DOWNTOWN SHORELINE Vision Plan

Everyone's Shoreline Community Charrette – June 13, 2024



LONGBEACH COMMUNITY DEVELOPMENT

CITY OF LONGBEACH

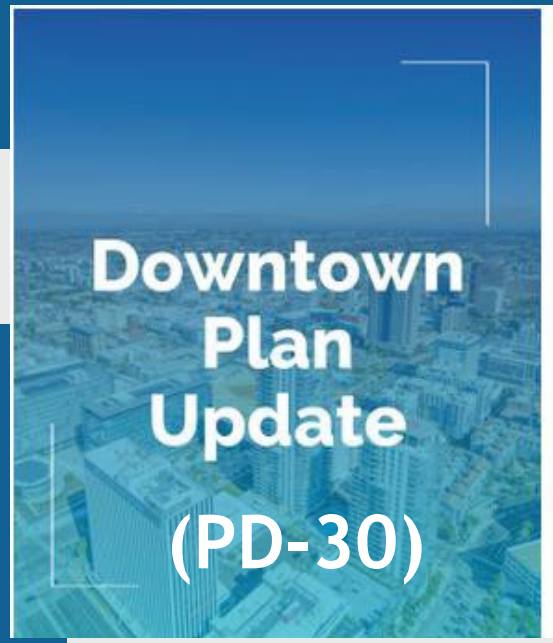
Indigenous Land Acknowledgement

We acknowledge the Gabrielino/Tongva/Kitz peoples as the traditional land caretakers of Tovaangar (Los Angeles basin, Southern Channel Islands) and pays our respects to the honuukvetam (ancestors), ‘ahiihirom (elders), and ‘eyoohiinkem (relatives/relations) past, present, and emerging.

What are we talking about today

- Project Overview and Process
- Summary of Outreach
- Guiding Principles
- Big Ideas for the Future
- The Charrette!
- Next Steps

Project Overview



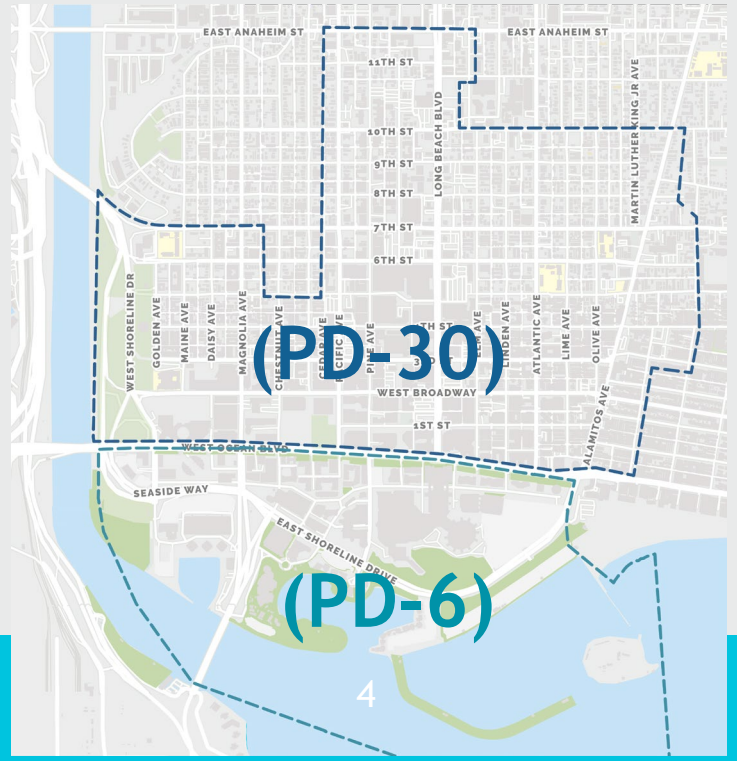


North of Ocean Blvd

Update to 2012 plan

Focus on preventing displacement and building new affordable housing in Downtown.

Ensure consistency with recent local and state policy changes
(state housing law, conversion to specific plans)



South of Ocean Blvd

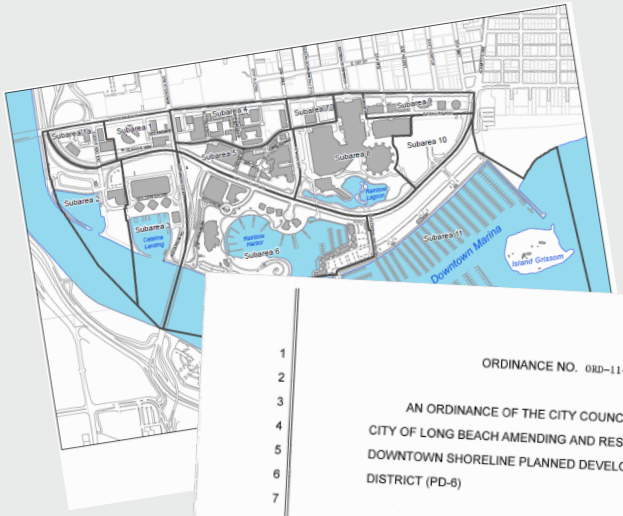
New Vision for the future

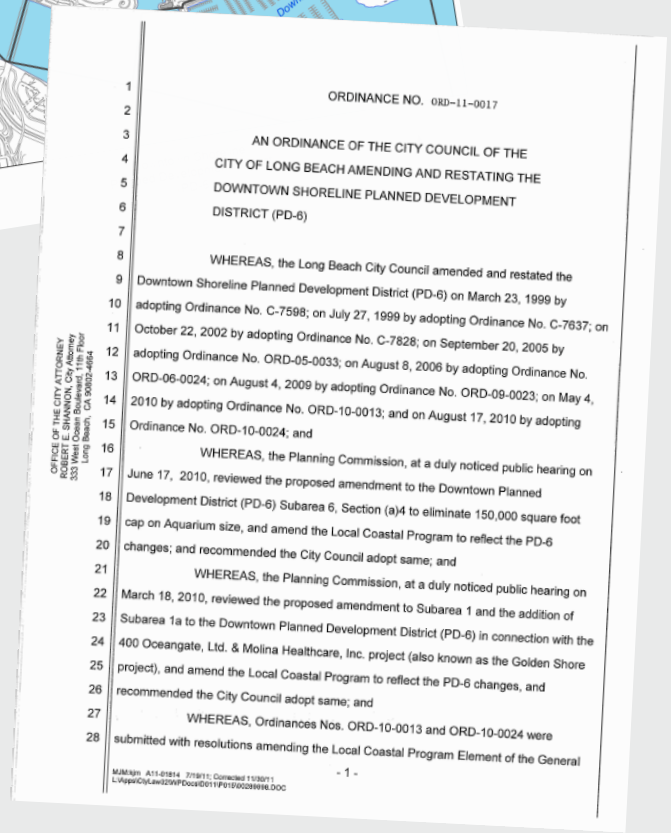
Focus on establishing a cohesive vision for the future of the Shoreline that will serve as a foundation for new zoning to replace the current standards, which have not been comprehensively updated since the 1970s

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Project Overview





ORDINANCE NO. ORD-11-0017

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AMENDING AND RESTATING THE DOWNTOWN SHORELINE PLANNED DEVELOPMENT DISTRICT (PD-6)

WHEREAS, the Long Beach City Council amended and restated the Downtown Shoreline Planned Development District (PD-6) on March 23, 1999 by adopting Ordinance No. C-7598; on July 27, 1999 by adopting Ordinance No. C-7637; on October 22, 2002 by adopting Ordinance No. C-7828; on September 20, 2005 by adopting Ordinance No. ORD-05-0033; on August 8, 2006 by adopting Ordinance No. ORD-06-0024; on August 4, 2009 by adopting Ordinance No. ORD-09-0023; on May 4, 2010 by adopting Ordinance No. ORD-10-0013; and on August 17, 2010 by adopting Ordinance No. ORD-10-0024; and

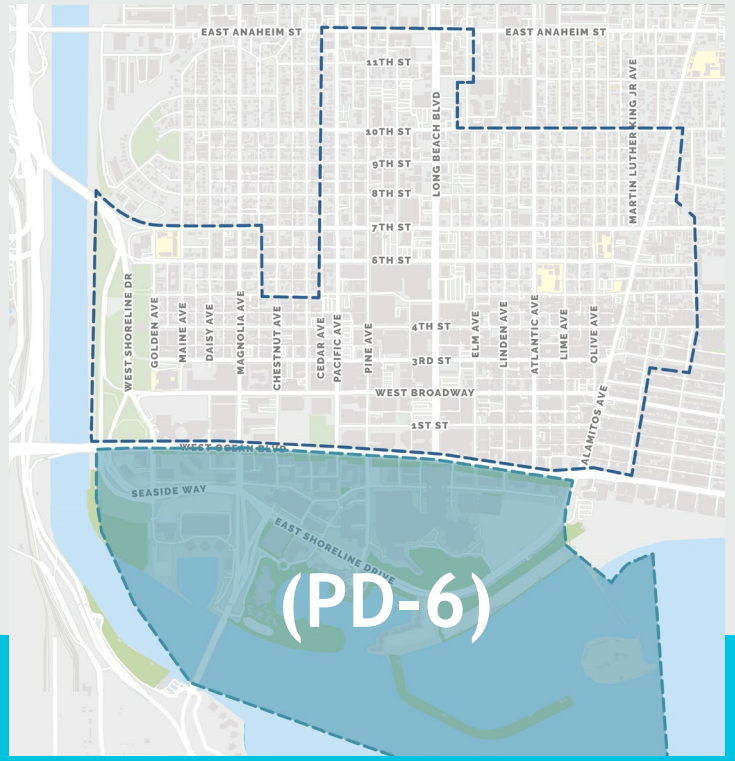
WHEREAS, the Planning Commission, at a duly noticed public hearing on June 17, 2010, reviewed the proposed amendment to the Downtown Planned Development District (PD-6) Subarea 6, Section (a)4 to eliminate 150,000 square foot cap on Aquarium size, and amend the Local Coastal Program to reflect the PD-6 changes; and recommended the City Council adopt same; and

WHEREAS, the Planning Commission, at a duly noticed public hearing on March 18, 2010, reviewed the proposed amendment to Subarea 1 and the addition of Subarea 1a to the Downtown Planned Development District (PD-6) in connection with the 400 Oceangate, Ltd. & Molina Healthcare, Inc. project (also known as the Golden Shore project), and amend the Local Coastal Program to reflect the PD-6 changes, and recommended the City Council adopt same; and

WHEREAS, Ordinances Nos. ORD-10-0013 and ORD-10-0024 were submitted with resolutions amending the Local Coastal Program Element of the General

- 1 -





South of Ocean Blvd

New Vision for the future

Focus on establishing a cohesive vision for the future of the Shoreline that will serve as a foundation for new zoning to replace the current standards, which have not been comprehensively updated since the 1970s

LONG BEACH COMMUNITY DEVELOPMENT

CITY OF LONG BEACH

Understanding
The Downtown Shoreline Planning Process

Where are we today with the Shoreline (PD-6)?

