

DOWNTOWN SHORELINE Vision Plan

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



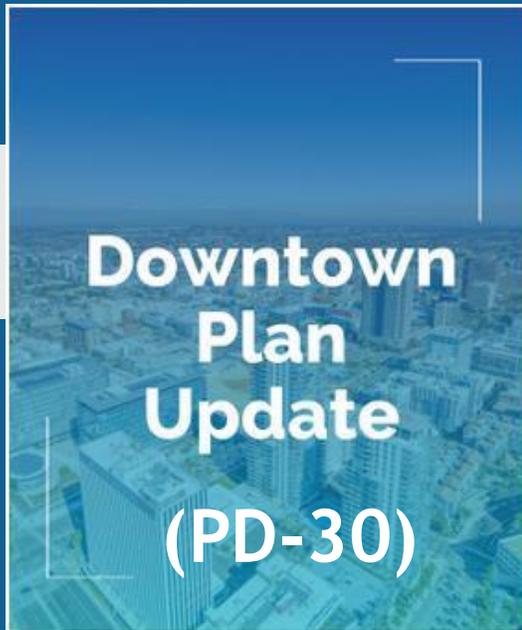
Project Overview

North of Ocean Blvd

Update to 2012 plan

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

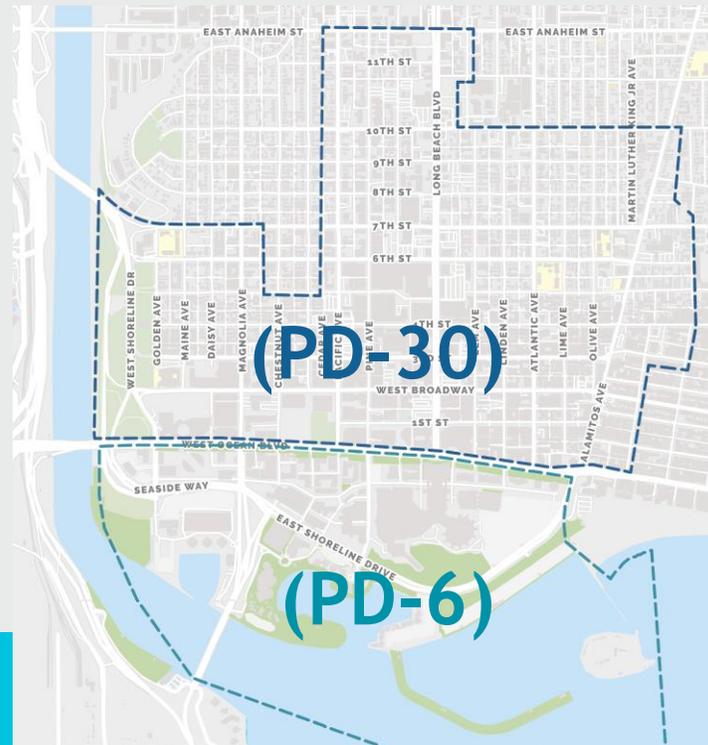
Ensure consistency with recent local and state policy changes (state housing law, conversion to specific plans)



