



# CITY OF LONG BEACH

# R-28

DEPARTMENT OF PLANNING AND BUILDING

333 W. Ocean Boulevard

Long Beach, California 90802

562-570-6194 FAX 562-570-6068

August 21, 2007

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive and file the supporting documentation and request the City Manager to: (1) prepare a Downtown Specific Plan and associated environmental document, and (2) continue to work with the Downtown Visioning Committee and the community in the creation of the Downtown Specific Plan, once funds in the amount of \$290,000 are identified. (Districts 1 and 2)

## DISCUSSION

In November 2006, the Councilmembers of the First and Second District appointed a committee to prepare a vision for the Downtown. The 12 person committee represents downtown residents, business owners and local organizations and institutions. Since December 2006, the committee has met regularly to craft their collective vision statement.

On May 29, 2007, the vision statement was presented in video format to the public at a noticed community meeting. The committee has since presented the vision to the Planning Commission and RDA Board for review and comment. The RDA Board and Planning Commission comments are attached (Attachment A). The recommendations contained in the presentation have been widely supported.

The vision statement is the overarching concept of what the Downtown could become. It sets out a vision for the future. In order for this vision to become reality, staff recommends that a more detailed planning implementation document, a Specific Plan, is necessary.

Over the decades, numerous studies have looked at planning the Downtown comprehensively or by subject matter. From the Downtown parking or public arts program, to an assortment of zoning studies, land use plans, and strategic plans, the Downtown has been the most studied and considered part of the City of Long Beach because of the significant role it plays in transforming Long Beach into a world renowned city. The increase in development interest and activity in the Downtown has highlighted the need to revisit and establish a new vision for the next 10-15 years.

A Specific Plan for Downtown could provide detailed land use and development guidance, including building height limits, setback and build-to lines, land use regulations, landscaping and public open space requirements, and other urban design components. The Specific Plan would serve as the guide for development in the Downtown, and replace PD-30, PD-6, and a portion of PD-29 (Attachment B). As such, the adoption of a Specific Plan would require environmental review and preparation of an Environmental Impact Report in accordance with the California Environmental Quality Act (CEQA).

This report was reviewed by Assistant City Attorney Michael J. Mais and by Budget and Performance Management Bureau Manager David Wodynski on August 8, 2007.

TIMING CONSIDERATIONS

The City Council has expressed a desire to consolidate all planning documents related to the Downtown area and to prepare a specific plan that will establish and vision and an implementation plan for the future growth and development of Downtown. In order to respond to present and future development demands, the creation of a Specific Plan would serve to provide direction and coordination of public and private expenditures.

FISCAL IMPACT

The preparation of a Downtown Specific Plan will involve a significant staff effort and consultant assistance that will require funding. The preliminary estimate for public outreach, document preparation, and the environmental review is approximately \$400,000. The RDA has budgeted \$110,000 for this project, however, an additional \$290,000 will be required. The Departments of Community Development and Planning and Building are currently reviewing funding options and would delay implementation efforts until adequate funding has been identified and approved.

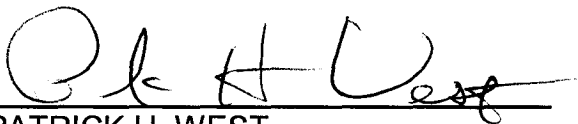
The Downtown Specific Plan could include a requirement that developers reimburse the City for associated costs. California Government Code [65456(a)] offers an avenue for a local government to recover the cost of preparing, adopting, and administering a specific plan. Once the Specific Plan is in place, developers that comply with the Specific Plan could be required to pay a fee to defray the costs of preparation, adoption and administration of the Specific Plan and EIR. Full reimbursement using this mechanism would occur over time as development occurs.

SUGGESTED ACTION:

Approve Recommendation.

