

Draft Outline

1. Introduction
 - a. Purpose of this document
 - b. Document organization
2. Overarching goals
 - a. Vision for the site
 - b. Guiding principles for the site
 - i. Queen Mary – The ship must remain as the focal point, the ship renovation is a priority, and all uses on site must be complementary
 - ii. Aesthetics – Emphasis on history, design compatibility, quality architecture, authentic architecture, sense of place, and themes that relate to the ship
 - iii. Broad Public Access – All citizens of Long Beach and regional, national, and international visitors are welcomed and are able to easily access the site
 - iv. Connectivity – Create connections to the site both visually and through improved transportation and circulation
 - v. Complete community – Create a multi-purpose, multi-use district that would provide a wide range of purposes and reasons to visit
 - vi. Iconic District – This district should capitalize on the presence of the Queen Mary by providing iconic and highly recognizable design and development, and by creating a distinctive view of the ship

Appendix

3. List of appendices
4. Mayor's charge to the Queen Mary Land Development Task Force
5. Description of process
6. Elements
 - a. Uses
 - i. Location of uses – Public uses fronting the water, promenade along the water with parking along the street and the other uses in between
 - ii. Commercial/retail/restaurant
 - iii. Hotel
 - iv. Entertainment
 - v. Cultural, Educational, and Arts
 - vi. Recreation
 - vii. Parking
 - viii. Amateur through professional performance space
 - b. Special events
 - i. Event space that is flexible and multi-use

- ii. Programmed regularly
- c. Sense of arrival and views of ship, water, and downtown – from the time a person gets off the freeway or goes over the bridge, feel it before you get there
- d. Aesthetic and Design
 - i. Compatible design, such as a waterfront, industrial nature, or a maritime theme
 - ii. Sustainable design – LEED ND or LEED equivalent design
 - iii. Structures that are complete and permanent in nature
 - iv. Four-sided buildings, not be merely decorative facades and storefronts
 - v. Structures should be broken up into elements so as to create a network of structures rather than a monolithic condition, particularly as it relates to views of the waterfront from areas accessible by pedestrians
 - vi. Parking structures can be larger but should also be broken up into a series of buildings
 - vii. Buildings reflective of their form and function
 - viii. Building designs may have historical references to a past time or place, but should not be historicist or directly imitative of a historical style – Authentic, buildings of our time with historic vibe
 - ix. Landscaping should reflect a seaside aesthetic
- e. Scale of buildings
 - i. Height and massing – Vertical, iconic nature of buildings and location of tall buildings
- f. Circulation and access
 - i. Road consolidation
 - ii. Vehicle circulation: private cars, taxis, buses, shuttles, ferry
 - iii. Long Beach Transit
 - iv. Bike paths
 - v. Pedestrian circulation: promenades, paseos, paths
 - vi. Aerial tram
 - vii. Water transportation from downtown
 - viii. Moorings
- g. Parking
 - i. Location
 - ii. Multiple structures
- h. Public open space
 - i. Promenade
 - ii. Paseos
 - iii. Plaza
 - iv. Causeway
 - v. Parks/green space
 - vi. Water, moat area around ship
 - vii. Restrooms

- i. Subleases
 - i. Submarine
 - ii. Helicopter
 - iii. Dome
 - iv. Carnival cruise terminal and TSA constraints
 - v. Add kayaking and water activities to site
7. Areas outside of leasehold
 - a. Harry Bridges Memorial Park
 - b. Connection to Hotel Maya and other nearby development
 - c. Pedestrian, bike, and transit paths that connect to site
 - d. Wayfinding – Wayfinding and signage is needed to the site
 - e. Add a marina in front of the helipad
8. Maps and precedent images
9. Acknowledgements