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**



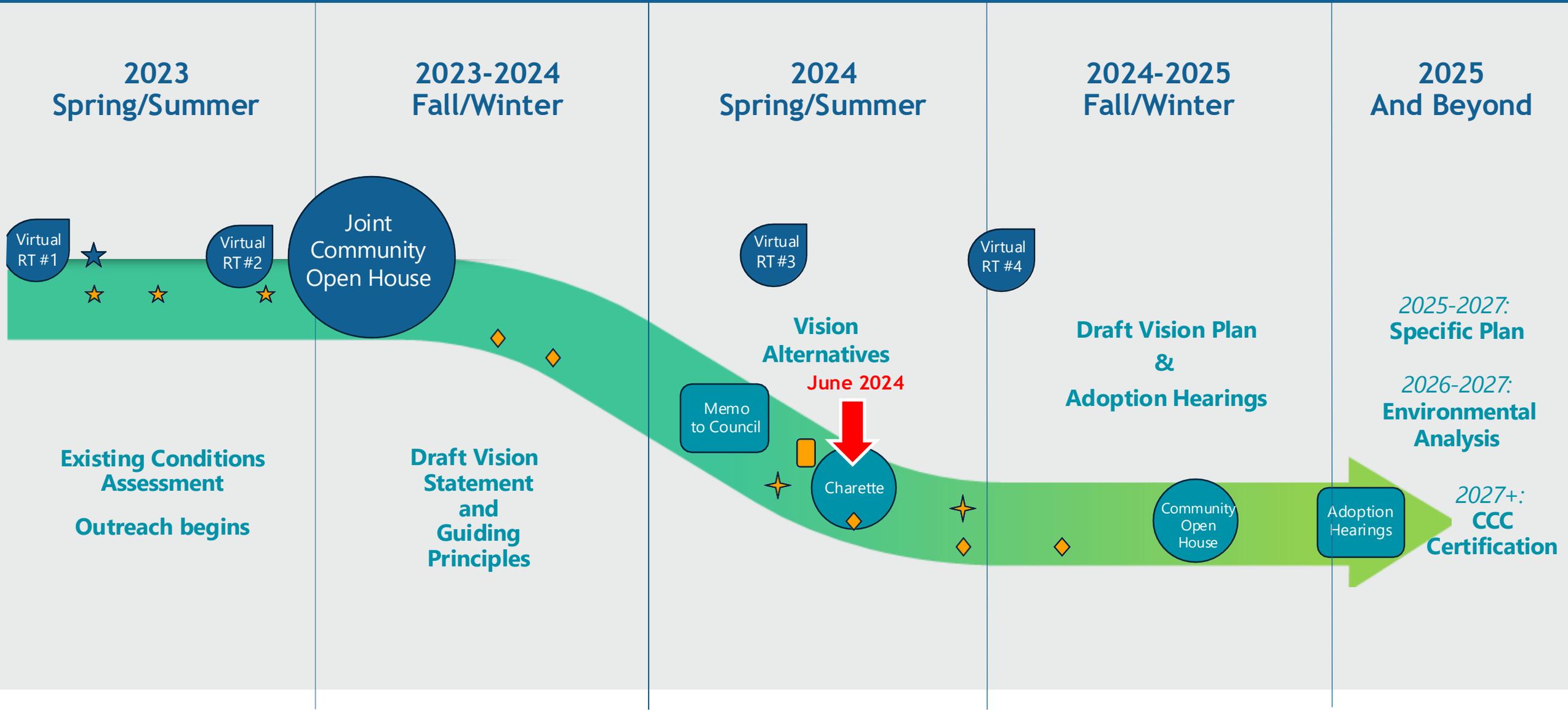
Generalized Use
By PD-6 Subarea

- Recreation + visitor serving
- Residential
- Office

Creating a Vision Plan



Vision Plan (Phase 1) Timeline



2023
Spring/Summer

2023-2024
Fall/Winter

2024
Spring/Summer

2024-2025
Fall/Winter

2025
And Beyond

Virtual RT #1

Virtual RT #2

Joint Community Open House

Virtual RT #3

Virtual RT #4

Existing Conditions Assessment
Outreach begins

Draft Vision Statement and Guiding Principles

Memo to Council

Vision Alternatives
June 2024

Charette

Draft Vision Plan & Adoption Hearings

Community Open House

Adoption Hearings

2025-2027:
Specific Plan

2026-2027:
Environmental Analysis

2027+:
CCC Certification

- ★ Joint Pop-Up with PD-30
- ★ PD-6 Pop-Up
- ★ PD-6 Community Survey
- PD-6 Hello Lamp Post Launch
- ◆ PD-6 Community Roundtable Meeting

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**

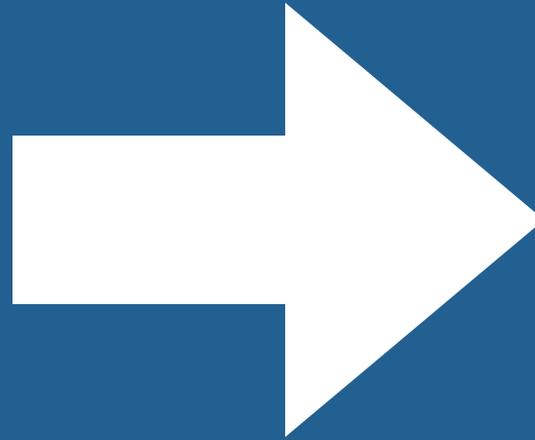


Outreach Strategies Overview

- **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



**Economic
Resiliency**

Connectivity

**Environmental
Resiliency &
Sustainability**

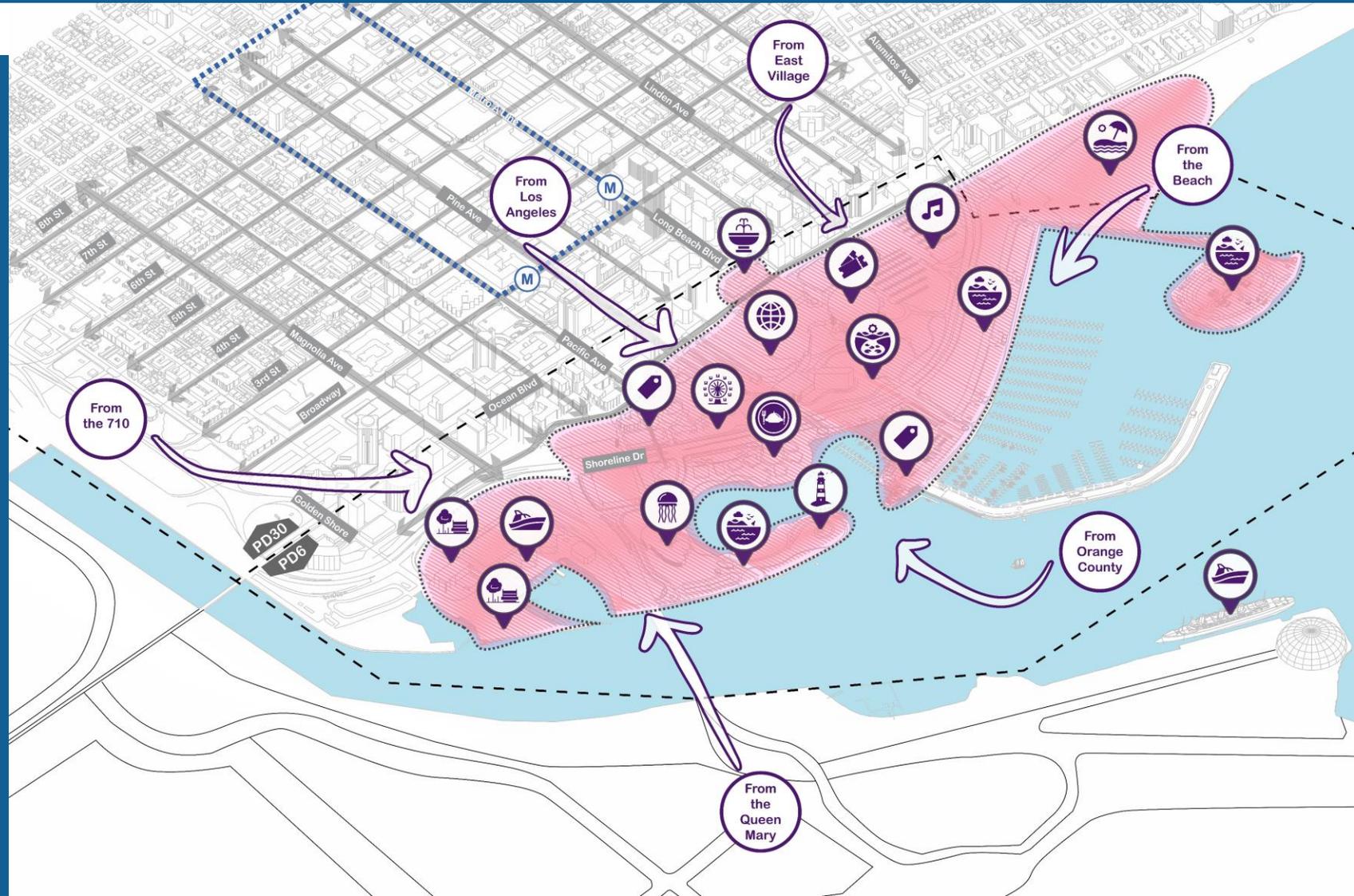
**Everyone's
Shoreline
(Equity)**

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.