Respectfully submitted,

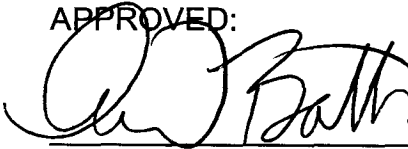
BY:   
\_\_\_\_\_  
SUZANNE M. FRICK  
DIRECTOR OF PLANNING  
AND BUILDING

  
\_\_\_\_\_  
PATRICK H. WEST  
DIRECTOR OF COMMUNITY  
DEVELOPMENT

SF/AR/SG

Attachments:

- A. RDA Staff Report and RDA/Planning Commission Board Input Summary
- B. Map

APPROVED:  
  
\_\_\_\_\_  
ANTHONY W. BATTS  
CITY MANAGER

# **DOWNTOWN VISIONING**

## **Redevelopment Agency Board and Planning Commission Input**

### **Redevelopment Agency Board – July 16, 2007**

Chairman Jonathan Glasgow provided an introduction and committee members John Morris, Cara Mullio, and Cheryl Perry offered comments.

Redevelopment Agency Board members complimented the committee on their work and offered comments relating to the needs for:

- Higher quality retail
- Infrastructure, such as parking and street capacity
- Better integration with the waterfront.

No members of the public spoke.

### **Planning Commission – July 19, 2007**

Chairman Jonathan Glasgow provided an introduction and committee members John Morris, Cheryl Perry, Andreas Herr, and Cara Mullio offered comments.

Planning Commission members complimented the committee and commented on the following issues:

- Need for Parking
- Desire for high quality architecture
- Security/Public Safety
- Balance of parking and walkability/livability
- Design and placement of parking structures
- Innovative Transportation Ideas
- Need for Long Beach to be Avant Garde
- Need to address East Village area
- Evaluate at success of existing mixed-use projects

Council Member Lowenthal spoke about the expertise of the committee, the need for a park-once program integrated with mobility options, and the need for greater connectivity.

Vice-Mayor Lowenthal thanked the committee and the Planning Commission for embracing a bold vision and commented on the need to promote walkability, livability, and Transit Oriented Development.

One member of the public, a local restaurateur, spoke positively about the vision.



# LONG BEACH REDEVELOPMENT AGENCY

333 WEST OCEAN BOULEVARD, THIRD FLOOR • LONG BEACH, CA 90802 • (562) 570-6615 • FAX (562) 570-6215

July 16, 2007

REDEVELOPMENT AGENCY BOARD MEMBERS  
City of Long Beach  
California

## RECOMMENDATION:

Review and comment on the vision presented by the 1<sup>st</sup> and 2<sup>nd</sup> District  
Downtown Visioning Committee (Downtown – Districts 1, 2)

## BACKGROUND

As the core of the City, Downtown Long Beach is a crucial district, and correspondingly has been the subject of numerous planning and visioning studies through the decades. Long Beach started in the Downtown area (Willmore City), and many of its most recognizable and cherished buildings still exist here. Downtown has grown as an iconic destination, drawing in residents, businesses, and visitors alike. While many people are excited by the changes and improvements that make Downtown a better place to live, work, shop and visit, there is also wide recognition that Downtown could be even better in the future.

## DISCUSSION

To advise the first and second Council Districts, the Downtown Visioning Committee (Committee) was formed to develop a recommendation for a new vision for Downtown Long Beach. The Committee of 12 citizens represents downtown residents, business owners, and local organizations and institutions. Through a series of regular meetings since December 2006, to discuss various issues that affect the revitalization of Downtown, the Committee has prepared a draft vision statement and presentation to be considered by the public and policy-makers.

The vision statement (Exhibit A) describes the shared vision of the Committee for a vibrant waterfront metropolis, illustrated in a video and presentation boards. The vision was presented for review and comment at a community workshop on May 29, 2007, and on the Internet. At the workshop over 175 people attended and provided input at several subject oriented stations. The presentation boards illustrating the various components of the vision for each workshop station are attached as Exhibit B.

