

# DOWNTOWN SHORELINE Vision Plan

Everyone's Shoreline Community Charrette  
Planning Commission Update – June 20, 2024



# 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)

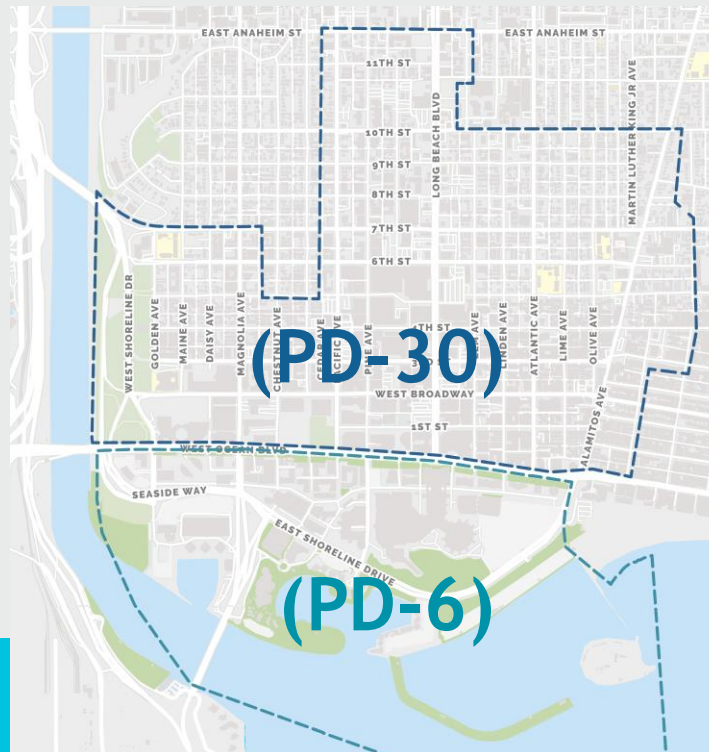
## Downtown Plan Update (PD-30)

## Downtown Shoreline Vision Plan (PD-6)

## 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



# Why Update the Plan Now?

Olympics

Convention Center age vs changing meeting expectations

Sea Level Rise

Phase-Out of Oil Revenue



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

1

Establish  
**Vision Plan**

2

Translate vision into  
standards  
**Specific Plan**

3

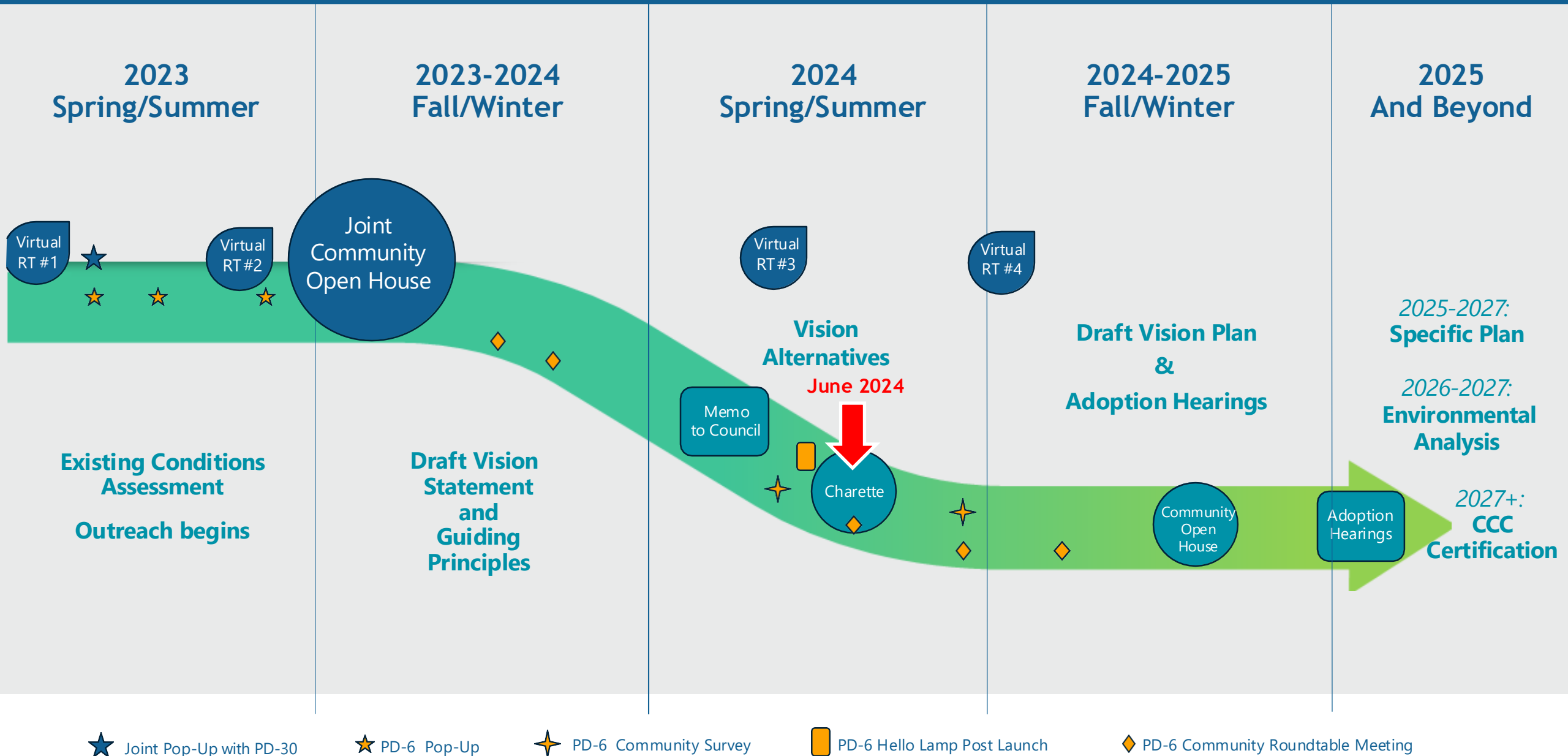
Certify with State  
**Local Coastal  
Program**