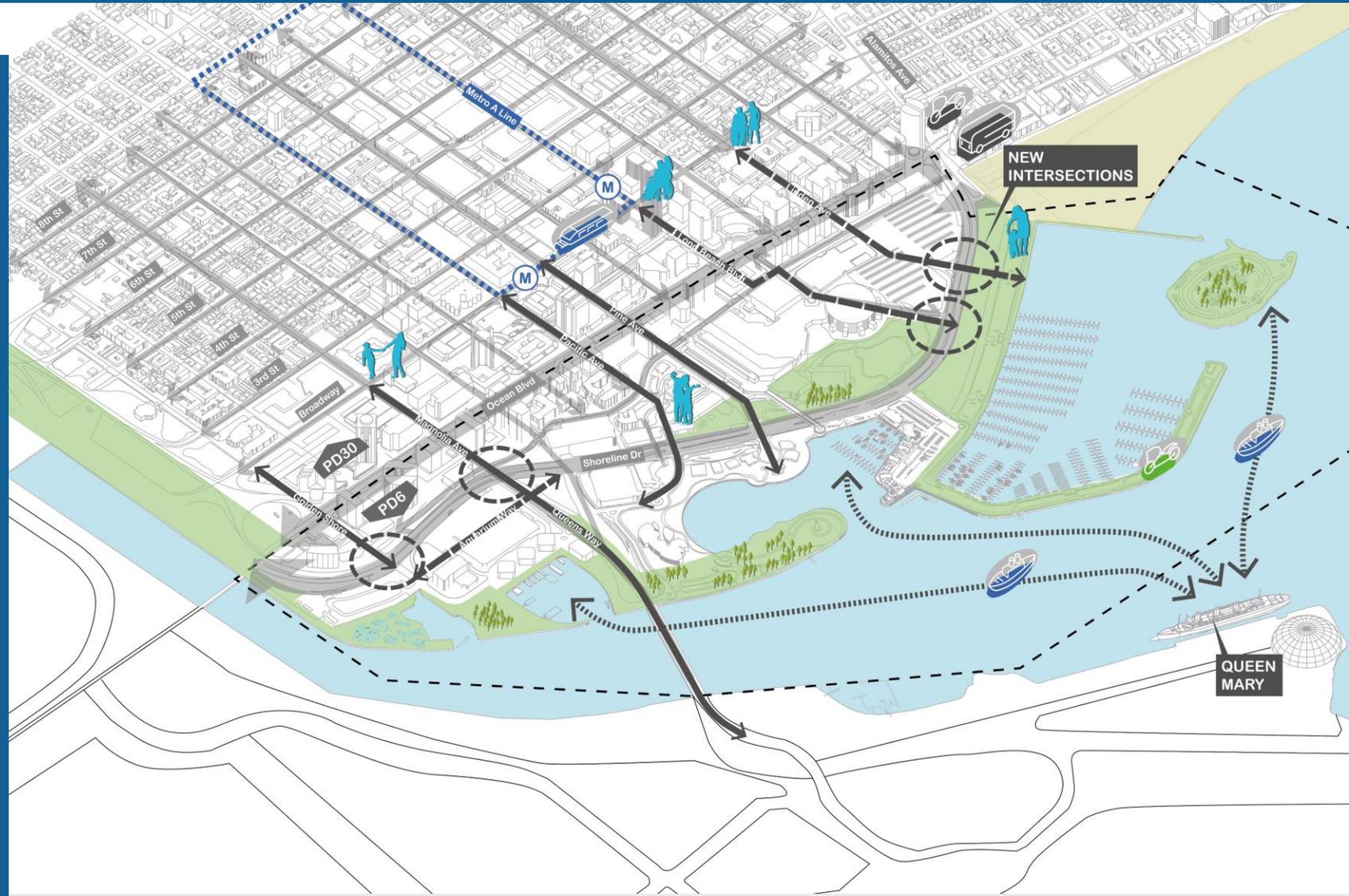


Connectivity

Related Guiding Principles

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

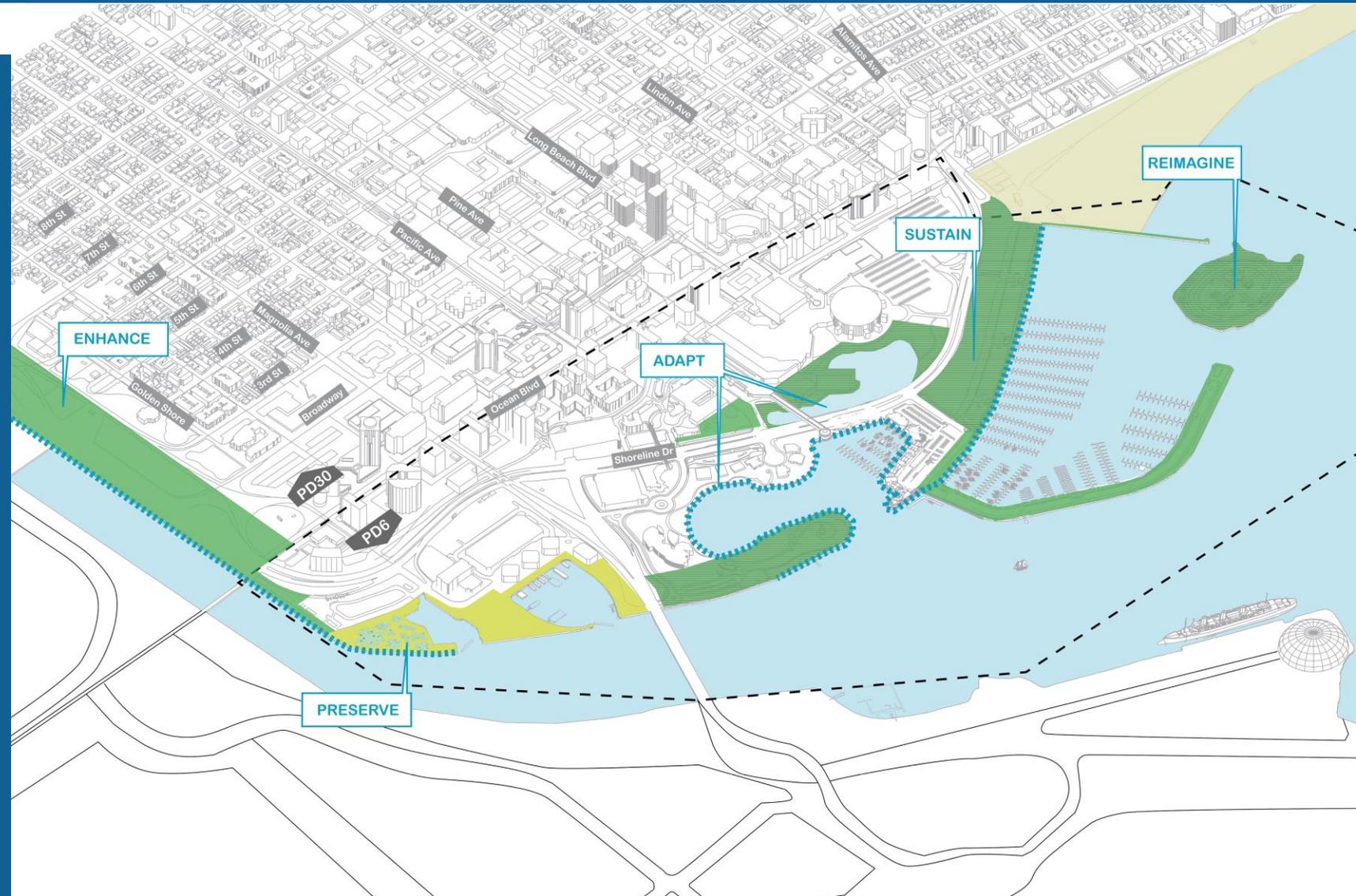
Create a collection of unique, flexible **public spaces** connected by a multimodal network **accessible to all**.