## REDEVELOPMENT AGENCY BOARD MEMBERS

July 16, 2007

Page 2

The public comments received to date at the community workshop and online (<http://dtlbvision.wordpress.com/>) are attached as Exhibit C. Generally, the comments are positive about the vision statement and the direction Downtown is headed. Many comments expanded on how the Downtown can become the world-class waterfront metropolis envisioned in the statement and illustrated on the presentation boards.

There are multiple underlying purposes for undertaking this effort at this time. The first is to create a unified vision for the Downtown that furthers on-going revitalization efforts. The vision consolidates and clarifies the visions from previous planning efforts and brings them into the present day. This vision statement and the resulting Specific Plan will shape pending and future development projects, providing a context for decisions on streetscapes, landscape, architecture and other urban design components into the foreseeable future that will bring this vision into reality.

The second purpose is to recognize and welcome the infusion of new residents and businesses occupying the new development projects and existing historic and other important buildings in the greater Downtown area. The dynamics of Downtown are changing rapidly and need to be reflected in the adopted plans for the future of this area. Taken in context with the existing development in the core and surrounding neighborhoods and districts that comprise Downtown Long Beach, the hope is for a whole that is greater than the sum of its parts.

The vision statement establishes the central themes that will inform and be refined in the Downtown Specific Plan. The vision statement will be shared with the Redevelopment Agency on July 16, 2007 and the Planning Commission on July 19, 2007 for comment and direction. Comments will be incorporated into the vision statement as appropriate. The vision statement will then be agendized for review and recommendation by the City Council.

### CONCLUSION

Once the City Council has established a direction for the future of Downtown, a Specific Plan and associated environmental review will be prepared, which will replace PD-30 and other land use regulatory documents that apply to the Downtown. During the preparation of the Downtown Specific Plan, public outreach will be of paramount importance and sought throughout the process.

REDEVELOPMENT AGENCY BOARD MEMBERS

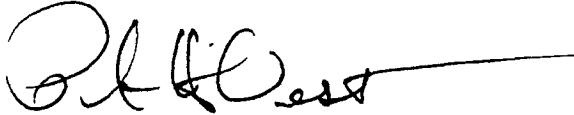
July 16, 2007

Page 3

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

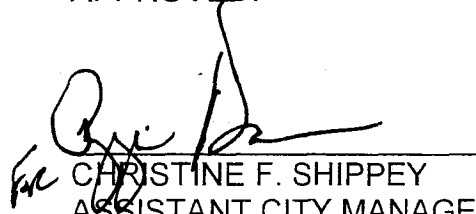


PATRICK H. WEST  
EXECUTIVE DIRECTOR



SUZANNE FRICK  
PLANNING & BUILDING  
DIRECTOR

APPROVED:



CHRISTINE F. SHIPPEY  
ASSISTANT CITY MANAGER

PHW:SF:CB:ar

Attachments: Exhibit A – Vision Statement  
Exhibit B – Presentation Boards from Public Presentation  
Exhibit C – Comments Received to date on the Vision Statement

**Vision Statement  
of the Downtown Vision Committee  
May 29, 2007**

**Long Beach** is a waterfront metropolis with a feel for the past and anticipation for the future. We are a model of international living and distinguish ourselves through a unique vision: progressive, diverse, cultured. Fueled by a vibrant city center, Long Beach is a place where residents are proud to live, work, and play.