# Creating a Vision Plan



# Vision Plan (Phase 1) Timeline



# 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

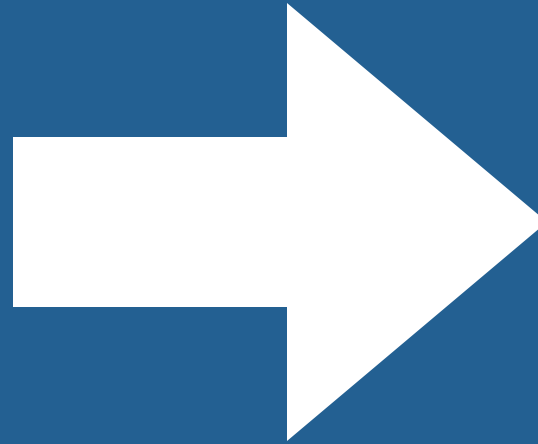
- **Roundtables (5)**

1. Visioning Exercise - November 9, 2023
2. Draft Vision and Guiding Principles - January 24, 2024
3. Everyone's Shoreline – June 15, 2024
4. TBD – Fall 2024
5. TBD – Winter 2024/2025

- **Community Survey**



**Community  
Input**



**Vision  
Statement  
& Guiding  
Principles**

# Downtown Shoreline Vision Statement

An oceanfront destination for our community and the world.



# Guiding Principles Overarching Threads

**Affordable  
and  
Accessible  
to all**



My mom is ADA.  
More ADA-friendly  
options in the  
city!  
Jill

**Economic  
Resiliency**

**Connectivity**

**Environmental  
Resiliency &  
Sustainability**

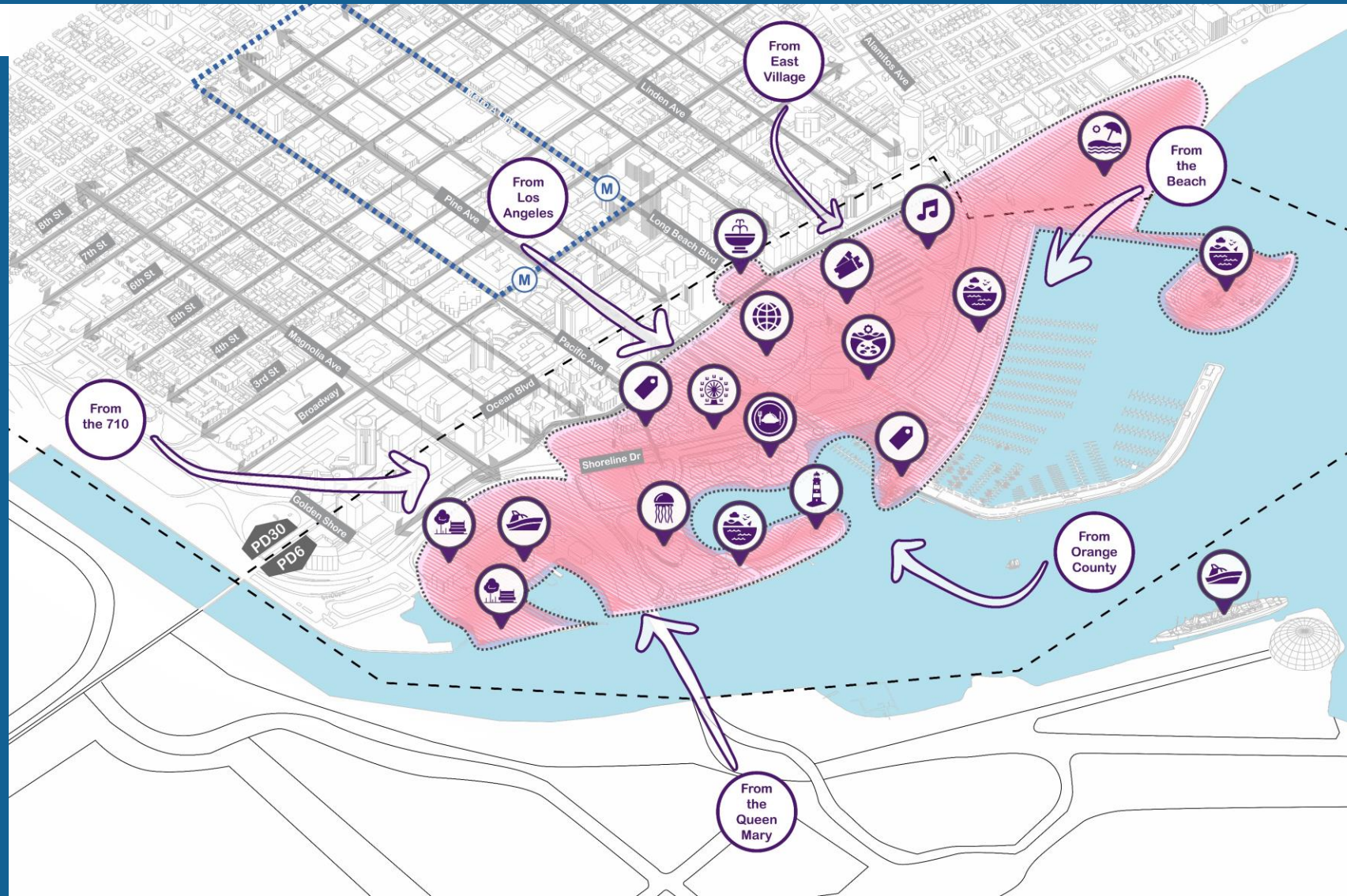
**Everyone's  
Shoreline  
(Equity)**

# Economic Resiliency

## Related Guiding Principles

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

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.