Environmental Resiliency & Sustainability

Related Guiding Principles

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



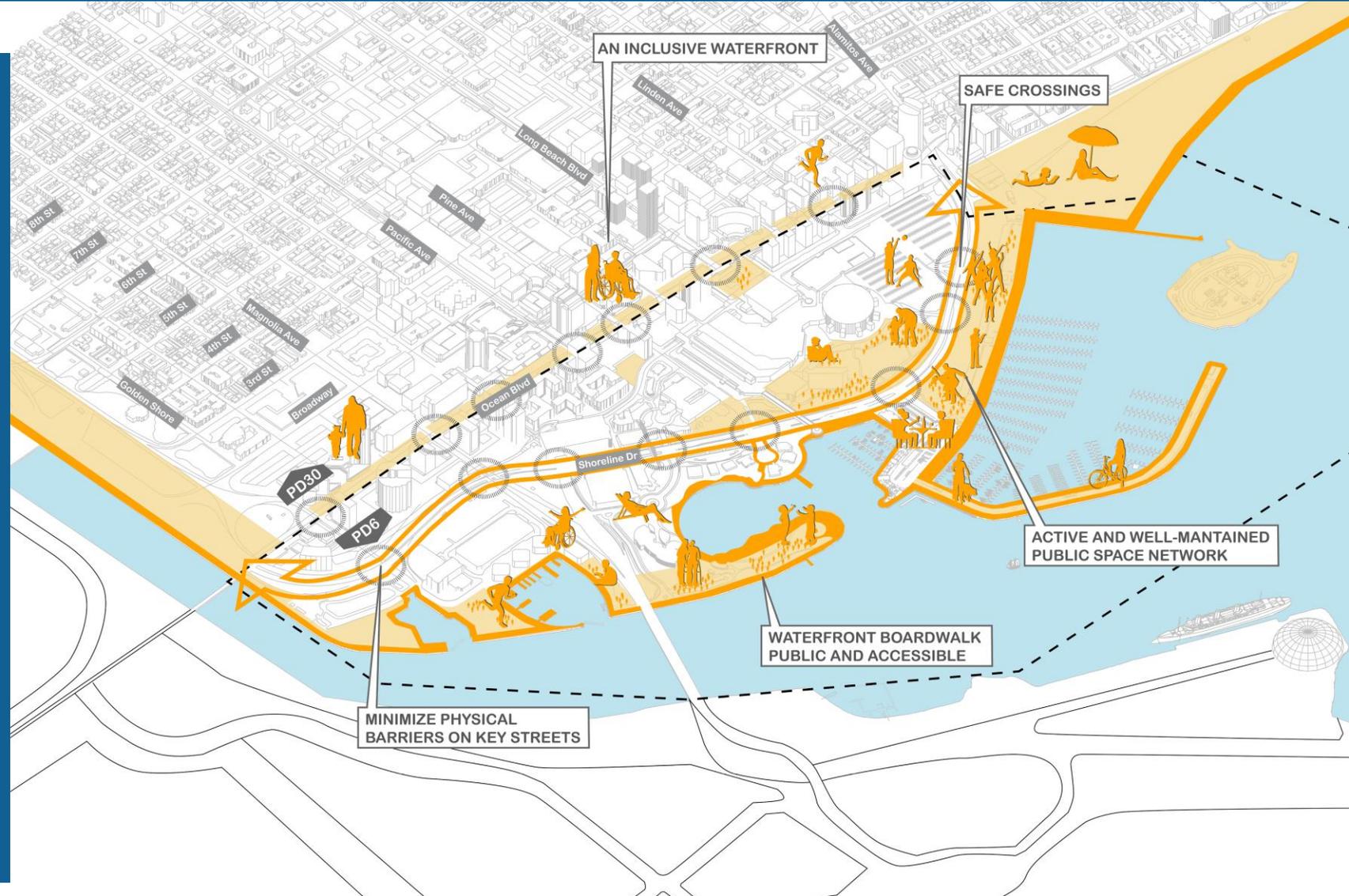
Everyone's Shoreline

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.**

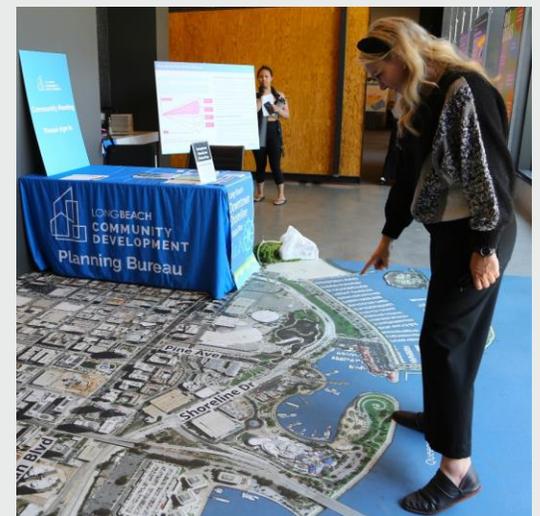
June 13 Community Design Charrette launch presentation	June 14 Focused Forums	June 15 Biking and Walking Tours Everyone's Shoreline Community Roundtable Meeting No. 3 Open Studio Hours Community Open House	June 20 Work in progress presentation to be presented at a Planning Commission Study Session.
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Let's work together to craft a clear vision for the future of the Downtown Shoreline area - Everyone's Shoreline!