*We promote development of a distinctive downtown skyline, providing a vibrant, compact city core attracting cosmopolitan and creative people.*

*Our lively downtown acts as the heart of the city, connecting with the neighborhoods and coastline.*

*We encourage an infrastructure to accommodate a future that is less dependent on fossil fuels and more focused on walking, bicycling, and public transportation.*

*We invite and support new industries to invest in our future so that we can continue to diversify our economy and promote new job growth while strengthening our existing backbone of convention, tourism, and port business.*

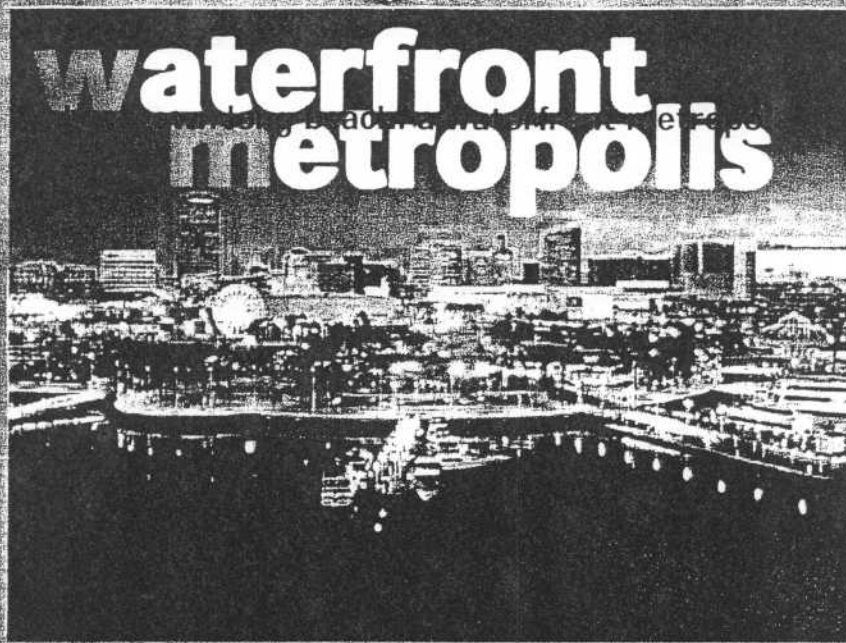
*We endorse bold architecture, planning, and construction that utilize green building technology and incorporate sustainable energy. We demand quality in building practices in order to ultimately create historical masterpieces*

*We value our buildings of historic merit and seek to preserve or restore them through adaptive reuse.*

*We include the best aspects of an innovative global city: dynamic architecture, light filled public spaces, active recreation, celebration of our unique culture and respect for the natural environment.*

We work together to ensure the success of this vision and it is our promise to the city and its residents to invest in the **future**.

## EXHIBIT B



Long Beach is a waterfront metropolis with a feel for the past and anticipation for the future. We are a model of international living and distinguish ourselves through a unique vision: progressive, diverse, cultured. Fueled by a vibrant city center, Long Beach is a place where residents are proud to live, work, and play.

We promote development of a distinctive downtown skyline, providing a vibrant, compact city core attracting cosmopolitan and creative people.

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We encourage an infrastructure to accommodate a future that is less dependent on fossil fuels and more focused on walking, bicycling, and public transportation.

We invite and support new industries to invest in our future so that we can continue to diversify our economy and promote new job growth while strengthening our existing backbone of convention, tourism, and port business.

We endorse bold architecture, planning, and construction standards that utilize green building methods, incorporate sustainable energy and demand quality in building practices that ultimately create historical masterpieces.

We value our buildings of historic merit and seek to preserve or restore them through adaptive reuse.

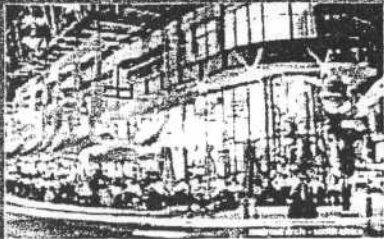
We include the best aspects of an innovative global city: dynamic architecture, light filled public spaces active recreation, celebration of our unique culture and respect for the natural environment.

We work together to ensure the success of this vision and it is our promise to the city and its residents to invest in the future.