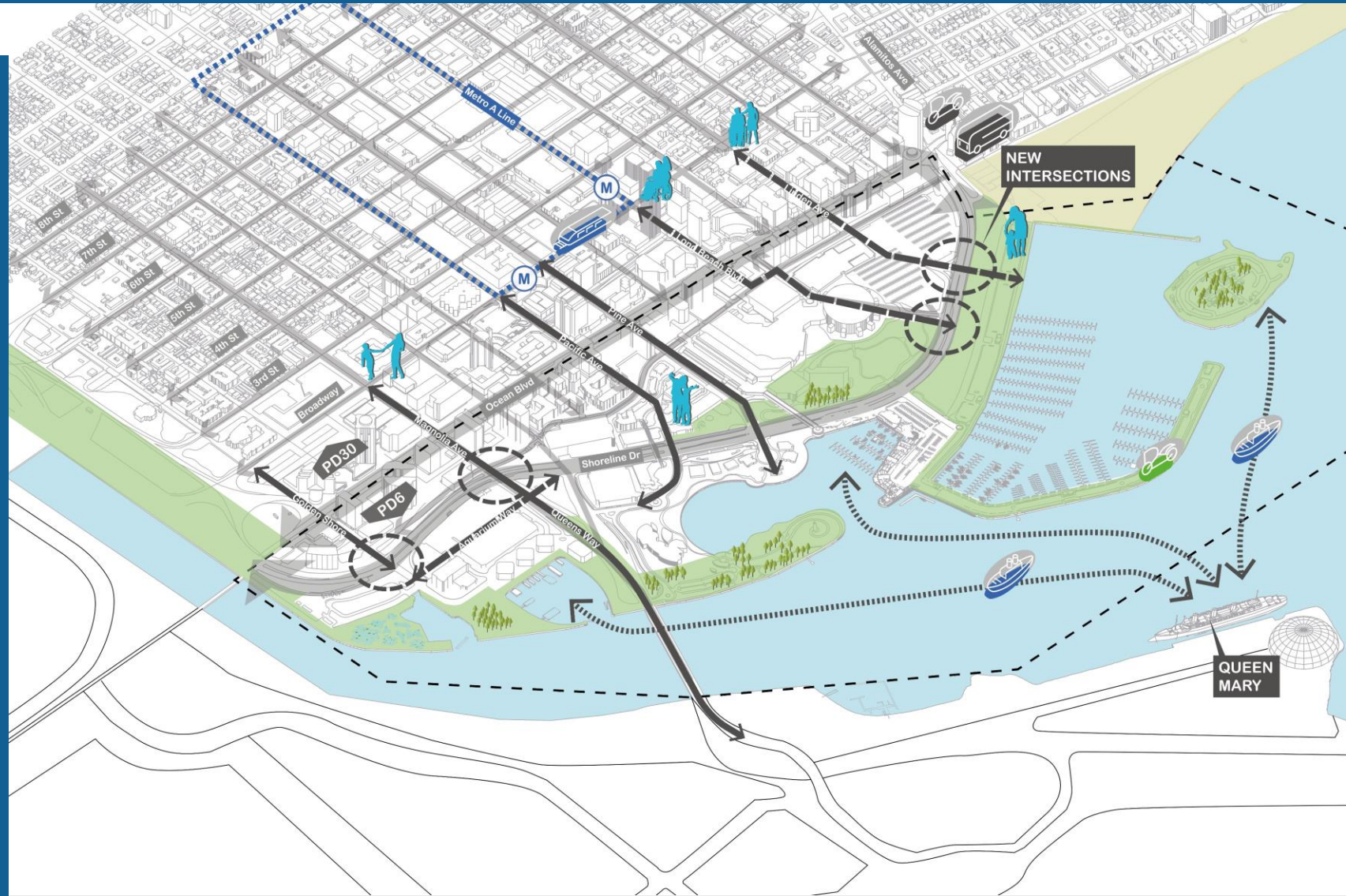


# Connectivity

## Related Guiding Principles

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

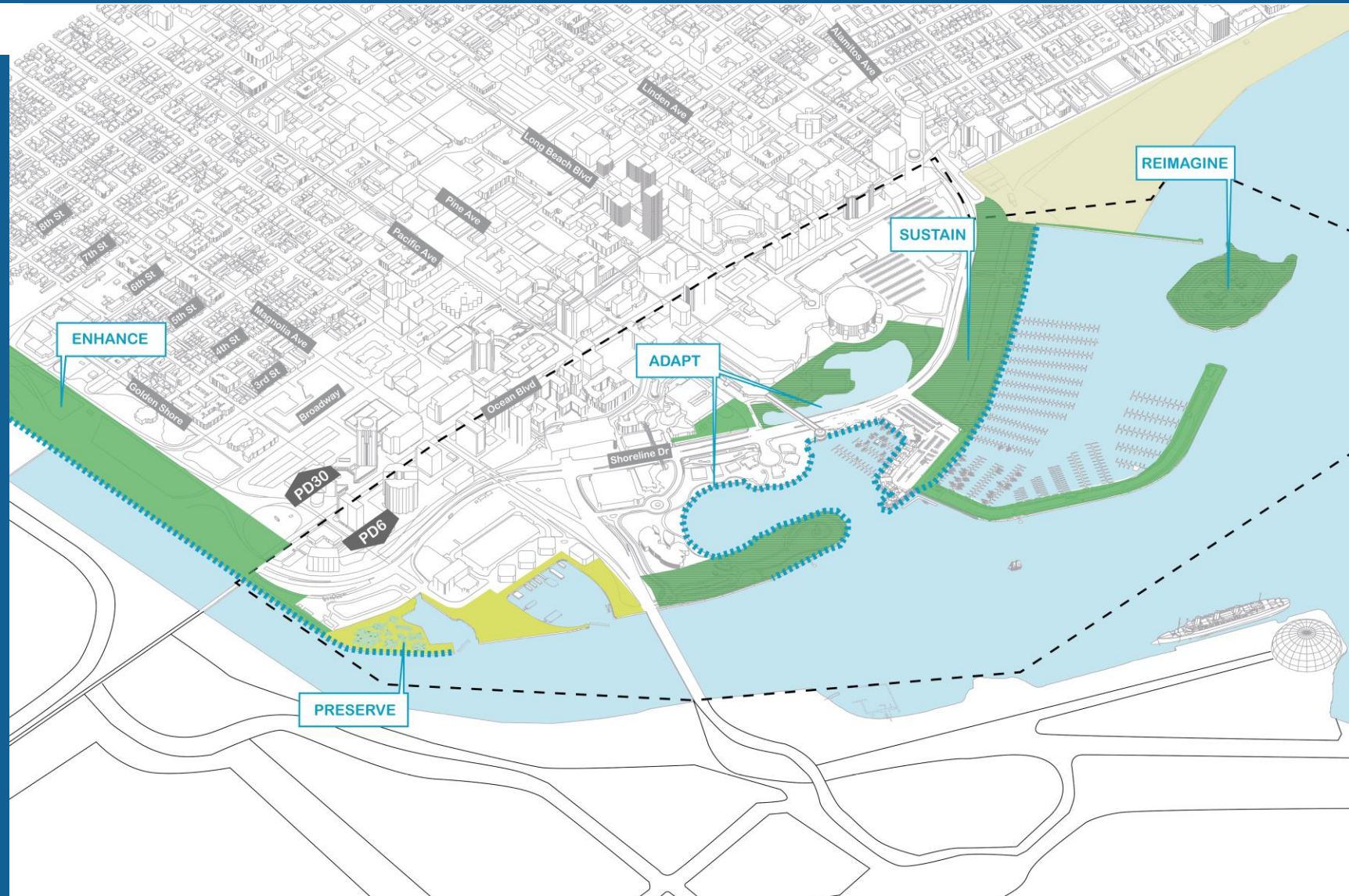
Create a collection of unique, flexible **public spaces** connected by a multimodal network **accessible to all**.



# Environmental Resiliency & Sustainability

## Related Guiding Principles

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