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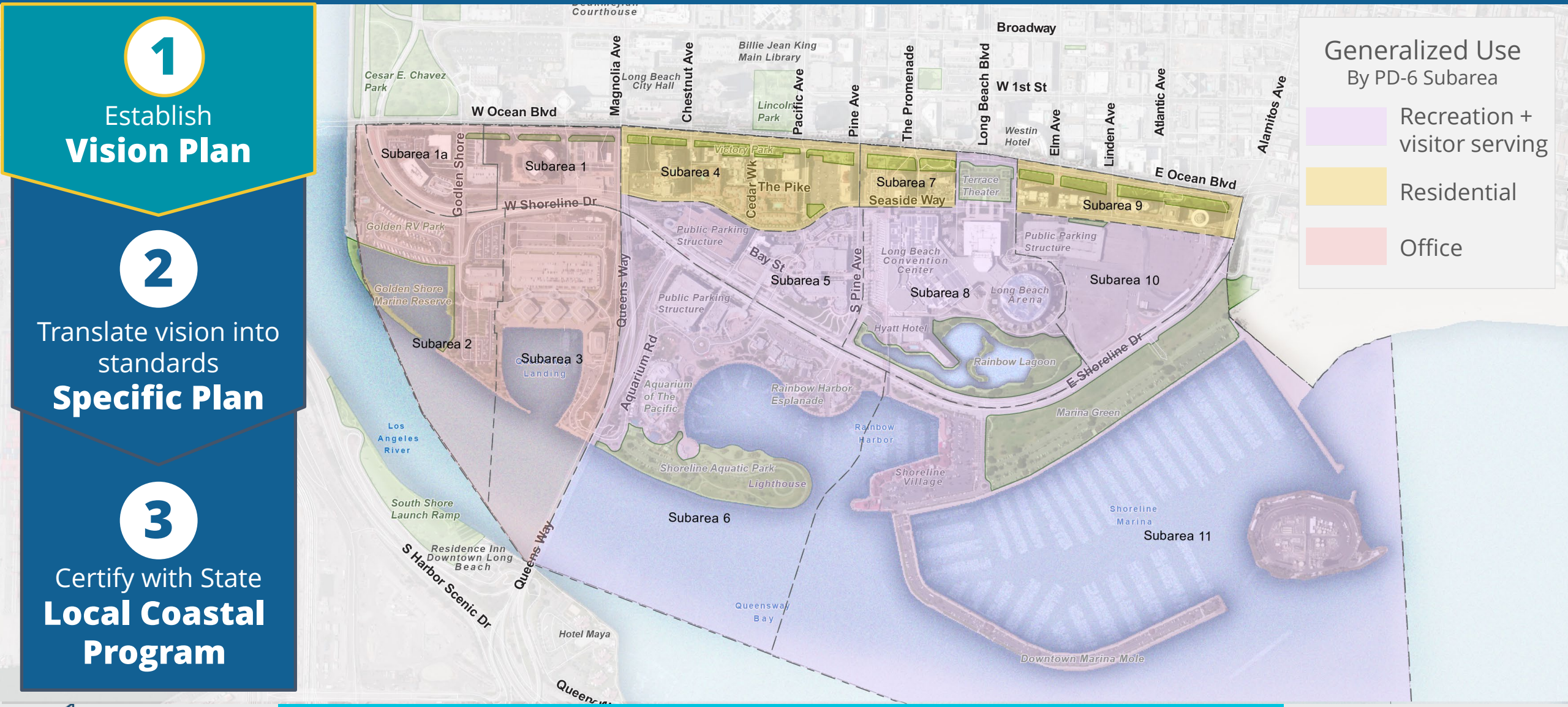
CITY OF LONGBEACH

What are the Steps to Update the Downtown Shoreline Plan (PD-6)?

1 Establish **Vision Plan**

2 Translate vision into standards **Specific Plan**

3 Certify with State **Local Coastal Program**



Why Update the Plan Now?

Olympics

Convention Center age vs changing meeting expectations

Sea Level Rise

Phase-Out of Oil Revenue



Photo source: LB Convention Ctr



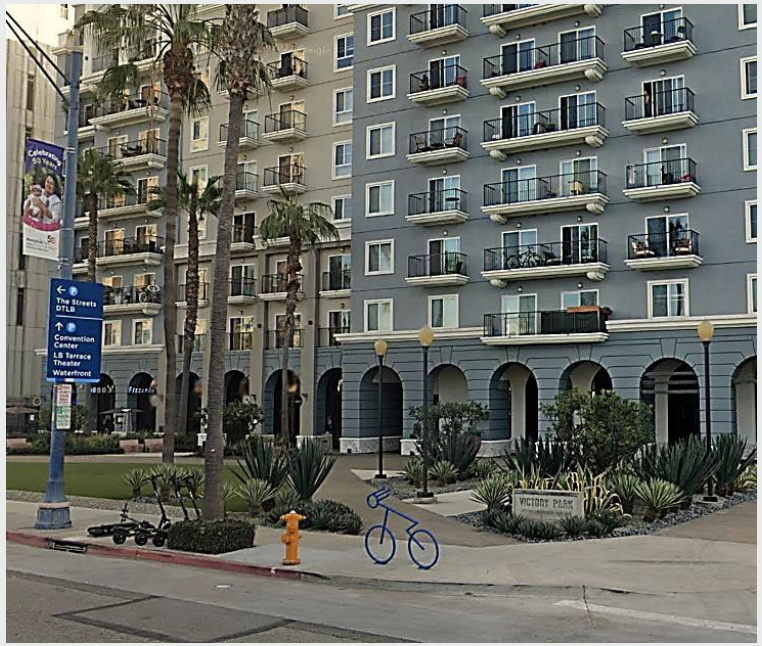




Why Update the Plan Now?