# vibrant

a compact downtown



filled with people  
living, working, shopping



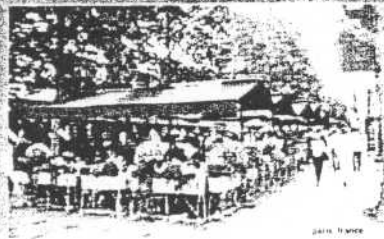
active parks



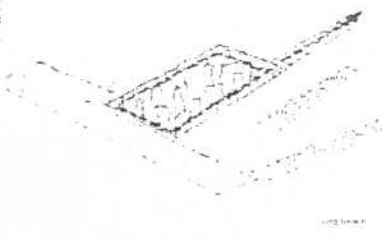
...and playing



compact development needs tall buildings

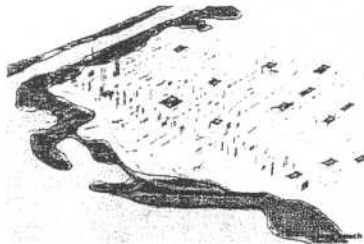


streets with retail and dining

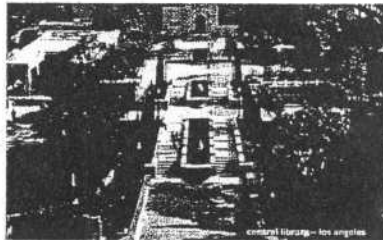


compact development needs tall buildings

# balance intensity with parks



create a continuous green along waterfront and evenly-distributed neighborhood



public spaces



parks for

interaction



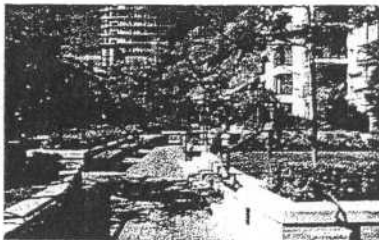
small

parks in found spaces

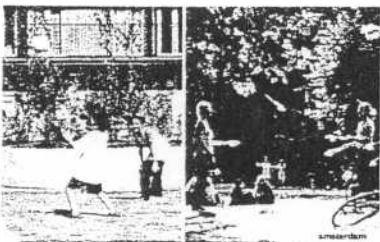


parks in converted or in between buildings

on

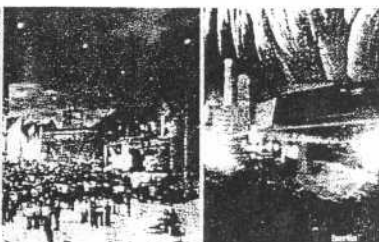


courtyards for residents



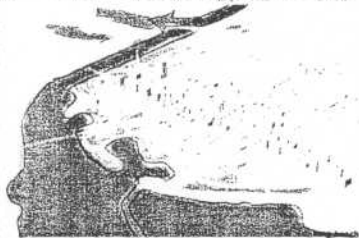
parks for

and active



public spaces at night