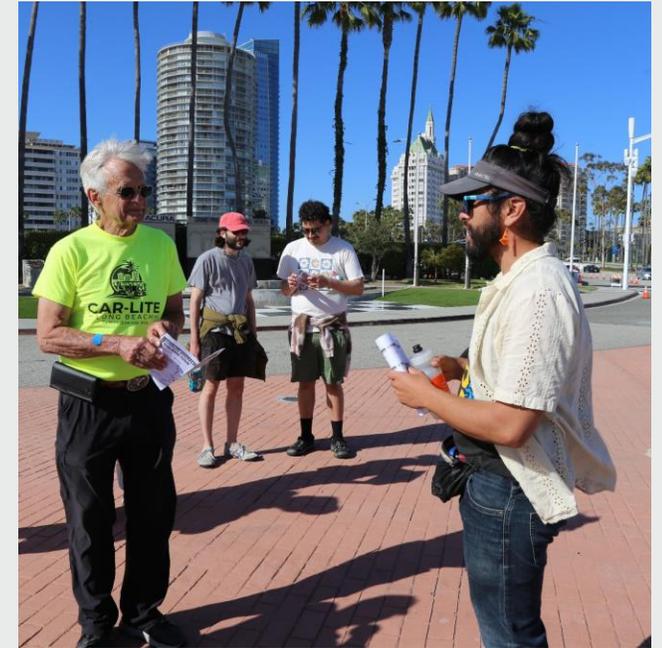
Charrette – Thursday Kick-Off Presentation



Charrette – Friday Focused Forums



Charrette – Saturday Bike and Walk Tours

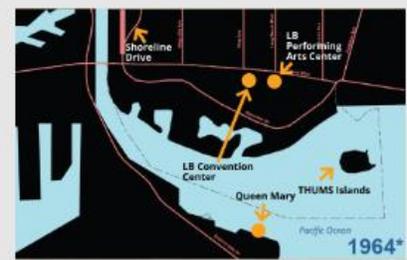
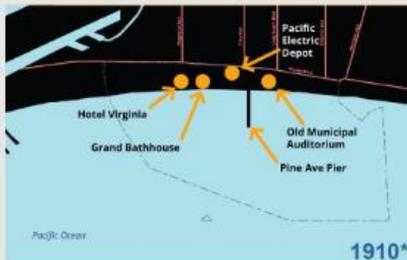
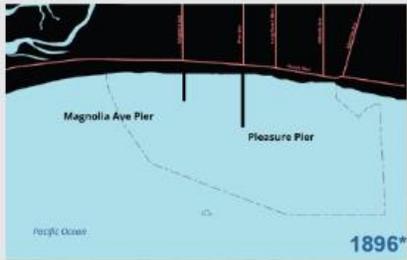