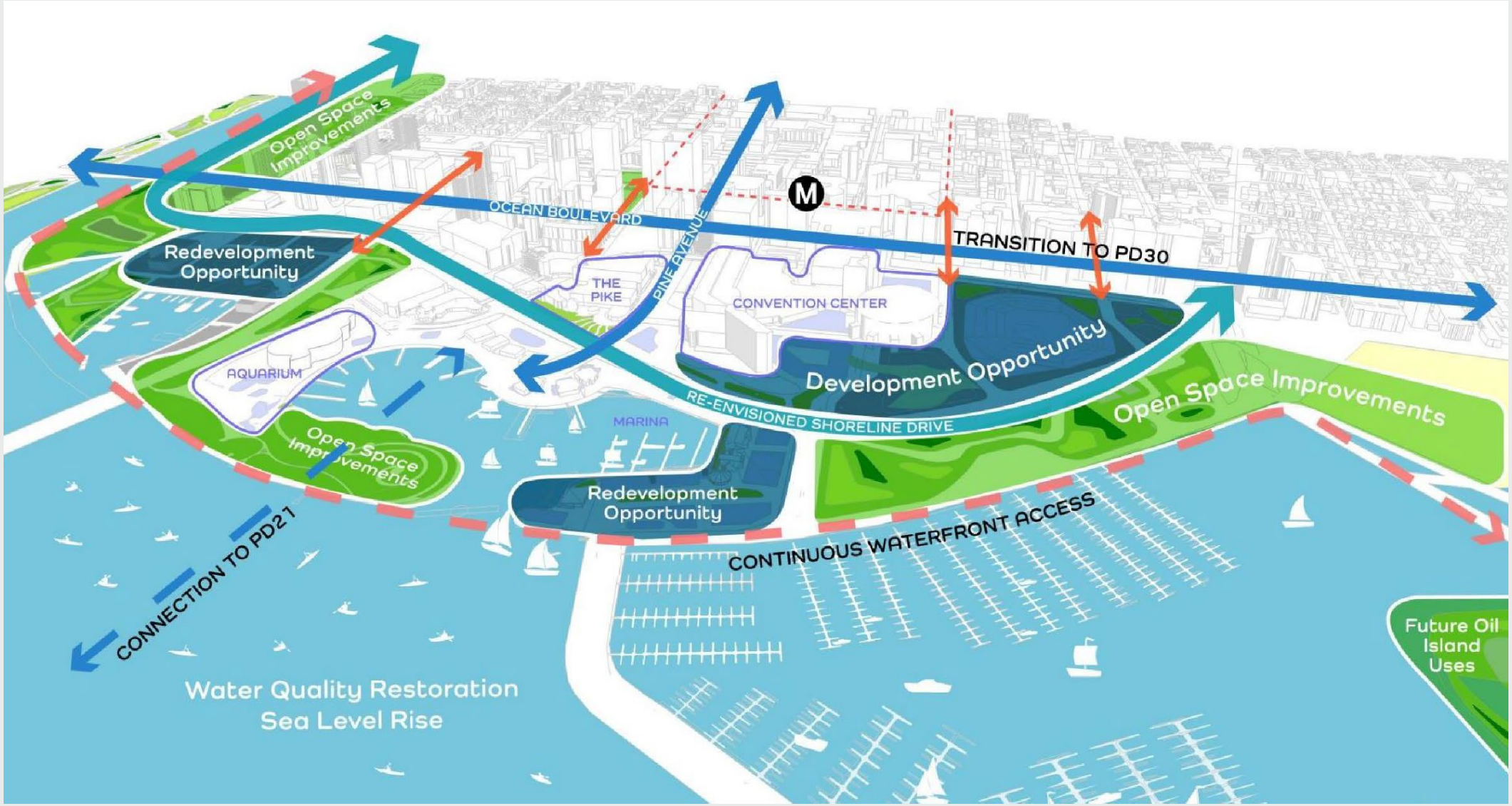


The Downtown Shoreline means different things to different groups

Need for cohesive, updated vision

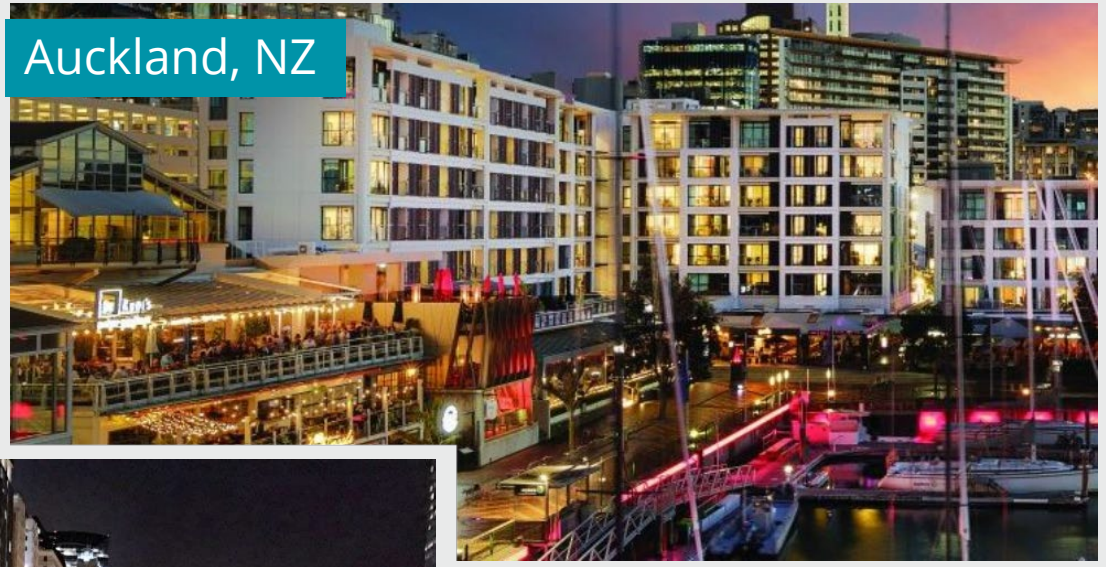
Many Voices = Many Ideas.

What is a Vision Plan?



What is a Vision Plan?











What is a Vision Plan?





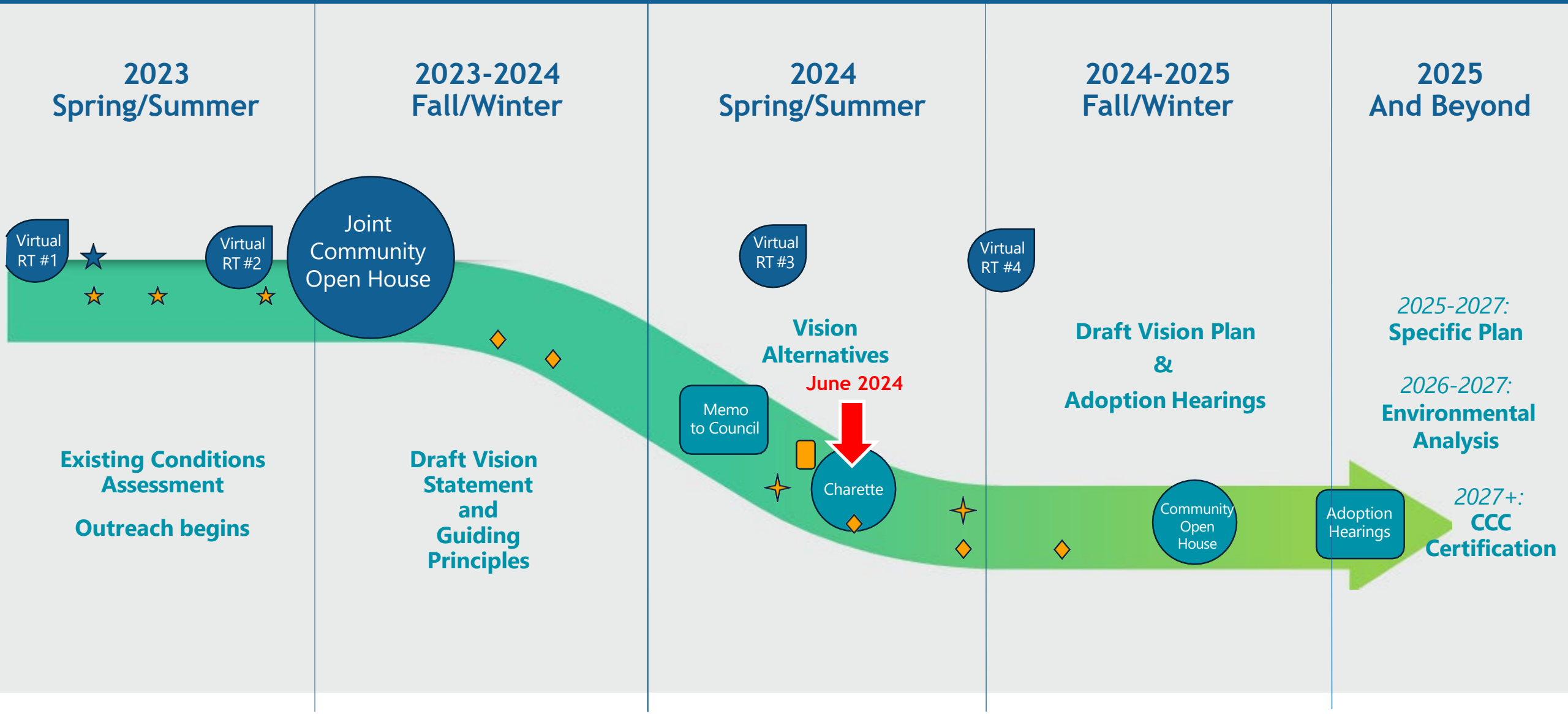








Vision Plan (Phase 1) Timeline



Where are We in the Visioning Effort?

Visioning process major steps:

1. **Discovery**
   - Listening to the broad range of stakeholders
   - Assessing existing conditions

Community Pop-Ups
Community Open House
Stakeholder Interviews
Existing Conditions Analysis
Downtown Shoreline Lookbook

2. **Imagining the Future**
   - Establishing a vision statement and Guiding Principles

Community Roundtable Meetings 1 and 2

Community Survey available until June 24, 2024

3. **Illustrating the Vision**

Starting JUNE 2024

   - Creating future scenarios that implement the vision statement
   - Testing ideas to ensure achievable outcomes

4. **The Vision Plan**
   - Identifying a preferred scenario
   - Drafting a Vision Plan for Community and City Council consideration

What is a Charrette?

A Community Design charrette is an **intense design and engagement process** where the **community is invited** to work directly with neighbors, business owners, stakeholders, City staff and a team of planners and designers to **illustrate the community's vision for the future.**

June 13	June 14	June 15	June 20
Community Design Charrette launch presentation	Focused Forums	Biking and Walking Tours Everyone's Shoreline Community Roundtable Meeting No. 3 Open Studio Hours Community Open House	Work in progress presentation to be presented at a Planning Commission Study Session.

Let's work together to craft a clear vision for the future of the Downtown Shoreline area - Everyone's Shoreline!

