses all current and reasonably foreseeable needs. Examples of activities that should be included in the plan include, but are not limited to, water plant upgrades; valve installation to allow isolation of system zones; cross-connection program; and upgrades of distribution lines to improve water pressure and fire flow.

Strategy 8-1-f Prepare and implement a *Wastewater Master Plan*. Such plan shall include short- and long-term improvements to collection and treatment facilities that are necessary to provide adequate service to all users in the City of Long Beach Service Area. Update the plan on a regular basis to ensure the plan addresses all current and reasonably

foreseeable needs. Examples of activities that should be included in the plan include, but are not limited to, the upgrade of existing and installation of new lift stations; upgrade of collection lines; extension of collection lines to serve the entire city; and wastewater treatment plant upgrades.

Strategy 8-1-g Prepare and implement a *Stormwater Management Plan*. Such plan shall include short- and long-term improvements to collection and treatment facilities that are necessary to provide adequate service to all users in the City of Long Beach Service Area. Update the plan on a regular basis to ensure the plan addresses all current and reasonably foreseeable needs. Examples of activities that should be included in the plan include, but are not limited to, stormwater collection infrastructure; pump station installation and upgrades; and site design standards for collection and pretreatment within development projects.

Strategy 8-1-h Develop a program of system development charges and fees so as to be able to expand infrastructure to accommodate new development.

*Goal 8 - 2 Optimize outlay for capital expansion.*

Strategy 8-2-a Ensure the City's financial solvency and maintain housing affordability by recouping all costs of utility provision, expansion and upgrades through fair pricing mechanisms.

Strategy 8-2-b Encourage and facilitate under-grounding of utilities.

Strategy 8-2-c Protect the city's water and wastewater systems by continuing to require cross-check valves for all water connections, fat, oil and grease traps for food service facilities, and other mechanisms.

Strategy 8-2-d Adopt water and sewer service requirements, requiring all new development in the city to be served by public water and sewer.

*Goal 8 - 3 Plan for development and improvements that will result in efficiencies in utility infrastructure and capital outlay.*

Strategy 8-3-a Allow for smaller lot sizes where appropriate.

Strategy 8-3-b Work with utility providers and facility managers to provide incentives for green and efficient energy, water and sewage services.

Strategy 8-3-c Increase the efficiency of street lighting, water usage and water and sewage treatment systems.

Strategy 8-3-d Encourage property owners and developers to utilize green design such as solar power, smart codes and passive solar design.

Strategy 8-3-e Establish Local Improvement Districts to fund improvements to water and sewer infrastructure.

Strategy 8-3-f Underground utilities where feasible to limit the potential for outages and to protect views. All utilities in new development should be underground.

*Goal 8 - 4 Promote opportunities for alternative energy.*

Strategy 8-4-a Work with Pacific County, the Pacific County PUD and other agencies and companies to explore alternative energy generation technologies such as wind, wave or solar generation.

Strategy 8-4-b Collaborate with local, state and national non-profits offering education programs and seminars about energy conservation and sustainable practices.

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## 9. ECONOMIC DEVELOPMENT

### *9.1 Vision*

Long Beach is a well-regarded destination for eco-tourism. The city has developed a year-round economy through creative investment in new infrastructure and marketing. Developers and businesses seek partnerships with the city to help realize its vision, for its clear and articulate regulations help expedite their permit process and reduce development costs. The City investigates partnerships to set up a diverse employment base, taking advantage of the growing number of well-educated and skilled residents.

### *9.2 Economic Development Goals and Strategies*

#### *Goal 9 - 1 Fortify Long Beach's local economy.*

Strategy 9-1-a Widen Long Beach's business association to pool the resources of business organizations along the entire length of the Peninsula and to leverage resources for greater business development and expansion.

Strategy 9-1-b Ensure all businesses are integrated into the city's architectural character and building framework with the help of design guidelines and design review.

Strategy 9-1-c Market and promote Long Beach as livable, healthy community.

Strategy 9-1-d Coordinate efforts to create workforce housing with economic development activities, to ensure workers can afford to live near their jobs.

#### *Goal 9 - 2 Strengthen Long Beach's regional economic niche.*

Strategy 9-2-a Encourage businesses that provide goods and services that will serve regional needs.

Strategy 9-2-b Continue to support marketing efforts and development that will develop a broader draw of visitors and increase businesses' customer base.

Strategy 9-2-c Continue to support festivals and special events.

*Goal 9 - 3 Support state-of-the art technology investments.*

Strategy 9-3-a Facilitate the development and improvement of technology infrastructure including wi-fi or high speed cable system to improve access for visitors.