Charrette – Saturday Forums and Roundtable Meeting



History and Development

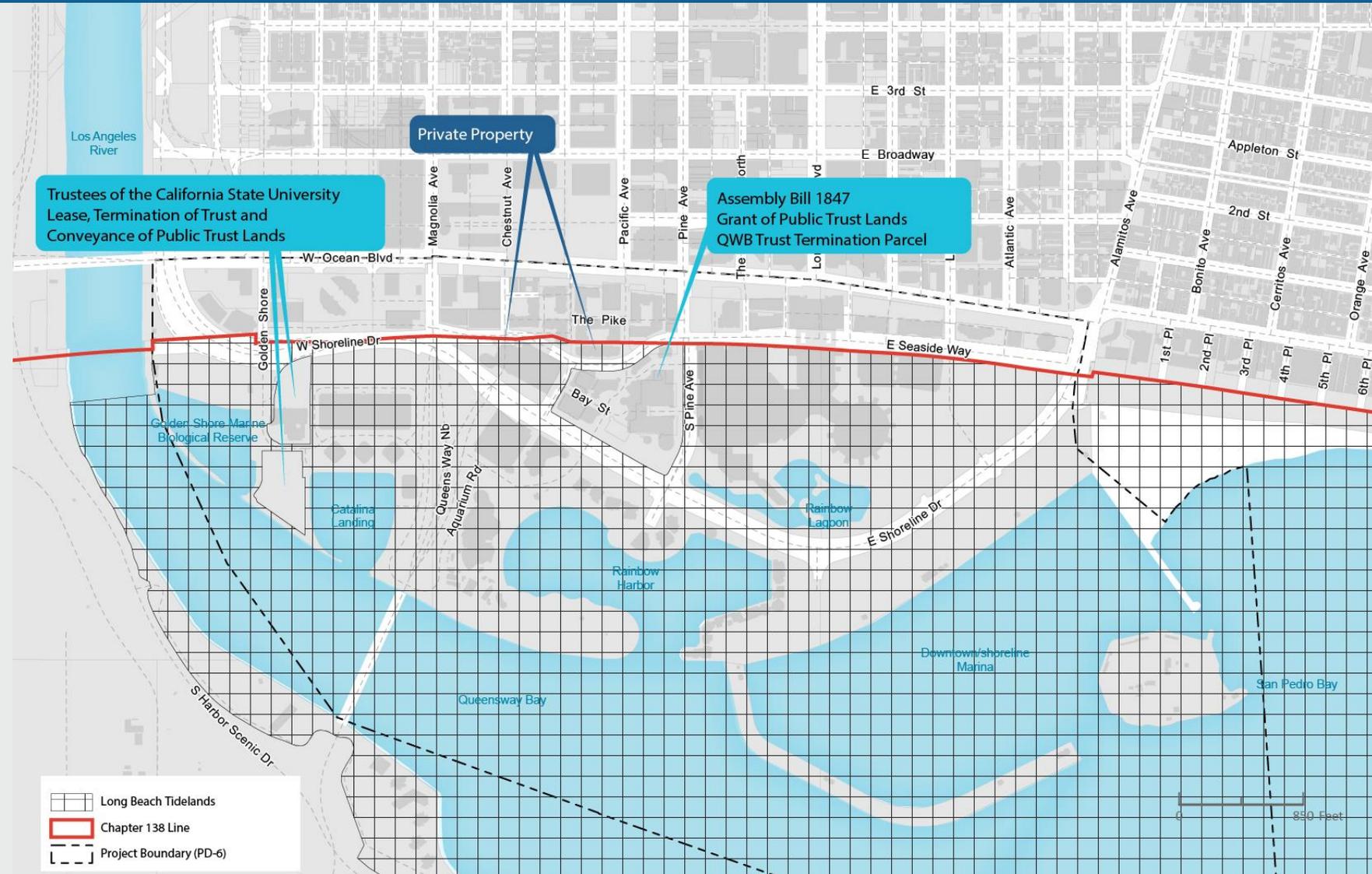
← 50 years →



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

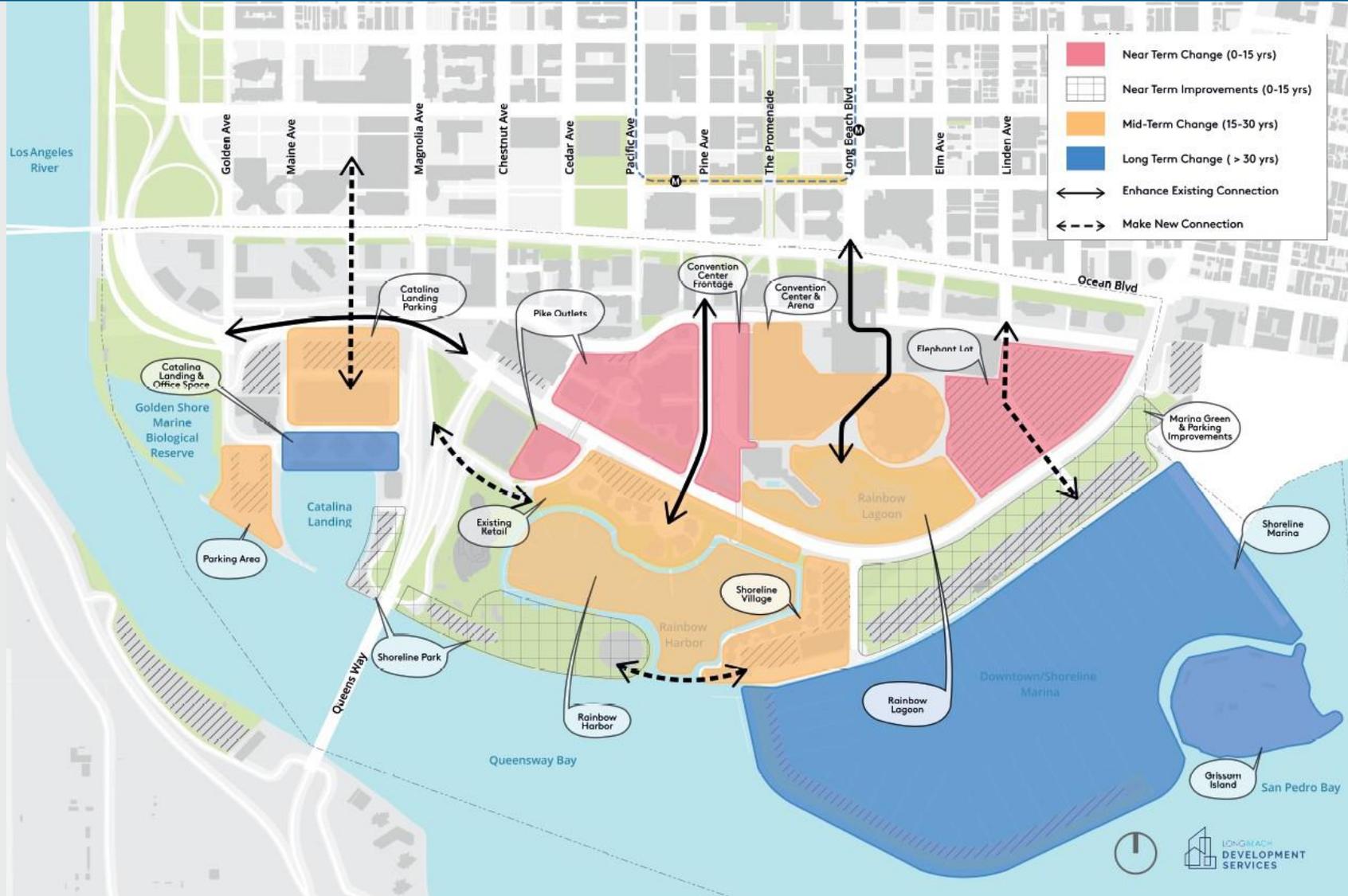
6.3 ft High risk (2100)

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

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

STEP 1
Create an enhanced Harbor Loop

Opportunities:

- Facilitates necessary upgrades to existing esplanade
- Integrates redevelopment of other waterfront parcels and connects them to the water

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

STEP 2
Expand and create a Downtown Shoreline destination trail

Opportunities:

- Facilitates targeted enhancements to existing streets
- Encourages mixed developments in the surrounding area

STEP 3
Improve regional connections to the destination trail (Metro, bike, ferry access, etc.)

Opportunities:

- Target enhancements to existing connections
- Opportunities for tactical park and projects

LEGEND

- Existing Surface Parking
- Existing Open Space
- Enhanced / Proposed Open Space
- Beach
- Enhanced / New Connections
- Proposed Public Promenade
- Proposed Development

LONG BEACH COMMUNITY DEVELOPMENT

B BIG IDEA: A modern and vibrant harbor focused on maritime activities

STEP 1
Reshape the edge of Rainbow Harbor to create a grand promenade

Opportunities:

- Facilitates necessary upgrades to existing esplanade
- Brings Shoreline Drive to the water's edge

What if we reconfigured Rainbow Harbor as a grander destination waterfront?