Understanding Outreach

Opportunities to Provide Community Input

Outreach Strategies Overview

- **Pop-ups (5)**
  1. Victory Park - May 20, 2023
  2. Beach Streets - May 20, 2023
  3. Long Beach Design Fest – June 24, 2023
  4. Taste of DT Waterfront - August 10, 2023
  5. District 1 Night at Aquarium - September 20, 2023
- **Subgrantee events**
- **Data working group**
- **Public Open House – September 9, 2023**







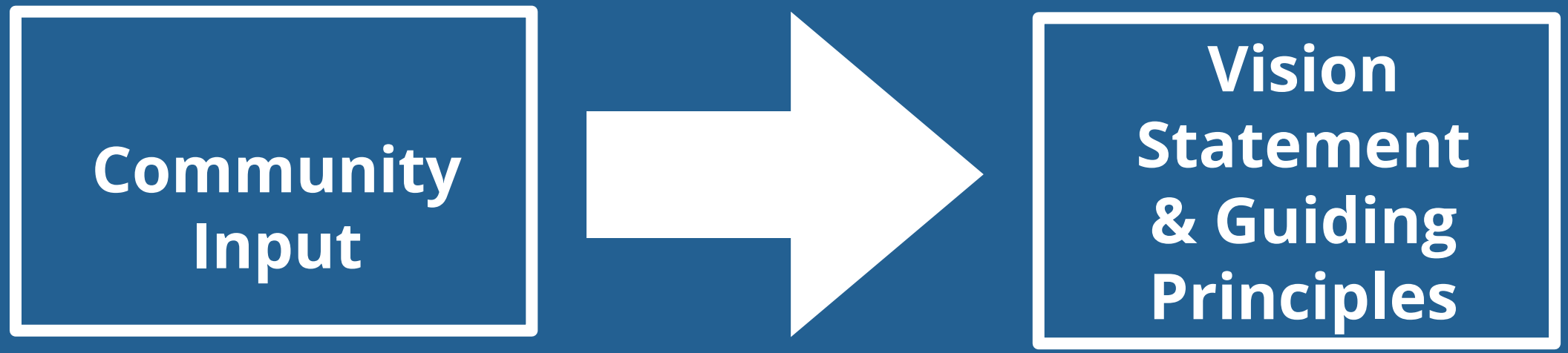


Outreach Strategies Overview

- **Roundtables (5)**
  1. Visioning Exercise - November 9, 2023
  2. Draft Vision and Guiding Principles - January 24, 2024
  3. Everyone's Shoreline – June 15, 2024
  4. TBD
  5. TBD
- **Community Survey**






Community Input
Vision Statement & Guiding Principles

Downtown Shoreline Vision Statement

An oceanfront destination for our community and the world.



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Guiding Principles Overarching Threads

Affordable
and
Accessible
to all



Guiding Principles

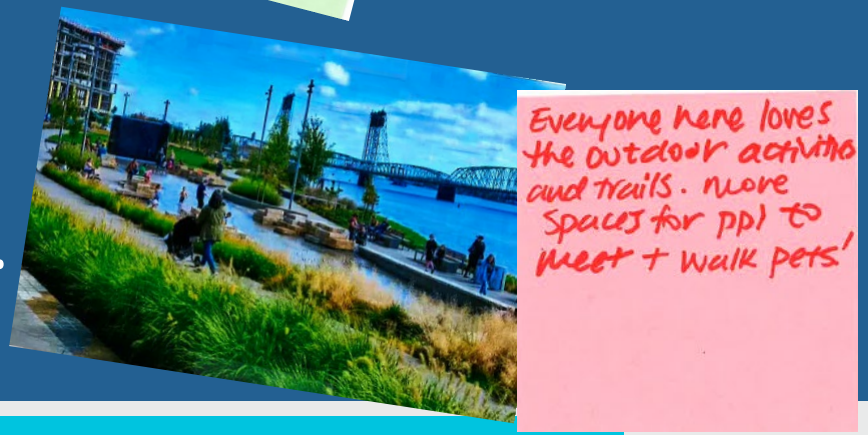
1 Create a **vibrant and inclusive world class waterfront destination** set within Downtown Long Beach.

2 **Connect** the waterfront with downtown, surrounding areas and the city visually and physically.

3 Create a collection of unique, flexible **public spaces** connected by a multimodal network **accessible to all**.





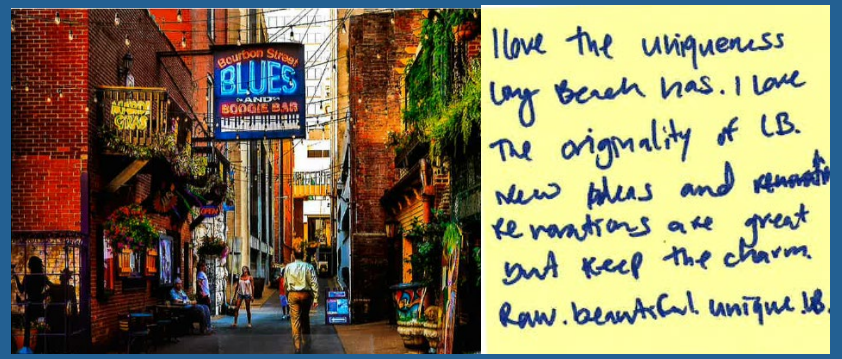


Guiding Principles

4 Encourage **economic opportunities** for local businesses and Long Beach residents, including those in traditionally disadvantaged communities.



5 Celebrate Long Beach's **history, cultural diversity and relationship to the water**.



6 Become a model for **environmental stewardship** and **clean, sustainable, resilient and ecologically responsible** waterfront development and regional conservation.

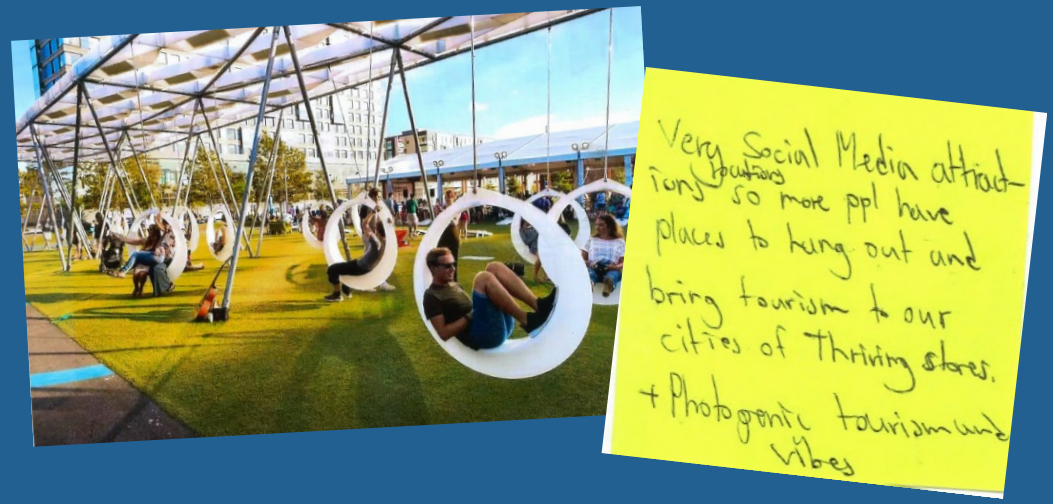


Guiding Principles

7 Balance the costs to create and maintain public spaces, events and programs with public and private investment and income-producing uses to ensure the long-term **fiscal viability** of Downtown Shoreline.



8 **Engage the community** about changes in Downtown Shoreline and distribute information about events and activities in Downtown Shoreline.



Take the Survey



Bit.ly/LBShorelineSurvey

Guiding Principles include broad, aspirational ideas for the future of the Downtown Shoreline that will translate into the development of the vision alternatives

Take the Guiding Principles Survey

To provide feedback and help us identify community priorities

Economic Resiliency

Connectivity

Environmental Resiliency & Sustainability

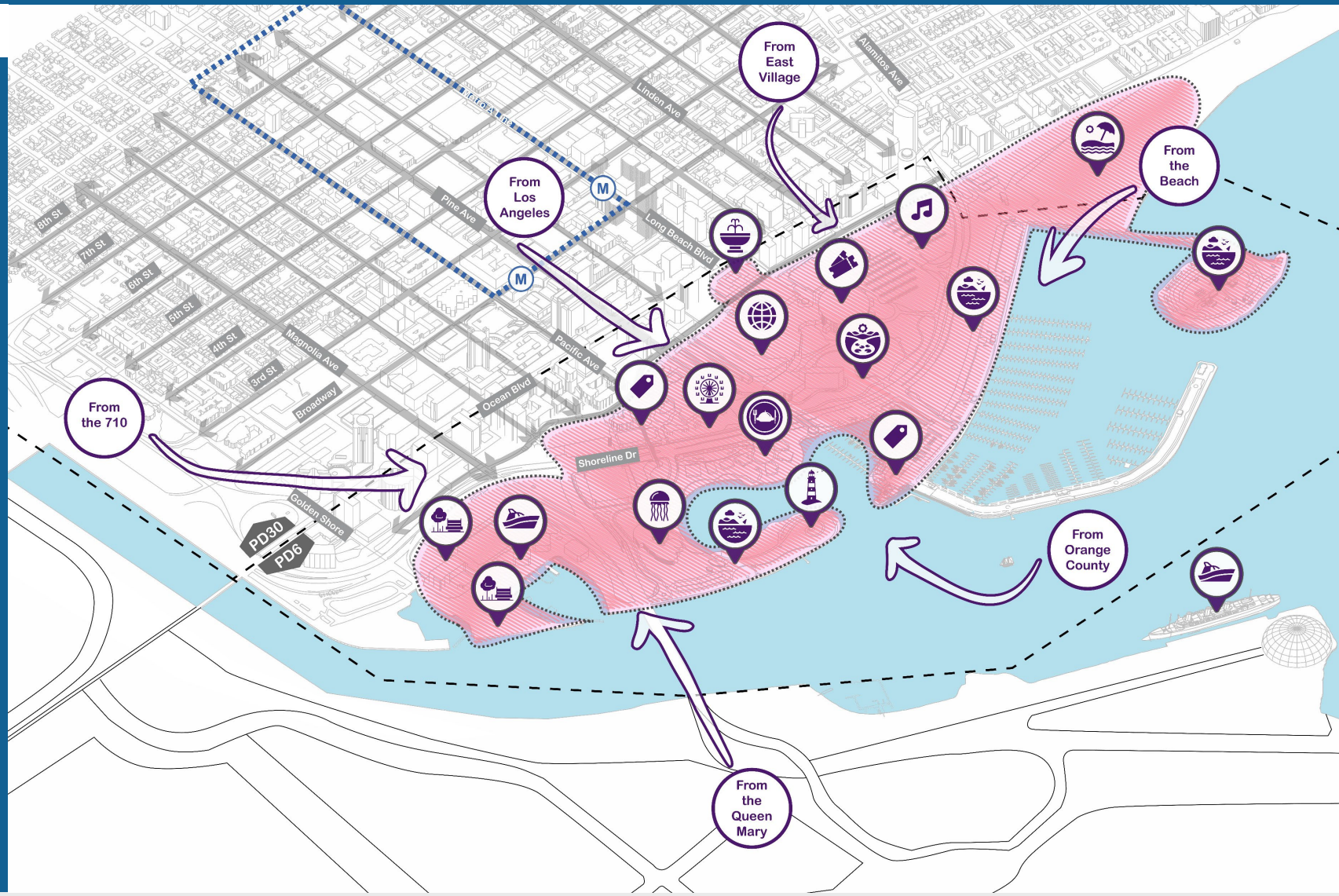
Everyone's Shoreline (Equity)