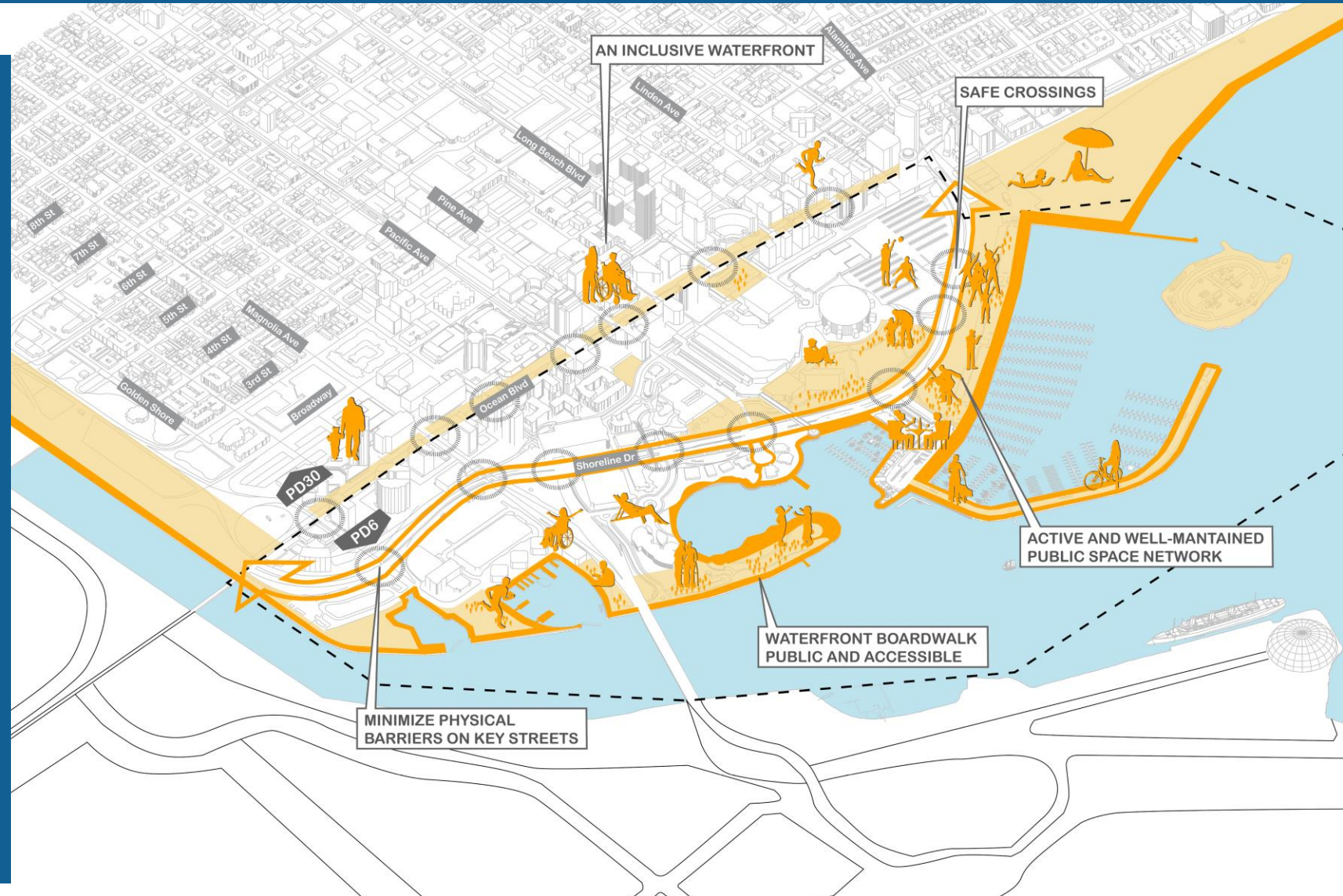
# Everyone's Shoreline

## Related Guiding Principles

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

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

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



Take the Survey



[Bit.ly/LBShorelineSurvey](https://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**