STEP 2
Create improved physical and visual connections to the new harbor

Opportunities:

- Makes the waterfront more accessible from Downtown and creates an incentive to visit
- Diversity connects Rainbow Harbor to Catalina Landing

STEP 3
Promote redevelopment to create an active Pine Avenue

Opportunities:

- Introduces new mix of uses including housing at the Pine Outlets site
- Activates Pine Avenue's edge by linking the Convention Center with the new smaller scale uses and development

LEGEND

- Existing Surface Parking
- Existing Open Space
- Enhanced / Proposed Open Space
- Beach
- Enhanced / New Connections
- Proposed Public Promenade
- Proposed Development

LONG BEACH COMMUNITY DEVELOPMENT

C BIG IDEA: A bold urban waterfront Eco-zone and model for ecological and environmental stewardship

STEP 1
Convert Rainbow Harbor into a new wetland

Opportunities:

- Reflects the ecological past of the waterfront as a near estuary, brings back habitat
- Creates opportunities for public access to open space and more nature-based programming associated with the Aquarium

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

STEP 2
Create an urban edge along Shoreline Drive

Opportunities:

- Reframes Shoreline Drive as a connector rather than a barrier to the waterfront

STEP 3
Reconfigure the Marina to create an expanded estuary

Opportunities:

- Protects the Long Beach Esplanade from oceanfront pollution
- Expands trail and open space systems
- Creates an open space store for future generations

LEGEND

- Existing Surface Parking
- Existing Open Space
- Enhanced / Proposed Open Space
- Beach
- Enhanced / New Connections
- Proposed Public Promenade
- Proposed Development

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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

D BIG IDEA: A waterfront district that encourages good jobs and opportunity for local businesses, creatives and residents

STEP 1
Expand East Village into the Elephant Lot

Opportunities

- Creates a new waterfront district
- Creates enhanced connections on the east waterfront

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

STEP 2
Bring the downtown grid down to Shoreline Drive

Opportunities

- Creates walkable blocks with more intersections on Shoreline Drive
- Makes room to expand/relocate the Convention Center

STEP 3
Work with community, local businesses, and institutions to create a vibrant creative district

Opportunities

- Showcases Long Beach as a creative city
- Creates varying scales of development and open space

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

STEP 1
Relocate the Convention Center to the Elephant Lot

Opportunities

- Relocates the Convention Center to take advantage of waterfront location and views, activating shoreline views
- Opens up possibilities for redevelopment along Pine Avenue

What if we create a new waterfront convention center and redevelopment along Pine Avenue?

STEP 2
Introduce new street connections north to Downtown and east to Pine Avenue

Opportunities

- Establishes a pedestrian friendly street grid with new developable blocks/parcels
- Creates visual connections and views from Downtown to the water

STEP 3
Enable infill development and new public space at Rainbow Lagoon

Opportunities

- Provides more space for recreation and gathering by the water
- Creates more accessible open space for the community

F BIG IDEA: A downtown that embraces its history and reclaims public access to the water

STEP 1
Realign Shoreline Drive to create a waterfront promenade by the Marina

Opportunities

- Creates a more connected and accessible waterfront promenade
- Realigns Shoreline Drive to be a multimodal complete street

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

STEP 2
Expand Rainbow Lagoon to create a downtown beach and larger open space

Opportunities

- Brings water closer to the downtown and makes it more visible
- Makes Rainbow Lagoon more visually connected to the bay

STEP 3
Expand the Convention Center and create infill development with active uses fronting the water

Opportunities

- Reconnects parts of the Convention Center
- Creates new vistas and connections to the beach from downtown

Western Waterfront

A western gateway to PD6

G

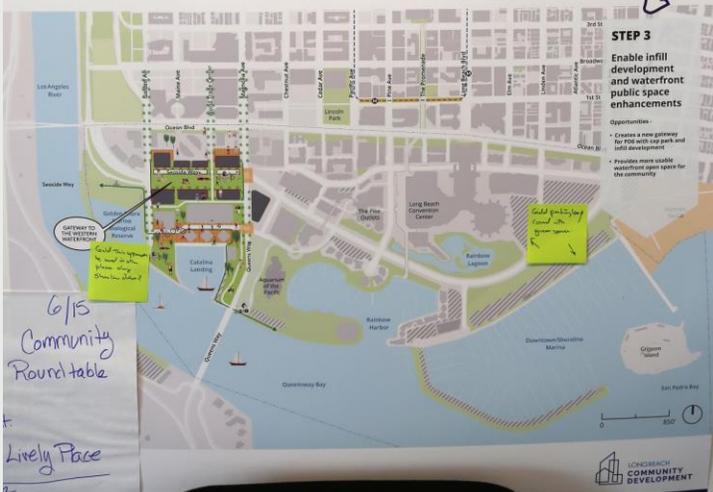
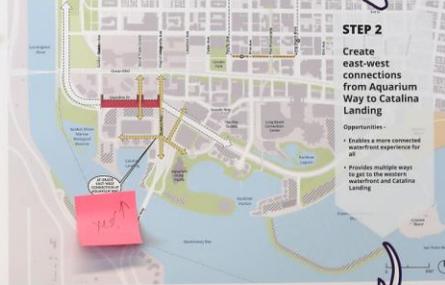
A mixed-use waterfront neighborhood of park, office, recreation, and housing

H

Western Waterfront

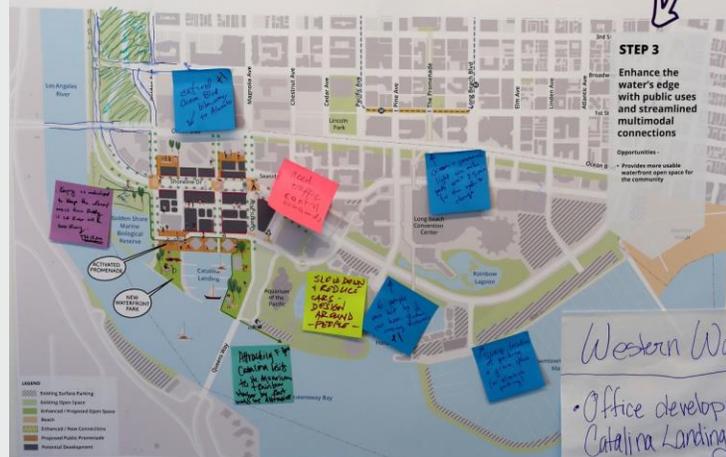
G BIG IDEA: A western gateway to PD6

What if we better connect the western waterfront by building a deck that spans over Shoreline Drive?