Economic Resiliency

Related Guiding Principles

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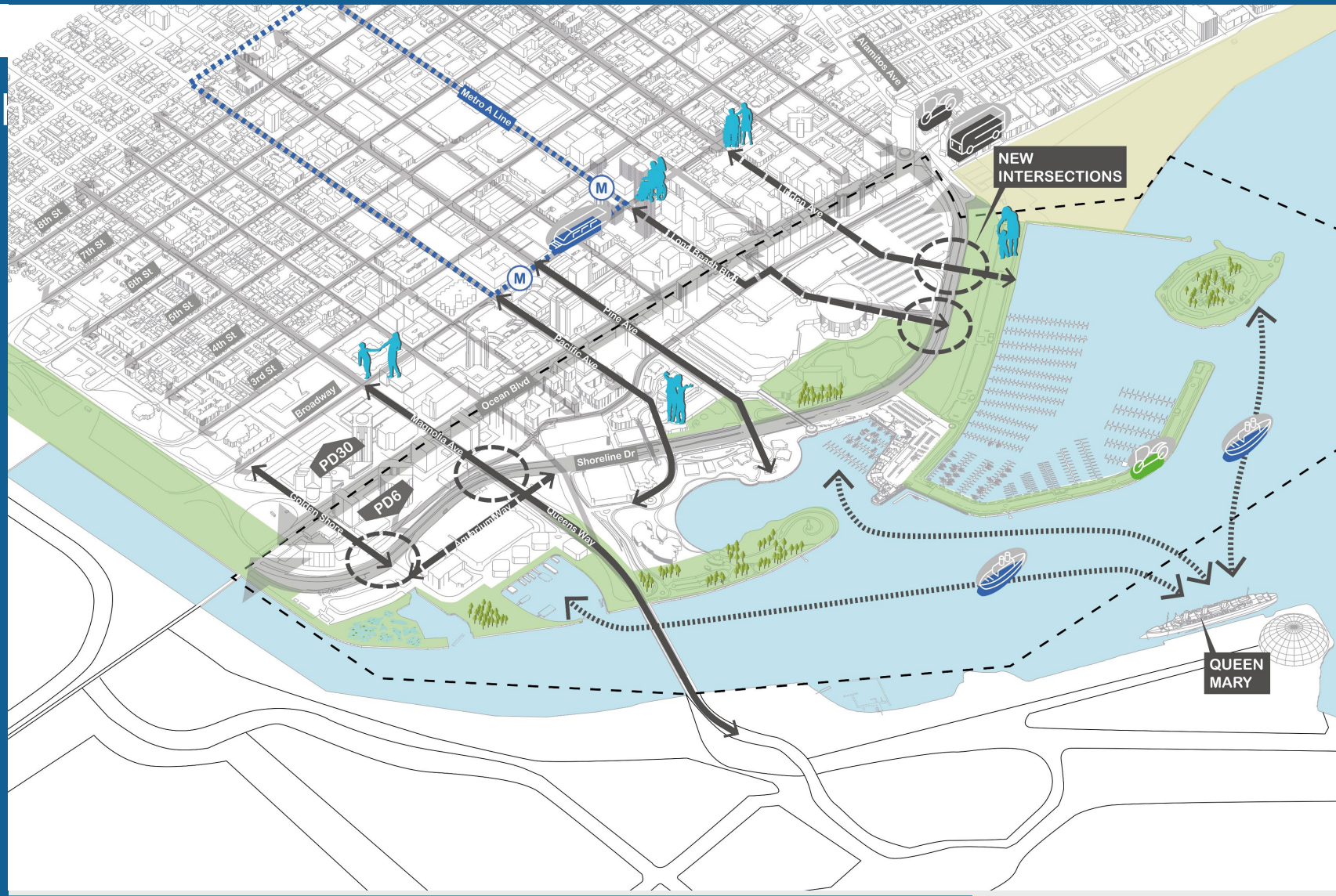


Connectivity

Related Guiding Principles

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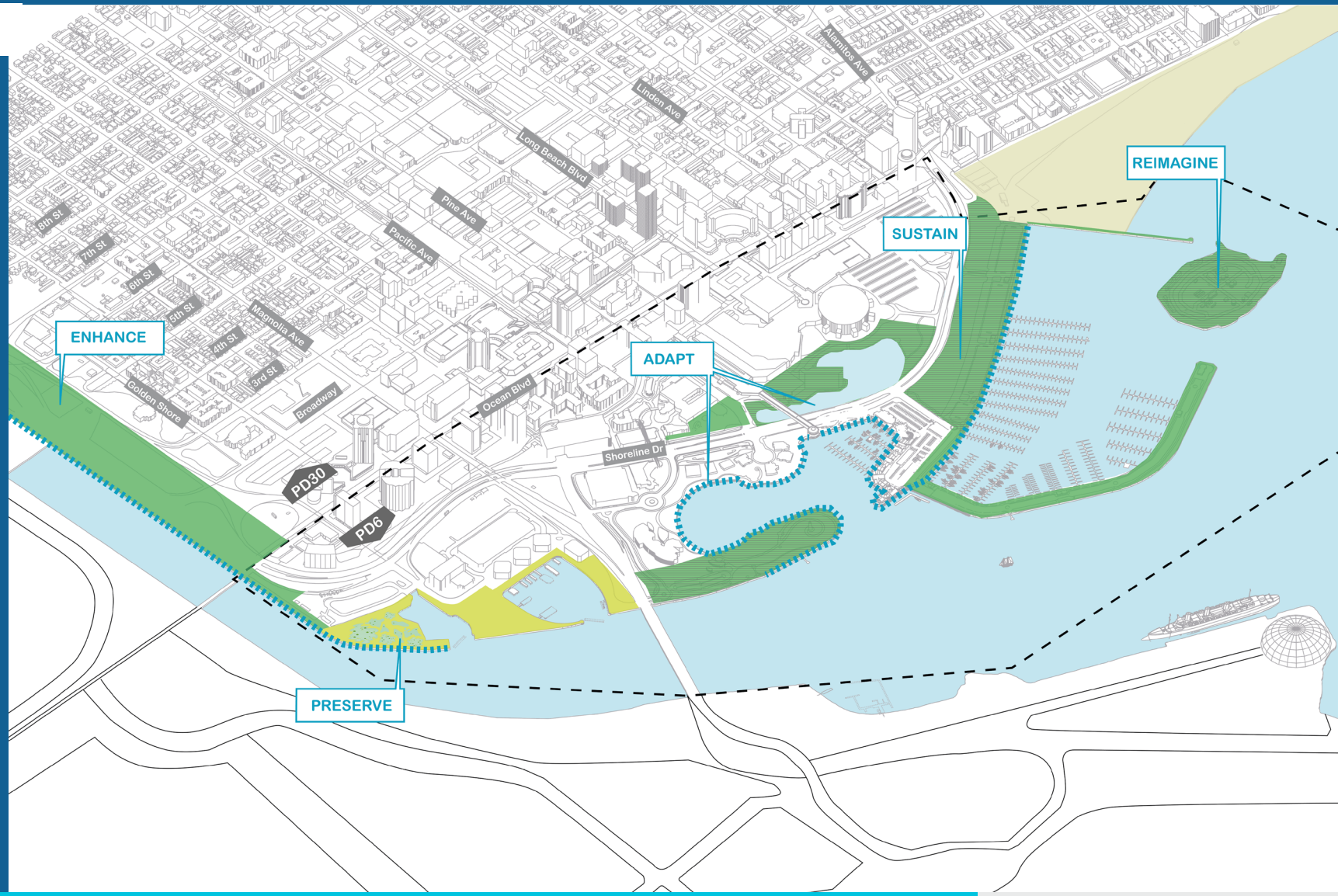
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Environmental Resiliency & Sustainability