# Shoreline Big Ideas

# 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.**

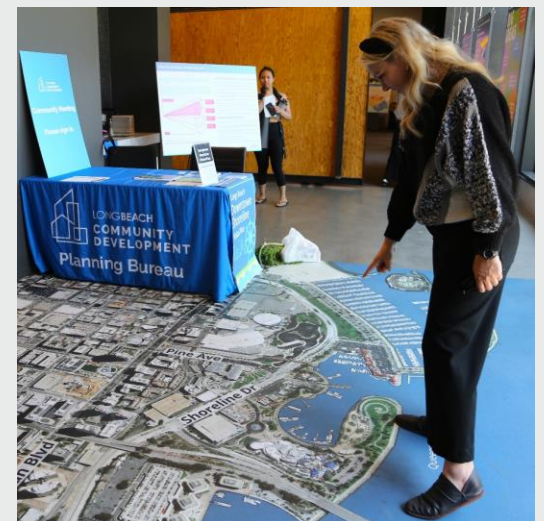
June 13	June 14	June 15	June 20
Community Design Charrette launch presentation	Focused Forums	Biking and Walking Tours Everyone's Shoreline Community Roundtable Meeting No. 3 Open Studio Hours Community Open House	Work in progress presentation to be presented at a Planning Commission Study Session.

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

# Charrette – Thursday Kick-Off Presentation



# Charrette – Friday Focused Forums



# Charrette – Saturday Bike and Walk Tours

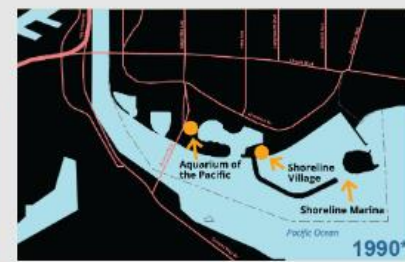
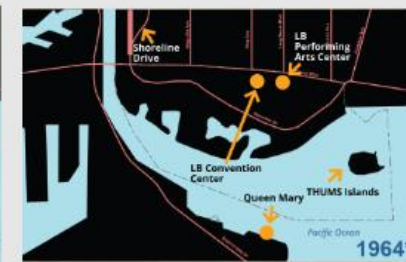
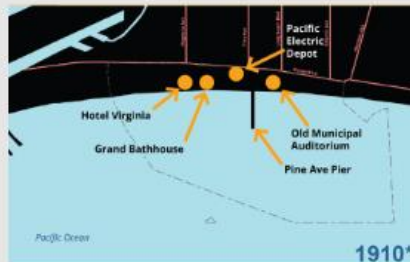
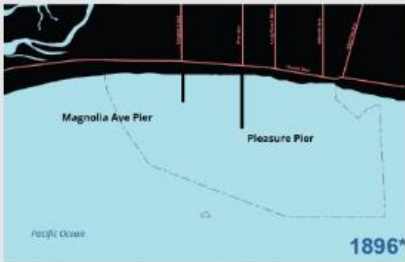