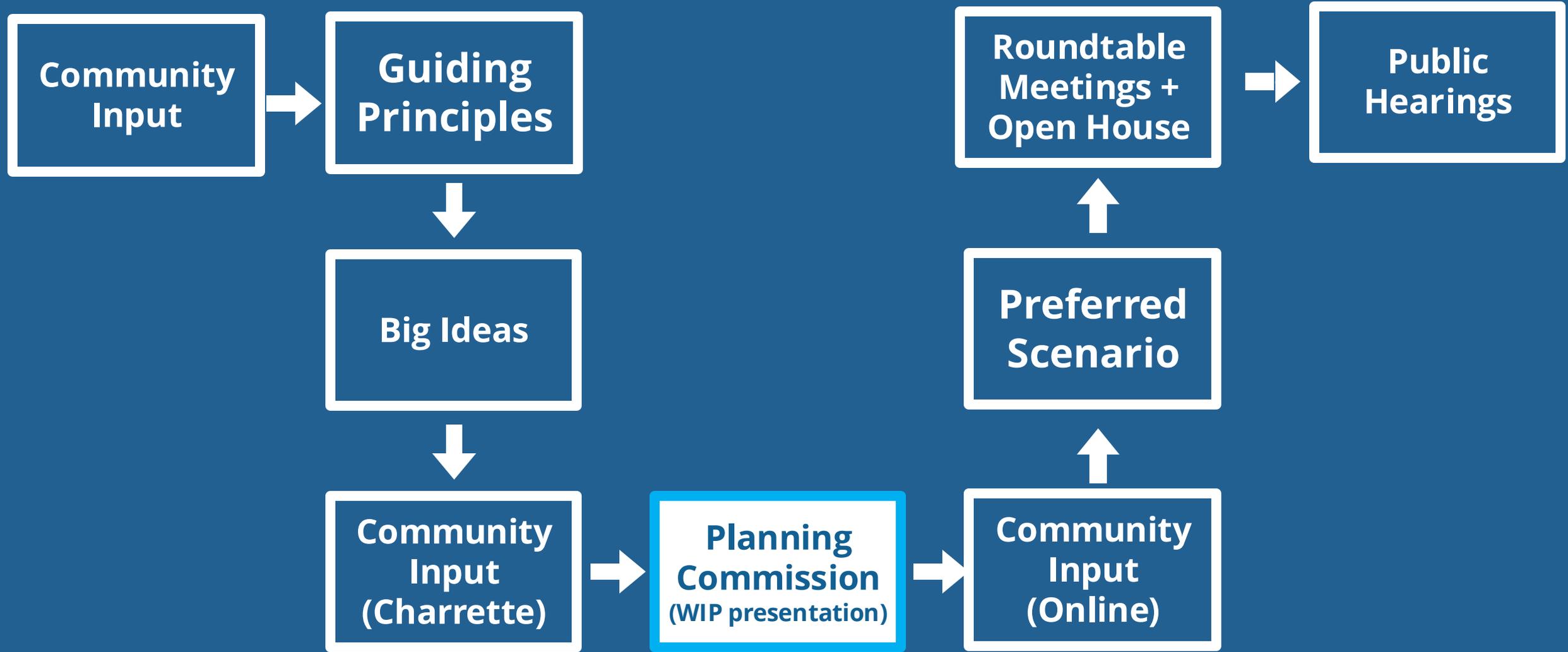
H BIG IDEA: A mixed-use waterfront neighborhood of park, office, recreation, and housing

What if we extended West Village down to the water?



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)

A screenshot of the website for the Downtown Long Beach Shoreline Charrette. The page features a header with the title "The Downtown Long Beach Shoreline is a Shoreline for Everyone!" and a sub-header "Help Shape the Future of Downtown's Gateway to the Waterfront". Below this is a large aerial photograph of the downtown waterfront area. The main content area is divided into two columns. The left column is titled "Join Us for a Community Design Charrette June 13-20" and includes a sub-header "Help us Design the Future of Shoreline!". It contains a paragraph of text about the project and a link to the project website. The right column is titled "Key Dates and Events" and lists two events: "Thursday June 13" and "Friday June 14". Each event listing includes a time slot, a location, and a link to register. At the bottom of the page, there is a list of five questions with expandable answers, each preceded by a plus sign icon.

English

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.

- + 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?

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

Participate: Hello Lamp Post

Let's chat about the future of Downtown Shoreline
Scan me or text Hello Bus Stop to 562-393-6561

Hablemos sobre el futuro de Downtown Shoreline
Escribe o envía un mensaje de texto con la frase **Hola parada de autobús a 562-393-6561**

Mag-usap tayo tungkol sa hinaharap ng Downtown Shoreline
Escanéame o texto Kumusta Bus Stop a 562-393-6561

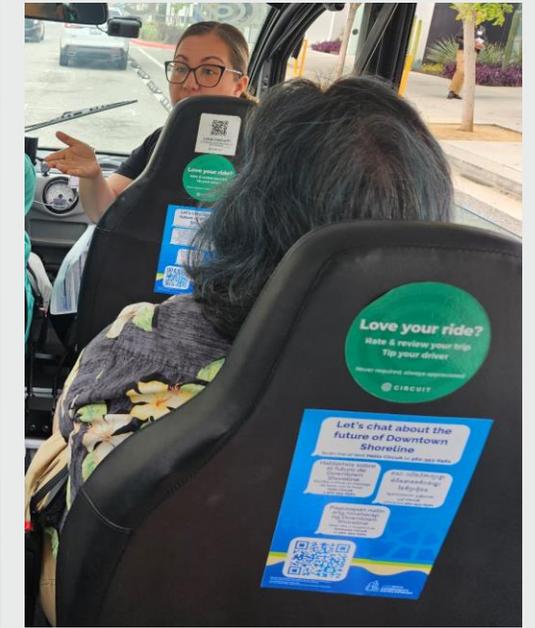
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LONG BEACH COMMUNITY DEVELOPMENT

standard messaging rates apply. All messages are anonymous. For more information visit HLP.org/privacy-policy



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

 562.570.6194

Q & A