Strategy 9-3-b Work with providers to upgrade the quality of phone, cell-phone and cable infrastructure.

*Goal 9 - 4 Seek to improve Long Beach's local economy through diversification.*

Strategy 9-4-a Diversify the local economy so it is not as reliant on tourism, and so there is a broader range of job opportunities.

Strategy 9-4-b Work to reduce the seasonal nature of the local economy.

Strategy 9-4-c Work to establish Long Beach as a year-round resort community. Market the Peninsula as a destination for festivals, conferences, special events and a wide variety of recreational activities.

Strategy 9-4-d Encourage redevelopment of commercial properties. Develop incentives to rehabilitate under-utilized commercial properties. Consider creating a storefront rehabilitation program.

Strategy 9-4-e Within the designated resort areas, protect itinerant lodging from conversion to long-term uses in order to continue meeting the bed-base needs of tourism.

Strategy 9-4-f Support the development of destination resort properties.

Strategy 9-4-g Allow for establishment of a wide variety of lodging types that will meet the needs of all visitors, including hotels and motels, timeshares, cottages, vacation rentals, recreational vehicle parks, hostels, bed and breakfasts, home stays, etc.

Strategy 9-4-h Expand the appeal of the area to visitors by providing more amenities, including not only lodging, restaurants and shops, but also recreational facilities, activity-based businesses, eco-tourism areas, parks, trails and cultural institutions.

Strategy 9-4-i Develop a community center for the use by local residents that will also provide flexible space for conference activities, festivals and events.

Strategy 9-4-j Encourage community-based businesses that provide for family wage income and those that will draw visitors to the area.

Strategy 9-4-k Continue to fund marketing and advertising for Long Beach and the Peninsula. Fund plans and programs that will support and implement the strategies in the economic development element.

Strategy 9-4-l Work with the Economic Development Council, Pacific County, the City of Ilwaco, rural development agencies and the Merchants Association to leverage and optimize resources for greater business development and expansion.

*Goal 9 - 5 Encourage the creation of job opportunities.*

Strategy 9-5-a Develop a Peninsula-wide light industrial or intense commercial development strategy.

Strategy 9-5-b Identify land for and form partnerships to develop a business park that can house heavy commercial and light industrial businesses.

Strategy 9-5-c Identify target industries and businesses that should be encouraged to locate in Long Beach and the surrounding area.

Strategy 9-5-d Encourage the establishment of value-added businesses that build upon the natural resources of the area.

Strategy 9-5-e Conduct surveys of local and regional businesses to understand Long Beach's niche in the region and to determine important infrastructure investments that would draw job opportunities to Long Beach and improve job retention.

Strategy 9-5-f Work with local schools to set up job training opportunities and match employers with graduates.

Strategy 9-5-g Invite non-profit organizations to set up lifelong learning facilities at local schools.

Strategy 9-5-h Work with the Economic Development Council and other organizations to provide tools for businesses, such as educational forum, financial management training, and marketing strategies.

Strategy 9-5-i Evaluate regulations and programs to determine if there are barriers to economic development and, where appropriate, adopt amendments that will help foster economic development.

Strategy 9-5-j Continue to allow home-based occupations in residential areas, while providing regulations that protect neighboring areas from impacts of the commercial use.



## D. List of Figures and Maps

### FIGURES

Figure A-1: City of Long Beach Planning Area.....	A-11
Figure A-2: City of Long Beach Service Area.....	A-12
Figure B-1: Past Housing Trends in Pacific County (1990-2006) .....	B-13
Figure B-2: Long Beach's Absorption of Pacific County Housing Units .....	B-13
Figure B-3: Housing Growth in Pacific County Cities (1990-2006) .....	B-14
Figure B-4: Population Growth in Pacific County Cities (1990-2006).....	B-15
Figure B-5: Population Projections (High) for Pacific County (2025) .....	B-16
Figure B-6: Summary of Buildable Lands Capacity Analysis .....	B-22
Figure B-7: 2007 Pacific County Zoning (2004) .....	B-23
Figure B-8: Water and Sewer Estimate of Fiscal Impact .....	B-29
Figure B-9: Stormwater Estimate of Fiscal Impact .....	B-30
Figure C-1: Proposed Land Use Distribution.....	C-14
Figure C-2: Transportation System Improvement Concepts.....	C-54

### MAPS

Map C-1: Future Land Use.....	C-21
Map C-2: Urban Growth Areas .....	C-23