# Charrette – Saturday Forums and Roundtable Meeting



# History and Development

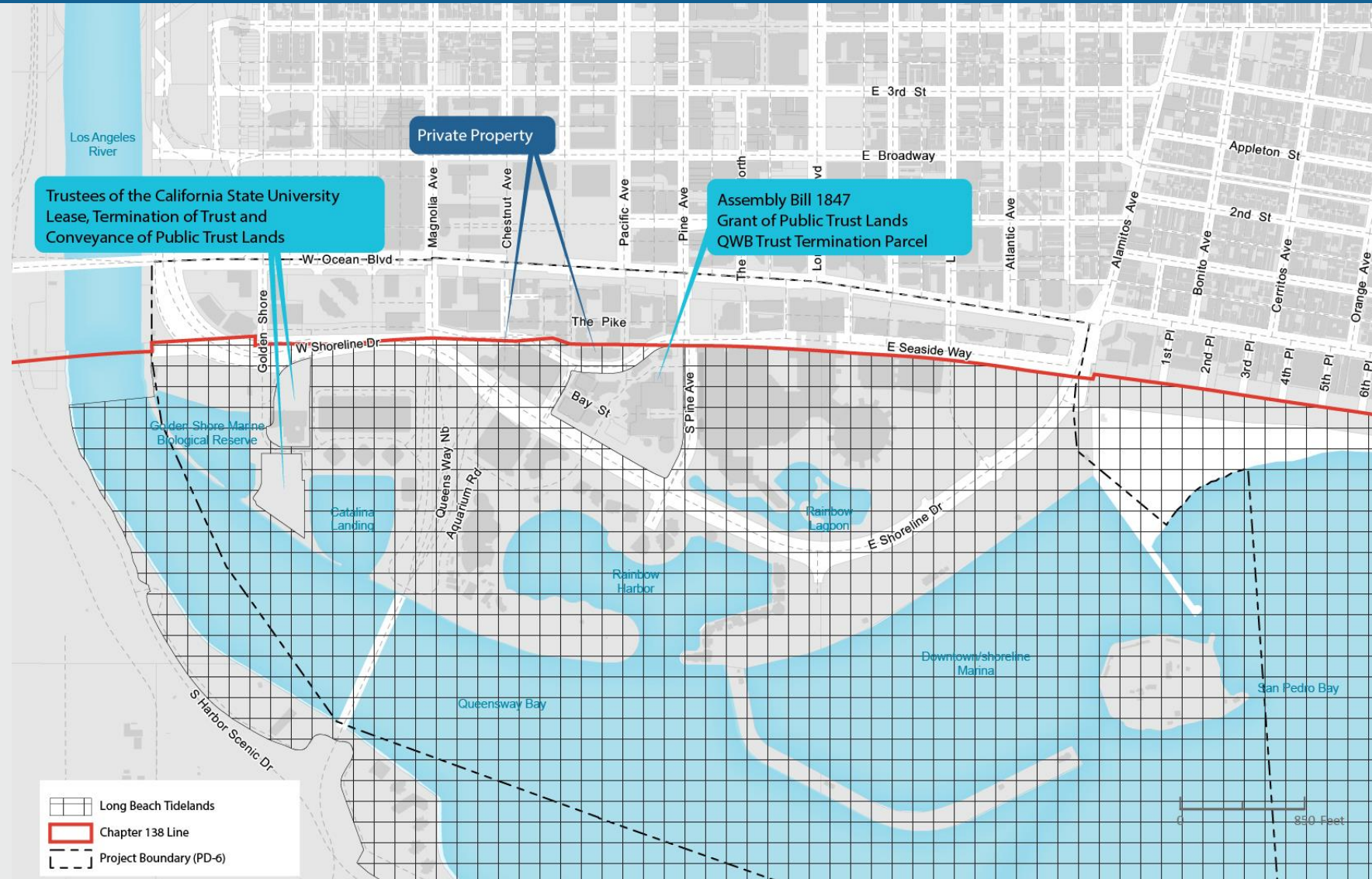
← 50 years →



# Tidelands Trust Agreement

Tidelands are subject to the **Public Trust Doctrine**, which protects California's waterways for:

- public navigation,
- fishing,
- boating,
- natural habitat protection,
- and other water-oriented activities