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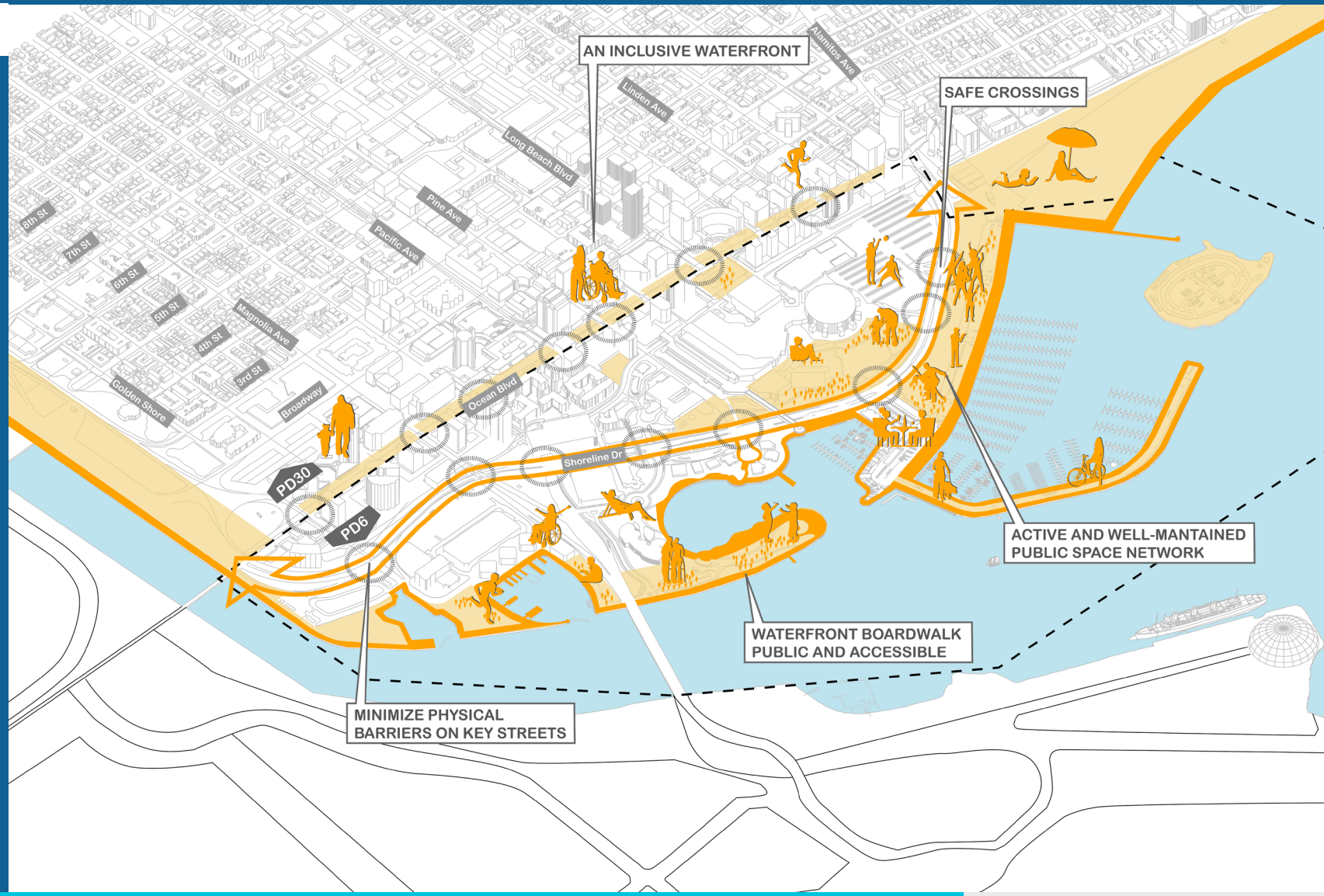
Everyone's Shoreline

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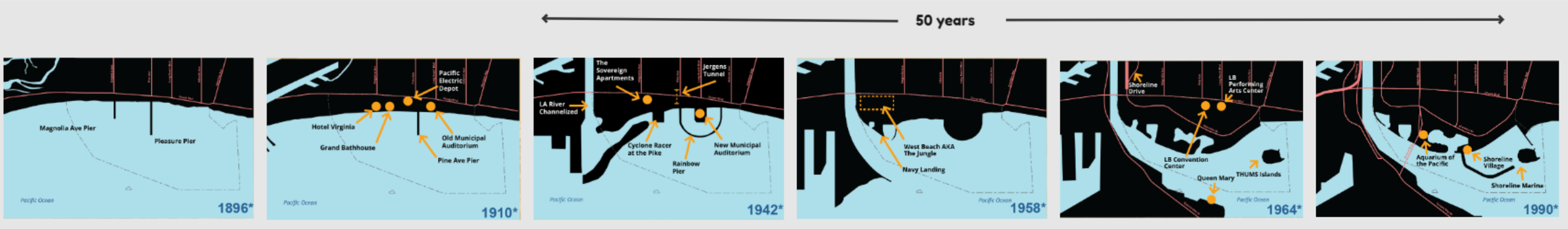


All these issues point towards the need for a pivotal change in how this district works/functions for the City at large