# embrace the waterfront



and redirect river to

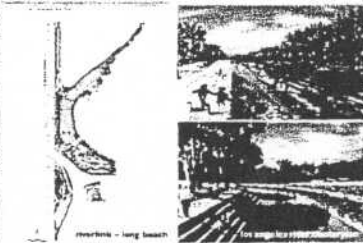


remake the waterfront as an



provide

beach to the public



activate the



make places to

or



support

activities



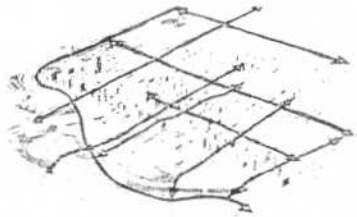
promote

and tourist attractions



consider

across downtown and to the coastline



long beach

neighborhoods together with bike, transit, and pedestrian-friendly streets



protect

to the water



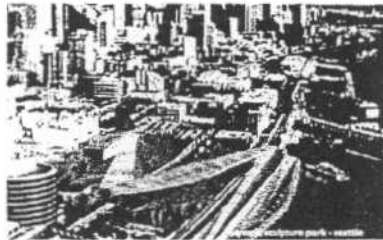
wood gateway - long beach

link neighborhoods with and streets



reintroduce to connect downtown

streets

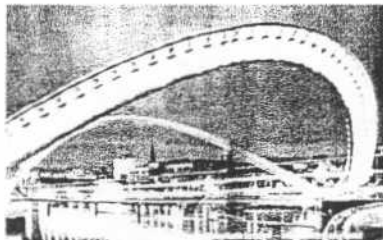


the city to the water with green space



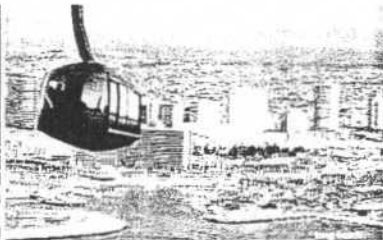
long beach

pine avenue to queen mary



with

pedestrian bridges



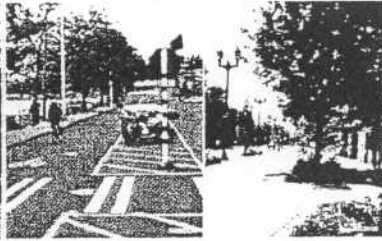
or

sky trams

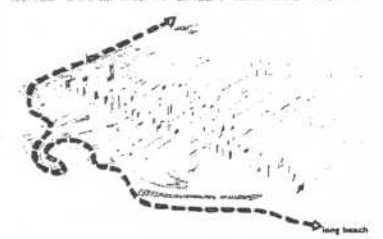