# Downtown Shoreline Sea Level Rise

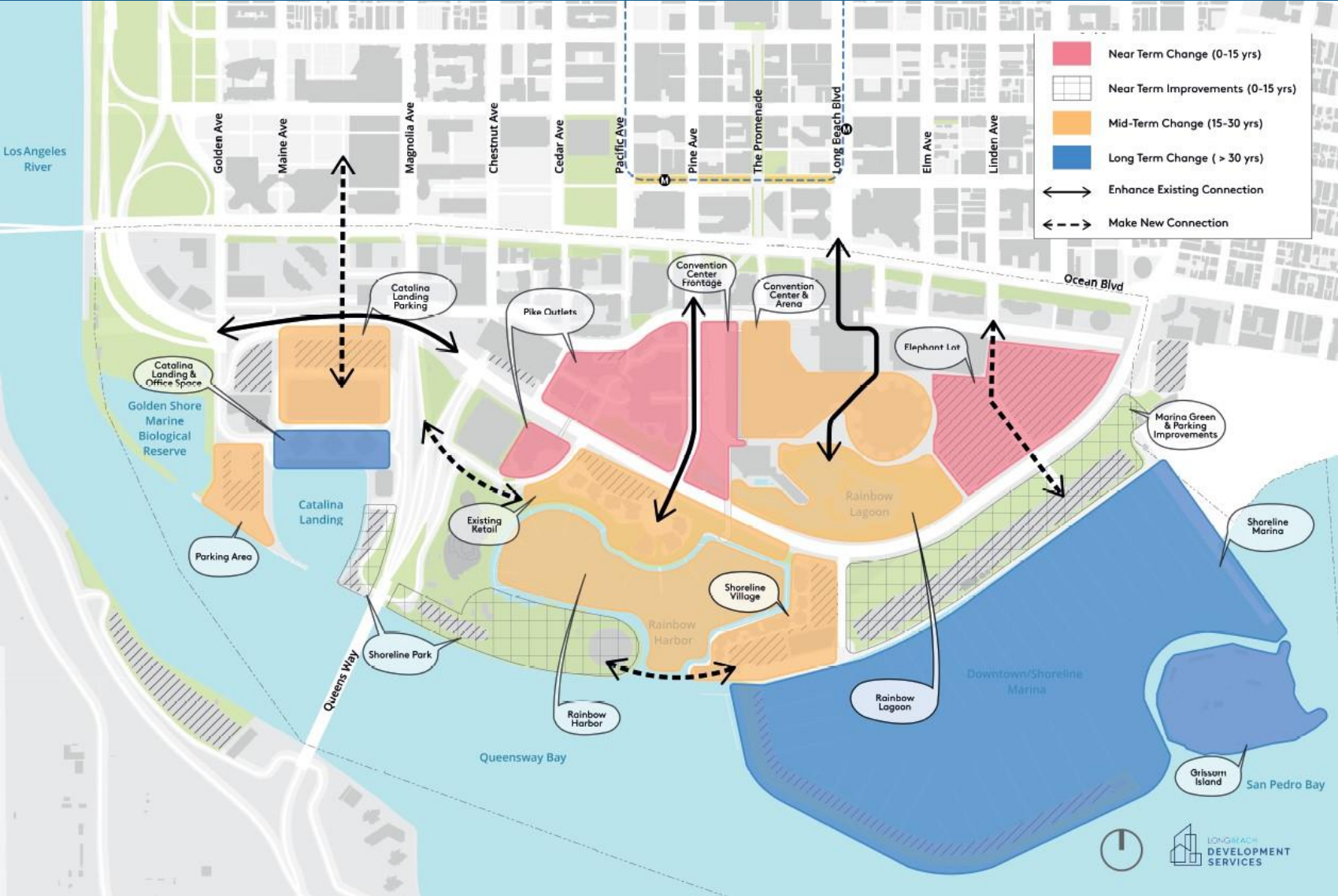
**6.3 ft High risk (2100)**

**No Storm**

Based on 2024 OPC guidelines



# Areas of Potential Change



# 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**

**C**

# Central Waterfront



# Eastern Waterfront

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

D

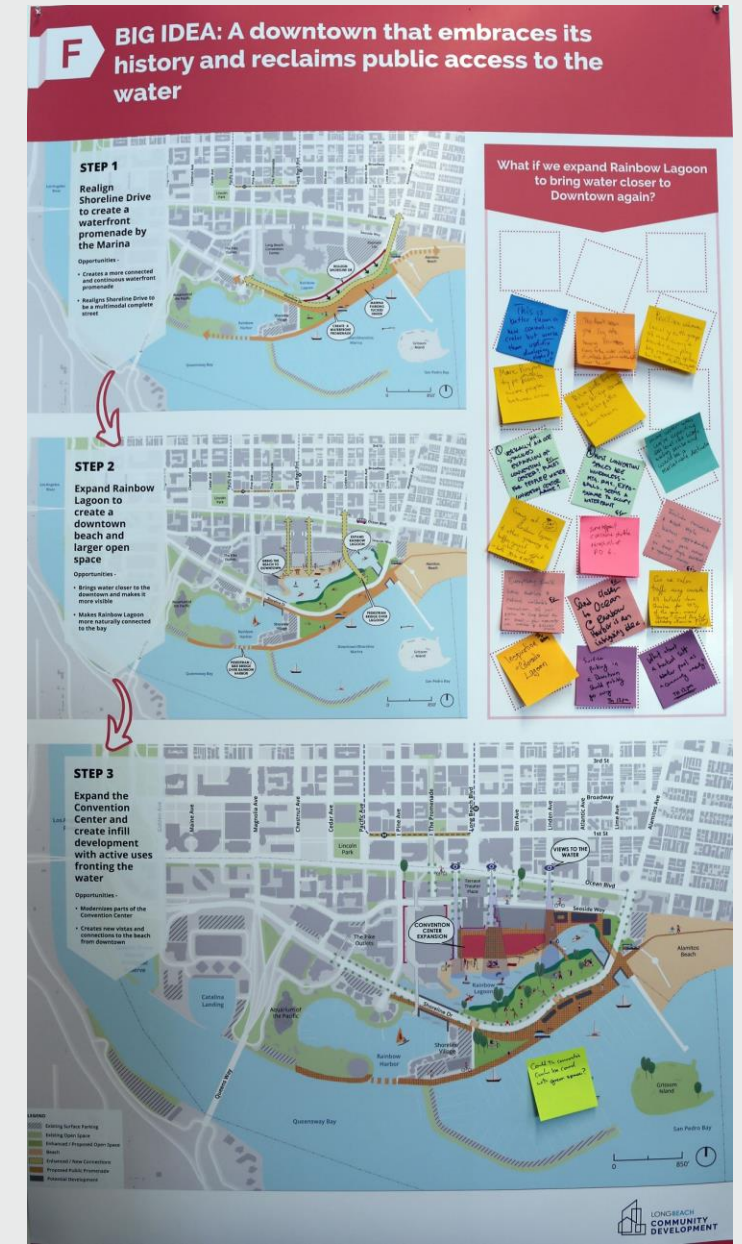
A downtown that extends seamlessly to the shoreline, providing more activities and opportunities for the community