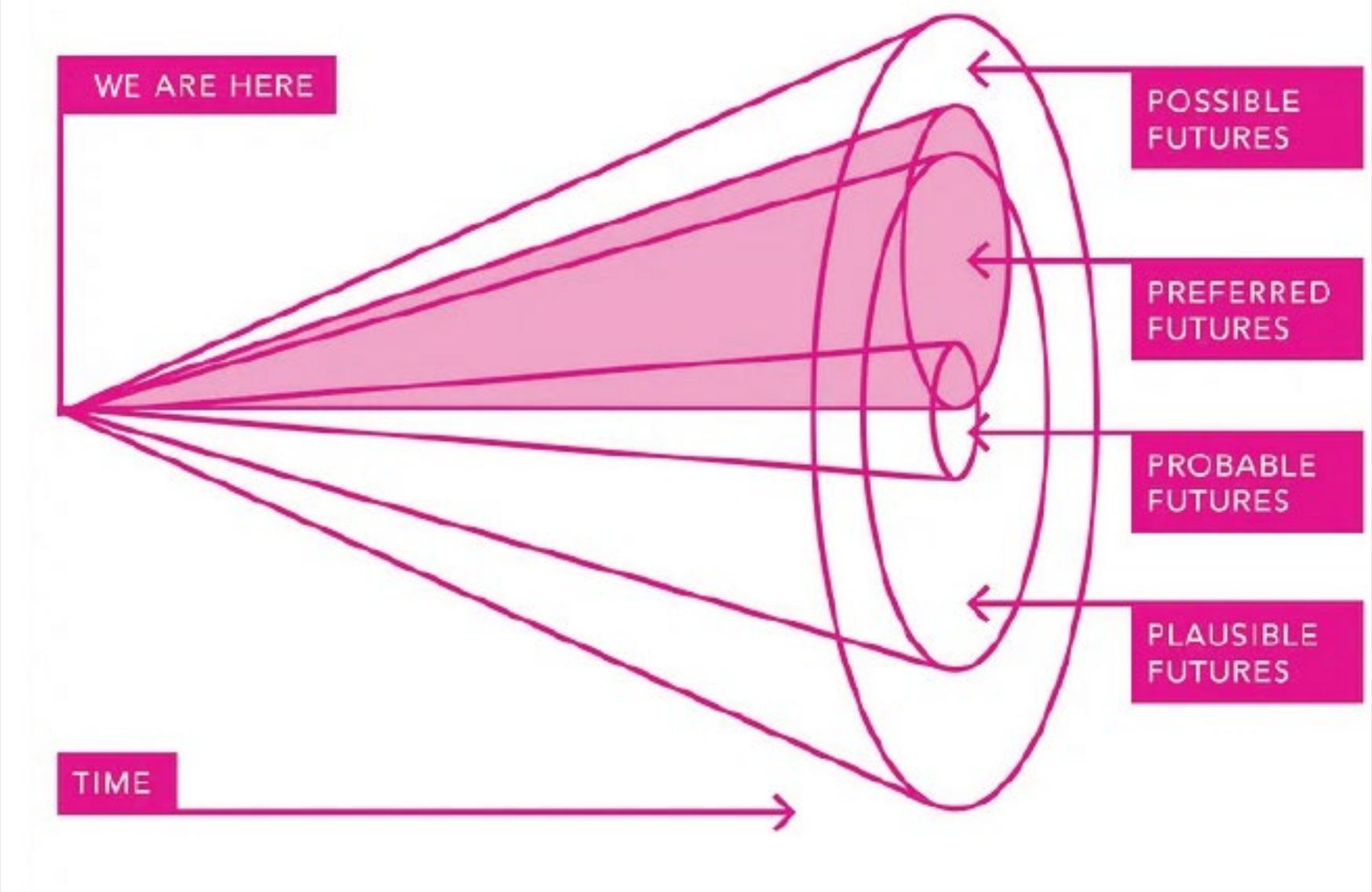


Shoreline
Big Ideas

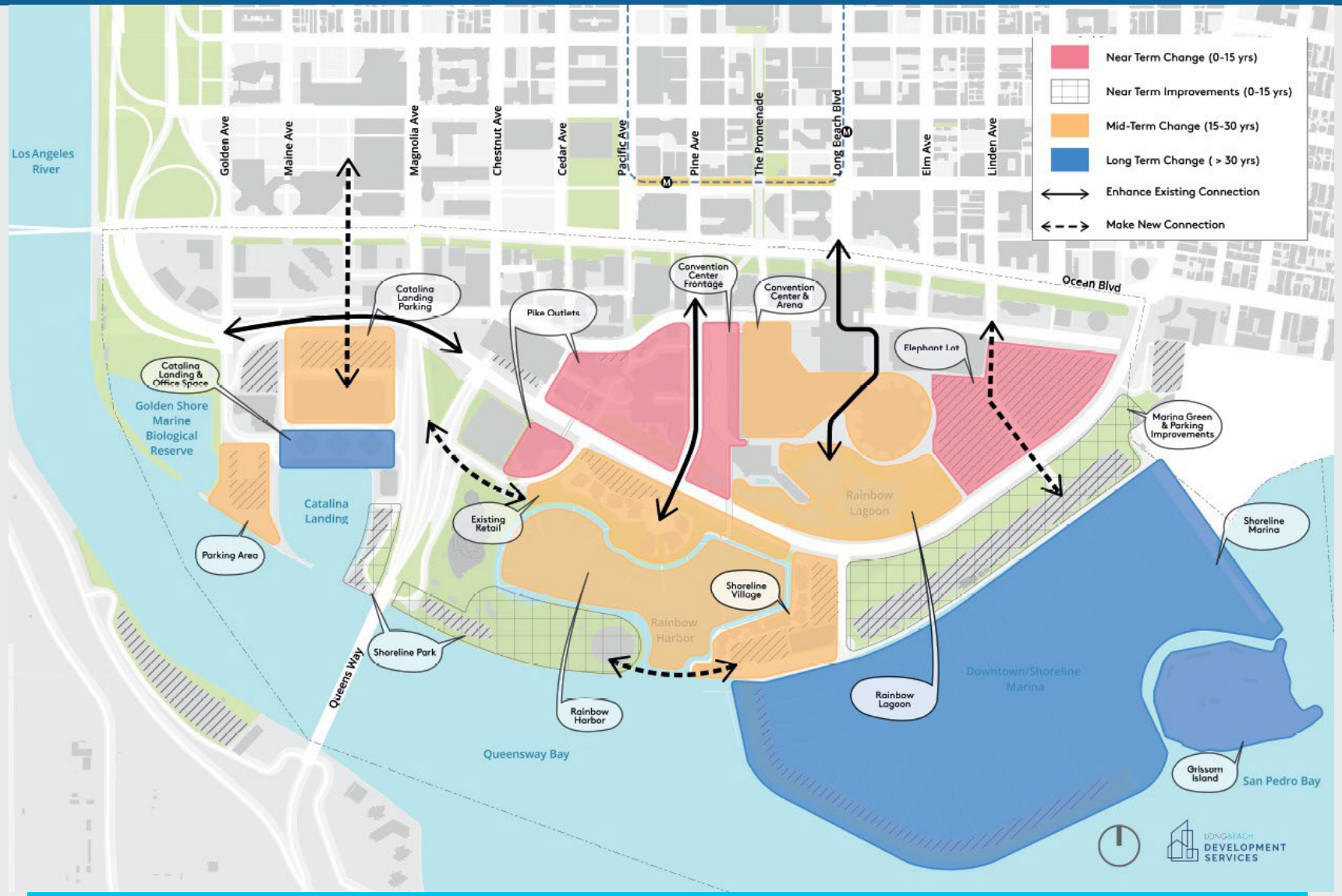
History and Development



How do we plan for the future?



Areas of Potential Change



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Central Waterfront

A more active waterfront with varied, connected destinations and affordable activities for everyone

A

A modern and vibrant harbor focused on maritime activities

B

A bold urban waterfront Eco-zone and model for ecological and environmental stewardship

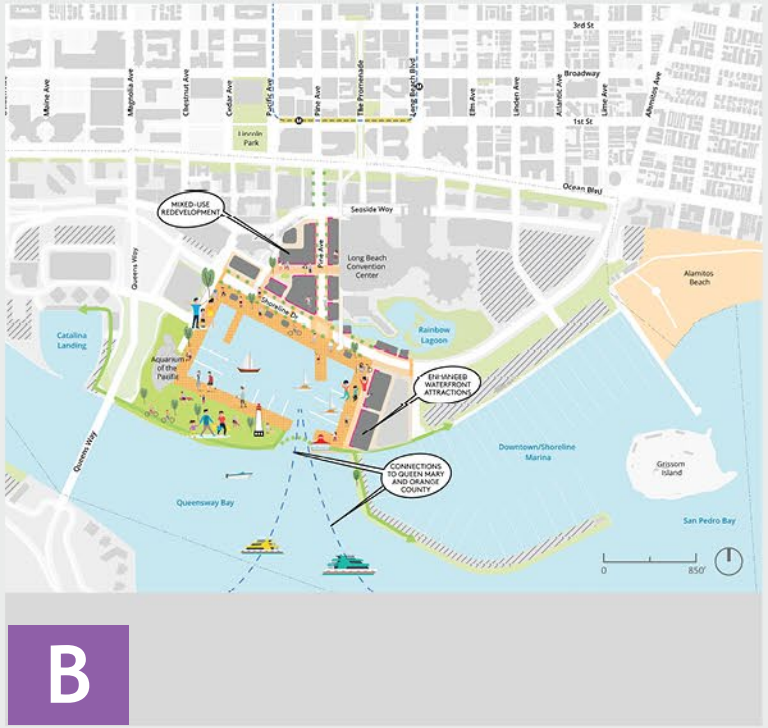
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Central Waterfront



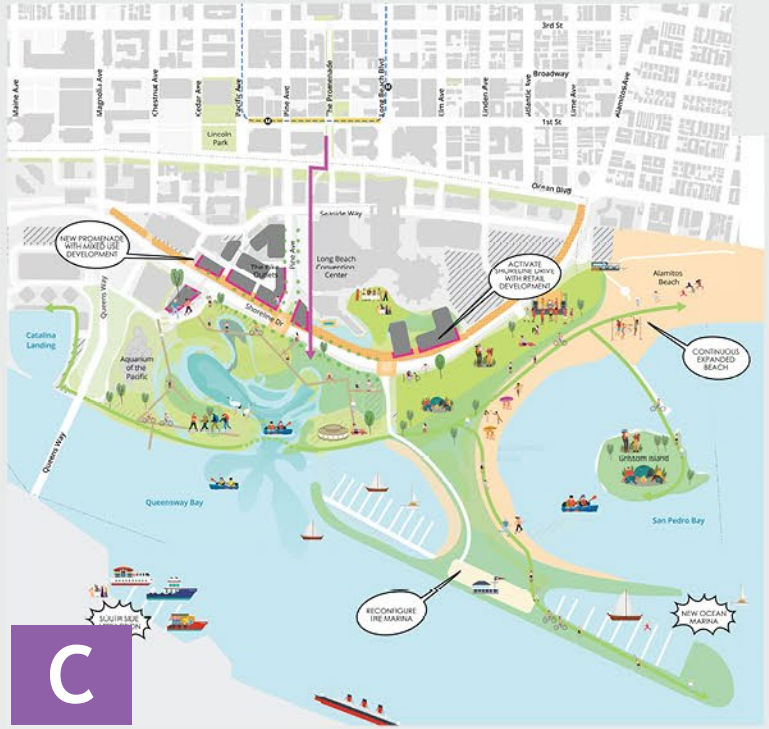
A

What if we create a destination loop with more to do and see in the waterfront?



B

What if we reconfigure rainbow harbor as a grander destination waterfront?



C

What if we transform the waterfront to have a continuous green edge?

Eastern Waterfront

A waterfront district that encourages good jobs and opportunity for local businesses, creatives and residents

D

A downtown that extends seamlessly to the shoreline, providing more activities and opportunities for the community

E

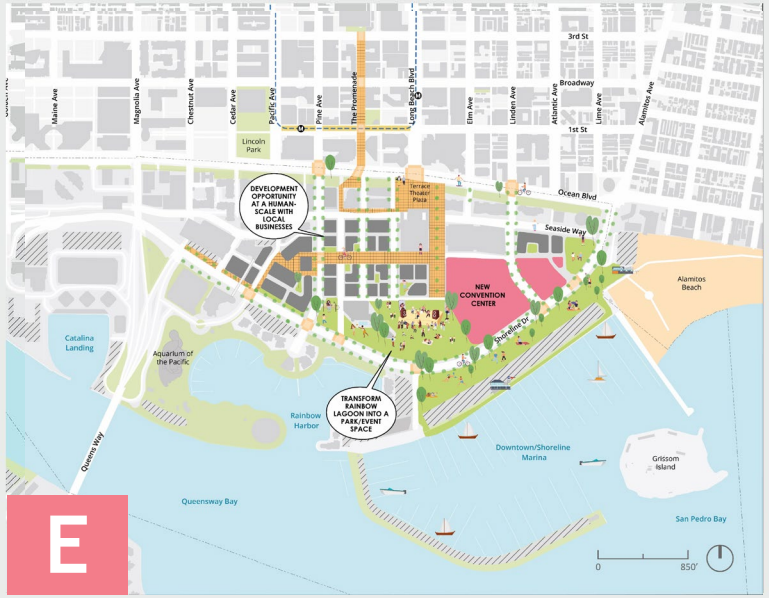
A downtown that embraces its history and reclaims public access to the water

F

Eastern Waterfront



What if we transform the Elephant Lot into a creative innovation district?



What if we create a new waterfront Convention Center and redevelopment along Pine Ave?



What if we expand Rainbow Lagoon to bring water closer to Downtown again?

