



Date: April 11, 2024

To: Thomas B. Modica, City Manager 

From: Christopher Koontz, Director of Community Development 

For: Mayor and Members of the City Council

Subject: **Update on the Downtown Shoreline Vision Plan and Downtown Plan**

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In Spring 2023, the City of Long Beach (City) launched a two-part effort designed to update regulations for development in Downtown and to establish a common vision and supportive land use strategies for the future of the Downtown Shoreline area. The Downtown Plan (PD-30) update encompasses the downtown area north of Ocean Boulevard to update land use regulations with a renewed focus on expanding housing opportunities for all income levels, including the development of new affordable housing projects. The Downtown Shoreline Vision Plan encompasses the area south of Ocean Boulevard and will help gauge stakeholder expectations and aspirations for the Downtown Shoreline (PD-6) area and establish a contemporary community Vision Plan for a world-class waterfront.

The following provides a high-level summary of each plan effort and an update on community engagement to date and upcoming opportunities for the community to participate in these important planning processes.

### **Downtown Plan Update**

Over the last ten years since the adoption of the current Downtown Plan, the plan has yielded more than 5,000 approved housing units; a new civic center; pedestrian, retail, and other improvements; and has been the planning tool behind the majority of the City's development in the past decade. The Downtown Plan is roughly bounded by the Los Angeles River to the west, Alamitos Avenue to the east, Anaheim Street to the north, and Ocean Boulevard to the south. As outlined in the Mayor's 100-Day Plan, City staff are currently working with a consultant team to update the Downtown Plan's regulations, including development, design, and mobility standards, in collaboration with residents and businesses, with an emphasis on preventing displacement and building new housing for all income levels in Downtown.

City staff are currently working through the technical analyses and initial recommendations that, together with extensive input from the community, provide the foundation for the plan update. A Data Working Group including community-based organization partners and the Downtown Long Beach Alliance (DLBA) is providing data and input to support these efforts.

### *Downtown Plan Outreach and Next Steps*

On April 19, 2023, a stakeholder partner kickoff meeting was held as a joint event with the Downtown Plan Update and the Downtown Shoreline Vision Plan teams. The kickoff meeting included over 50 attendees representing organizations including Long Beach Unified School District, Ocean Residents Community Association, Gray Panthers, Long Beach Forward, Long

Beach Design Center, United Cambodian Community of Long Beach, Long Beach Residents Empowered, Downtown Long Beach Alliance, and more. Technical analysis and community engagement strategy planning was initiated concurrent with outreach events to guide the visioning process.

The Downtown Plan team participated in multiple pop-up events, including several events with subgrantees, starting with Beach Streets on May 20, 2023, through December 2023. On September 9, 2023, the City hosted a public Open House at the Billie Jean King Main Library to engage the community on the Long Beach PD-6 (Shoreline) and PD-30 (Downtown) projects. The purpose of the Open House was to actively involve and educate residents about the projects, upcoming opportunities to engage, and what kind of impact it can have in their community. The team covered a range of topics that allowed community feedback around economic development, housing, transportation, open space, and cultural resources, as well as historical and educational boards about the Shoreline area. The City also provided a comprehensive video that outlined the projects' goals and capabilities. To ensure inclusivity both at the event and future engagements, translators were present and all materials including the video were translated to help facilitate equal access to the project information. More than 120 community members participated, offering valuable feedback that will help to guide the development of both plans. Feedback gathered from these events is available on the [project website](#). In Spring 2024, City staff will host community stakeholder meetings leading up to the second community-wide Open House which will be held on May 18, 2024, to present concepts of the updates identified for the 2012 Downtown Plan, which will serve its transition to a specific plan. In addition to these efforts, an additional community survey will be launched, after which an initial administrative draft of the proposed plan update will be available for public review in the summer 2024.

## **Downtown Shoreline Vision Plan**

The Downtown Shoreline Planned Development District (PD-6) is bounded by Ocean Boulevard and the coast from Golden Shore Drive to Alamitos Avenue. In December 2022, the City Council passed a motion to approve the adoption of Specifications No. RFP DV-22-104 and award a contract to PlaceWorks, Inc., for technical, planmaking, and outreach efforts to support the Downtown Shoreline Vision and Plan Update. These efforts began in 2023.