E

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

F

# Eastern Waterfront



# Western Waterfront

A western gateway to PD6

G

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

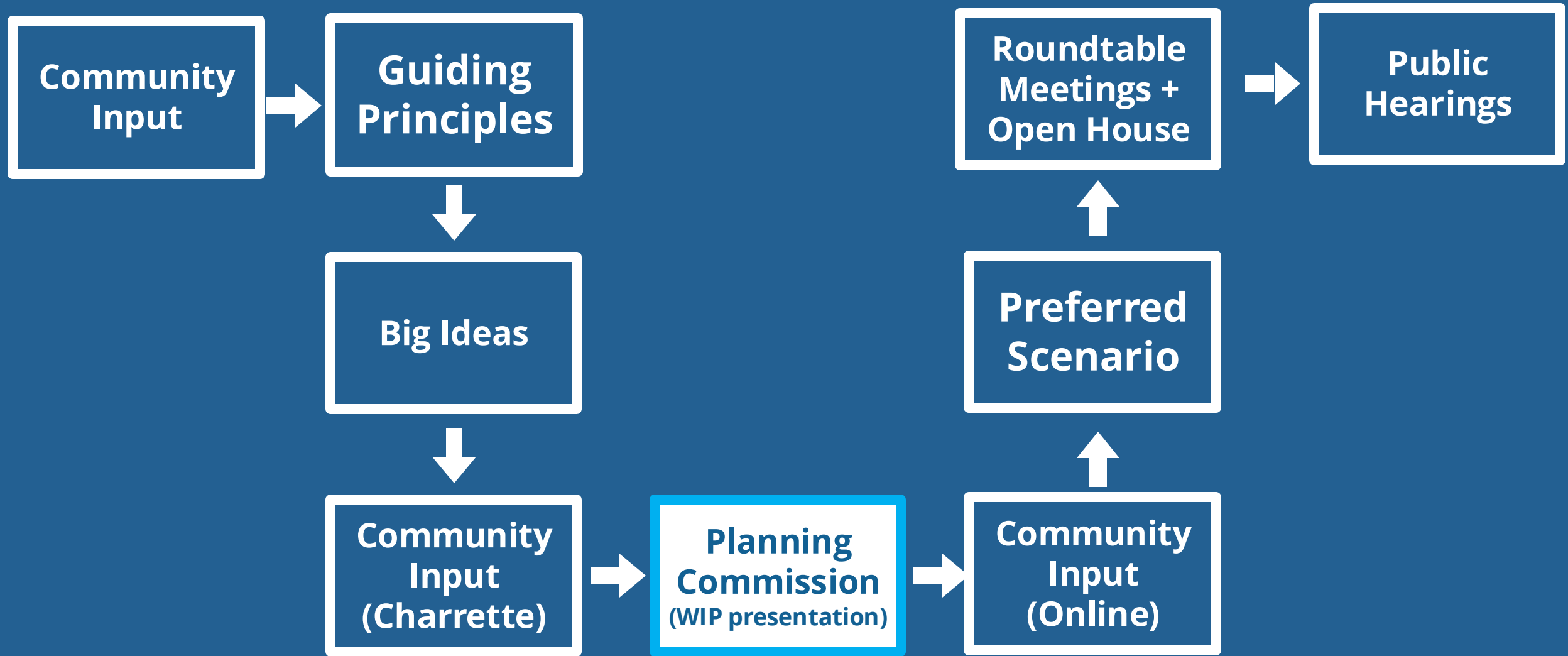
H

# Western Waterfront



# What We Heard So Far – Big Themes

- The Waterfront should be **uniquely Long Beach**
- **Do not consider PD-6 in isolation**, also consider PD-5, PD-21, PD-30 etc.
- Plan for both the **near term as well as long term**
- Make the **experience of getting here / getting around much easier**
- The area has **many good things today** - we should acknowledge / respect
- **Water** needs to be **a lot cleaner / cleaned**
- **Parking management** needs better and different solutions
- How does this get **funded**?
- What are the **economic trade-offs** of the big ideas?




# Participate Online!

## Visit the Charrette Website to:

- Review issues and ideas
- Provide feedback online
- Check out the opportunities lookbook



[Myinput.com/DTShoreLB-CDC](https://myinput.com/DTShoreLB-CDC)



**The Downtown Long Beach Shoreline is a Shoreline for Everyone!**

Help Shape the Future of Downtown's Gateway to the Waterfront

**Join Us for a Community Design Charrette June 13–20**


Help us Design the Future of Shoreline!

The City of Long Beach is in the process of updating the Vision for the Downtown Shoreline, crafting a new future of what the community would like to see in one of the City's most prominent spaces looking ahead to the year 2050. The project team has reached a critical point in the process, translating the big ideas heard during community outreach events in 2023 and integrating the **guiding principles** that were crafted with input from the Community Roundtable into drawings and design ideas for the future. The Community Design Charrette is intended to be a week-long participatory "ideas exchange" where the public is invited into the design process to discuss and evaluate opportunities, challenges and tradeoffs of "Big [Design] Moves" that are under consideration and gather community input in the creation of a preferred scenario, depicting a vision of what the community would like the area to be in 2050.


*Translation is available. Please let us know when you register for each event if you need language services.*

For more information, visit the project website at [www.LongBeach.gov/DTShoreLB](https://www.LongBeach.gov/DTShoreLB).

**Key Dates and Events**

 **Thursday June 13**

6:00 pm - 8:00 pm  
Aquarium of the Pacific  
Launch Presentation  
[Register here](#) - Registration encouraged but not required

 **Friday June 14**

10:00 am - 11:30 am  
Studio One Eleven  
Focused Forums: Environmental Resiliency  
[Learn more and register](#) - Registration required

1:00 pm - 2:30 pm  
Studio One Eleven  
Focused Forums: Economic Resiliency  
[Learn more and register](#) - Registration required

3:00 pm - 4:30 pm  
Studio One Eleven  
Focused Forums: Connectivity  
[Learn more and register](#) - Registration required

5:00 pm - 6:30 pm  
Studio One Eleven  
Emerging Leaders (Open to Students age 15-26)  
[Register Here](#) - Registration required

+ What is a Community Design Charrette?

+ What is the Downtown Shoreline Vision Plan?

+ What Areas Are Included in the Downtown Shoreline Boundaries?

+ What Have We Heard from the Community So Far?

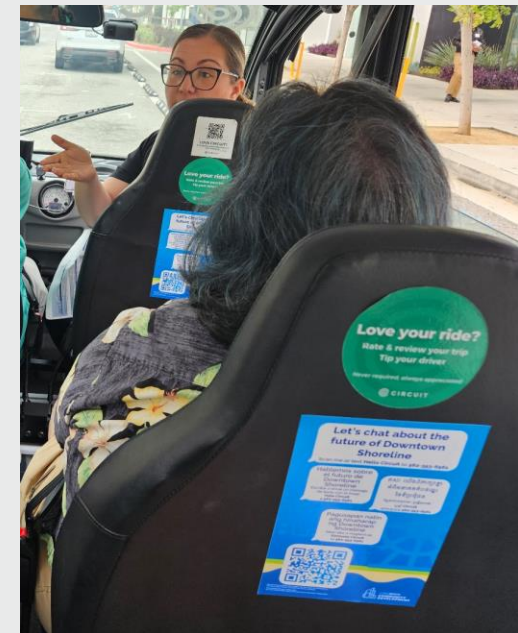
+ What is a "Big [Design] Move?"

+ Where can I learn more about the project area?

# Participate: Hello Lamp Post



Visit the Downtown Shoreline to interact with local lamp posts, street furniture and other prominent features of the Downtown Shoreline to help the project team understand how this area can better serve all Long Beach residents.



## Stay Involved with the Vision Plan:



[Longbeach.gov/dtshorelb](https://Longbeach.gov/dtshorelb)



[DowntownPlan@longbeach.gov](mailto:DowntownPlan@longbeach.gov)



562.570.6194

# Q & A