Western Waterfront

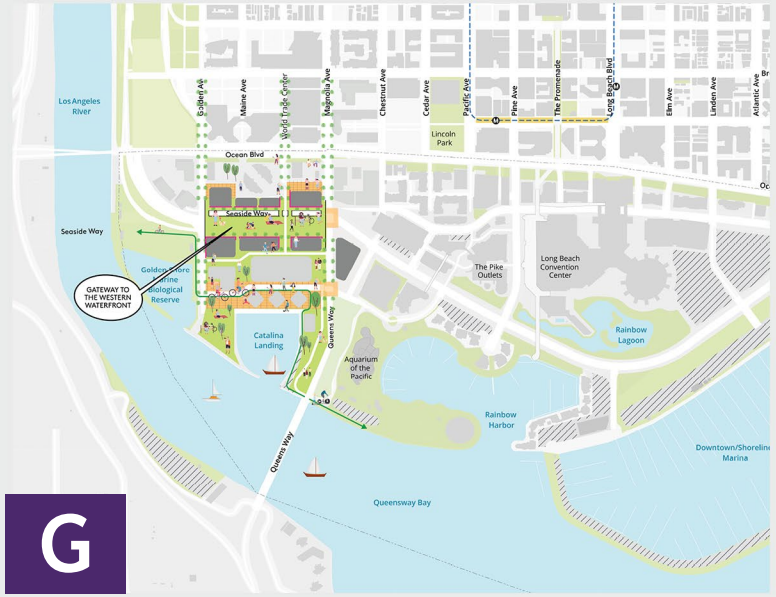
A western gateway to PD6

G

A mixed-use waterfront neighborhood of park, office, recreation, and housing

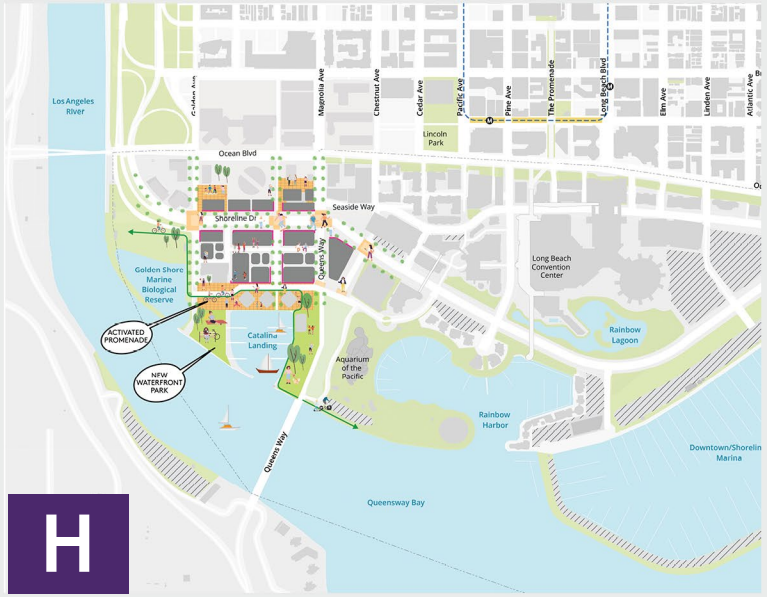
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Western Waterfront



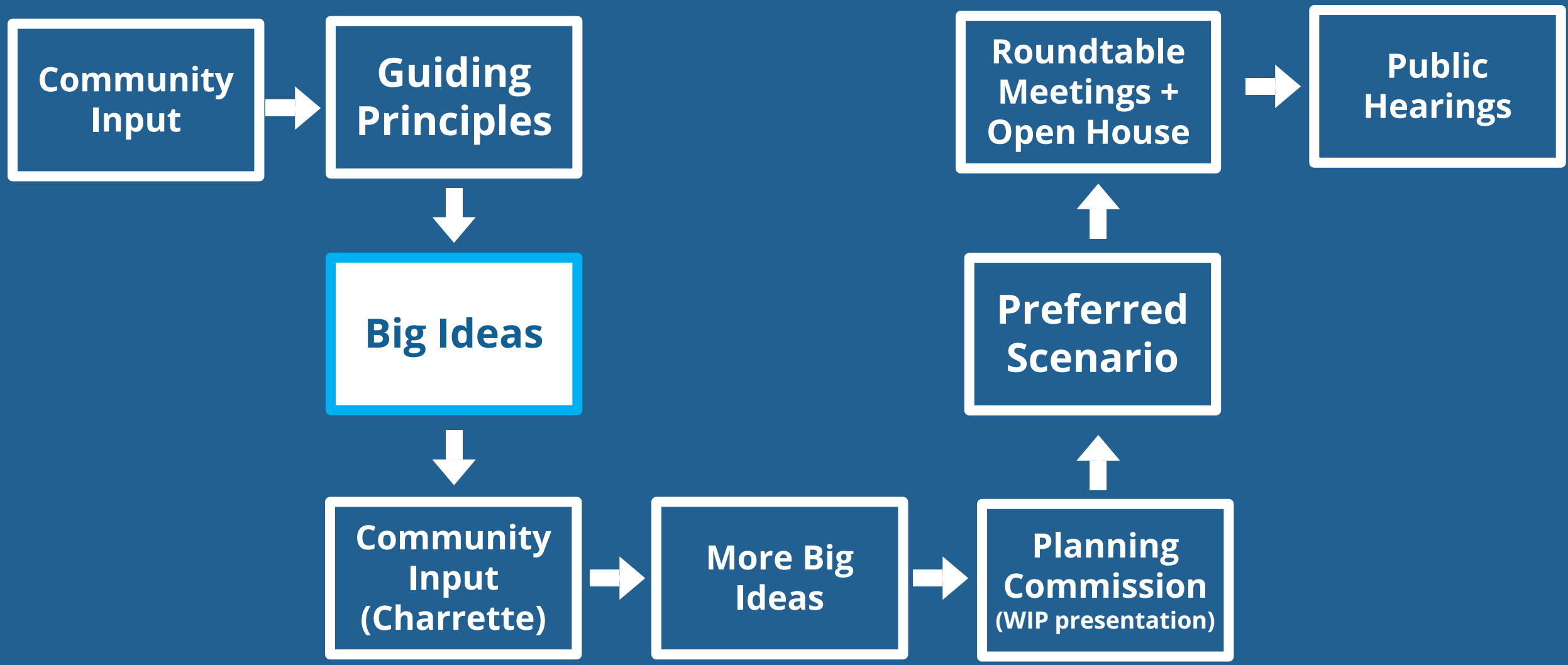
G

What if we better connect the western waterfront by "capping" Shoreline Drive?



H

What if we extend West Village down to the water?


Community Input
Guiding Principles
Big Ideas
Community Input (Charrette)
More Big Ideas
Planning Commission (WIP presentation)
Preferred Scenario
Roundtable Meetings + Open House
Public Hearings

What is a Charrette?

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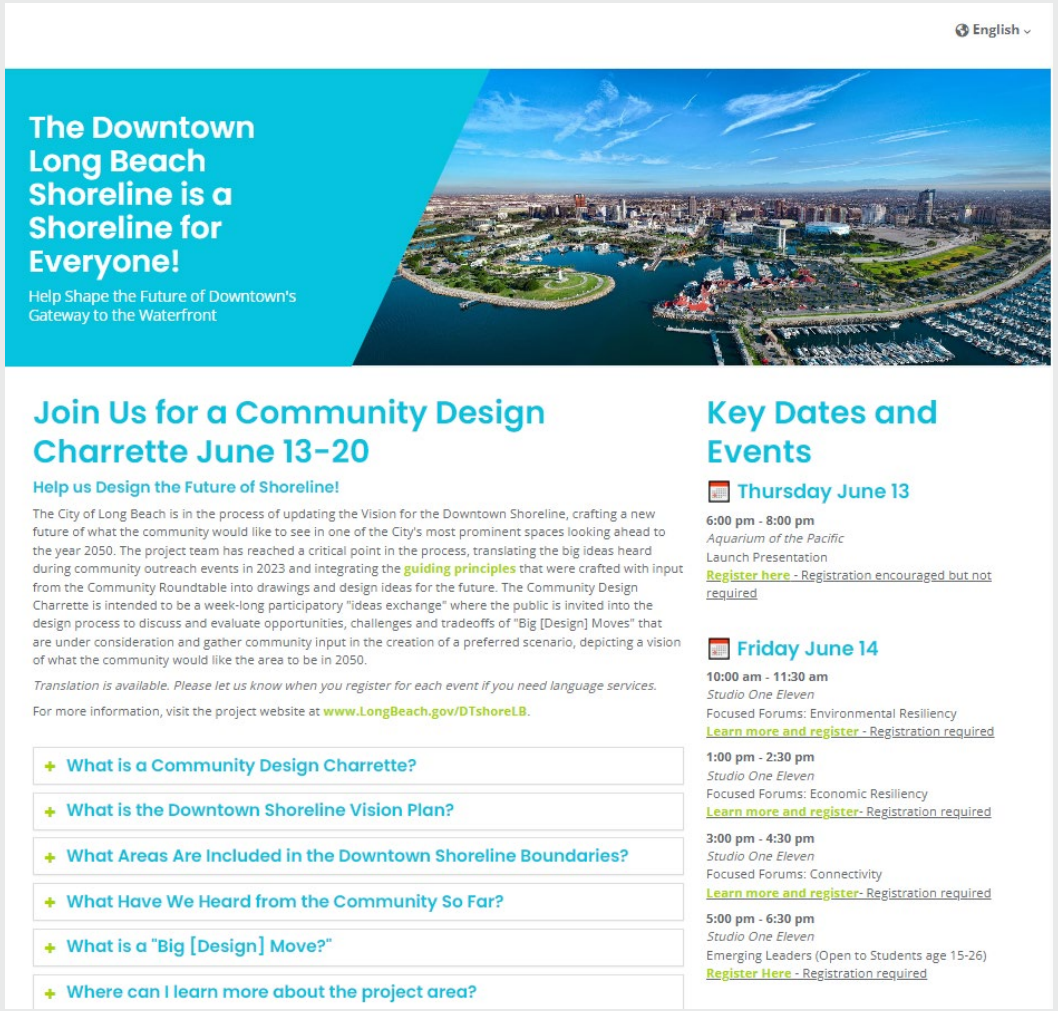
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Participate In Person and Online!

Visit the Charrette Website to:

- See where we'll be and register for events
- Review issues and ideas
- Provide feedback online
- Check out the opportunities lookbook

Myinput.com/DTShoreLB-CDC



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Q & A



Stay Involved with the Vision Plan:

Longbeach.gov/dtshorelb

DowntownPlan@longbeach.gov

562.570.6194