The intent of the Downtown Shoreline Vision Plan is to provide a framework for the future plan update to guide development in the Downtown Shoreline. The area within the plan boundary contains both public and private property, with some existing major land uses such as The Pike Outlets, but with significant undeveloped and underdeveloped property. The plan update is intended to coordinate future public and private improvements in a mixed land-use concept.

### *Downtown Shoreline Vision Plan Outreach and Next Steps*

Broad community outreach particular to the Downtown Shoreline Vision Plan began with a pop-up event on May 20, 2023, at two locations: the Beach Streets event and during the Victory Park Design Guidelines event. Additional pop-up events were held throughout summer 2023. The purpose of each event was to raise awareness and gather feedback from community members. Community engagement also included presentations at local community meetings.

At the conclusion of the initial outreach process, applications were released to invite representatives to participate in the Community Roundtable to advise on the visioning process. The first Community Roundtable meeting was held on November 9, 2023, at which the Roundtable reviewed feedback from the community to date and helped to synthesize it towards major concepts to inform the plan's vision statement. Based on a discussion at the first meeting, additional individuals were invited to join the Community Roundtable as representatives to address equity concerns that had been raised and to ensure representation on the Roundtable reflects the City's diverse population and to intentionally include Roundtable members who live throughout Long Beach, not only in or near the Shoreline, to ensure a greater focus on planning for a Shoreline to serve the entire city. The second roundtable meeting, hosted in January 2024, benefited from participation by a more diverse range of participants and focused on developing a draft vision statement and guiding principles for the vision plan.

The next step in the process is to solicit broad, citywide community input and feedback on the draft vision statement and guiding principles. Therefore, in spring 2024, the City will launch two different platforms for the public to provide feedback to help inform the vision and both will be accessible for participation in English, Spanish, Khmer, and Tagalog. First, an online survey will be hosted on the project webpage to solicit input on the draft Guiding Principles from residents and community members across the City. Next, the City is launching an on-the-ground campaign within the Shoreline through the platform Hello Lamp Post. There will be signs posted in and around the Shoreline area, such as on poles, infrastructure, and the Circuit micro-transit vehicles (see Attachment A). The signs will have basic project information and a QR code. Community members and visitors can interact with this engagement tool by scanning a QR code that will take participants to an interactive and fun text conversation to solicit feedback on for the plan.

More detailed information on the technical analysis to date will be published in a Downtown Shoreline Vision Plan Opportunities Lookbook (Lookbook). This 100+ page document will summarize the assessment and existing conditions report for land use, urban design, and mobility in the Downtown Shoreline area. The Lookbook will be available on the project website in English and Spanish and will help inform future input and next steps on the project.

In June 2024, the City will host a multi-day Community Design Charrette to engage residents, youth, community stakeholders, and design experts in generating and testing ideas and strategies to implement the community vision for Shoreline. The community charrette will be comprised of a range of events and activities designed for the general public to be able to participate in over a three-day period to facilitate the next stage of the planning process through a series of exercises to envision and consider potential alternative futures for the Shoreline. Such events will include an open house, walk and/or bike tours, design workshops open to the public, a youth focused event, and an Everyone's Shoreline feedback session focused on how to ensure the plan update is designed to facilitate the development of a more inclusive and equitable plan to make Shoreline more accessible. Once finalized, these events will be advertised on the project webpage. Those interested in receiving updates about these events and all other project input opportunities can sign up for project notifications on the project webpage. The events will also be publicized via eblasts and social media.

The completion of additional outreach and publication of the Downtown Shoreline Vision Plan is slated for early 2025.

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### Keep Informed

To learn more about both planning efforts, please visit: [longbeach.gov/dtlbplan](https://longbeach.gov/dtlbplan). We encourage community members interested in either of these efforts to [join our interested parties list](#) where they will be notified of upcoming meetings, events, and project updates.

For more information, please contact Alison Spindler-Ruiz, Planning Bureau Manager, at [Alison.Spindler-Ruiz@longbeach.gov](mailto:Alison.Spindler-Ruiz@longbeach.gov) or (562) 570-6946.

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