# provide transportation alternatives



create an environment suitable for



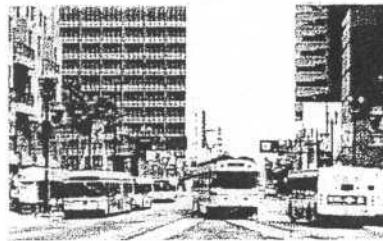
promote a street network



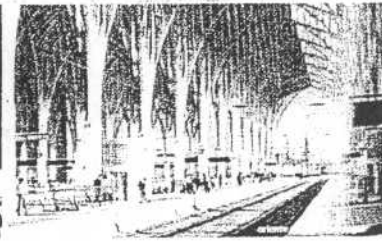
form a bike path along waterfront



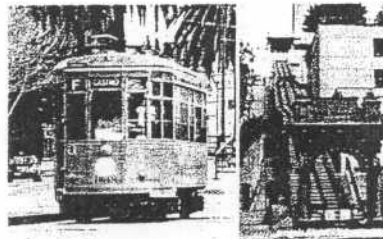
prioritize and transit



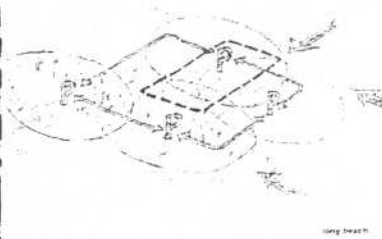
provide transit options



to make transit mall attractive



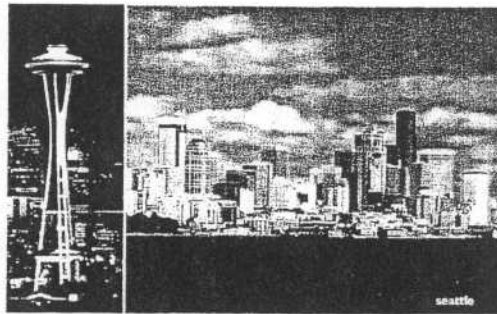
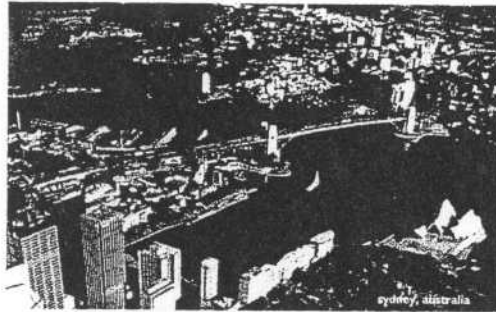
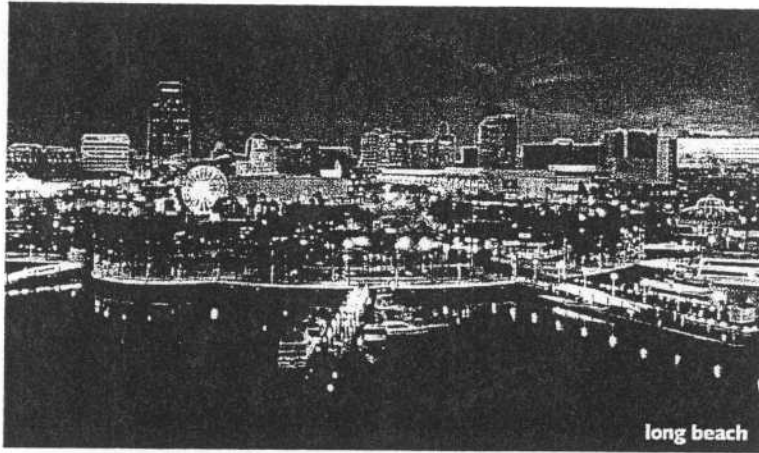
enhance transit as an



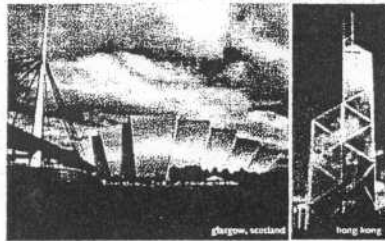
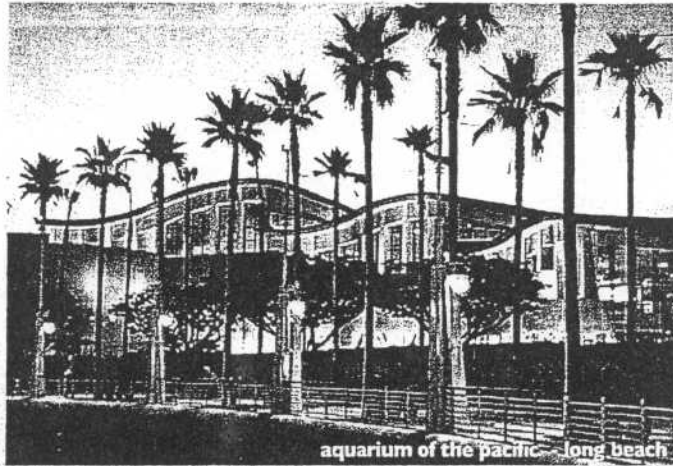
parking, transit, and walking options for exercise



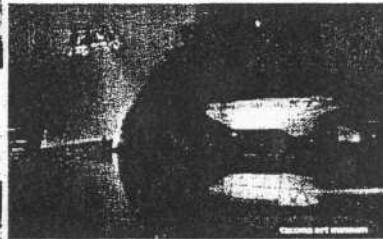
create a distinctive downtown skyline



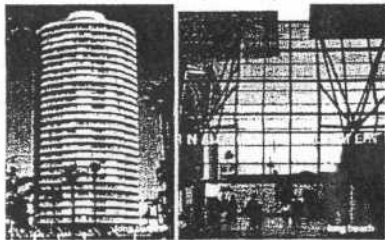
# encourage bold unique architecture



buildings



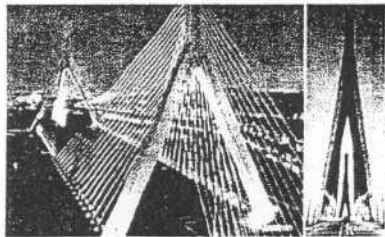
cultural buildings



design



icons

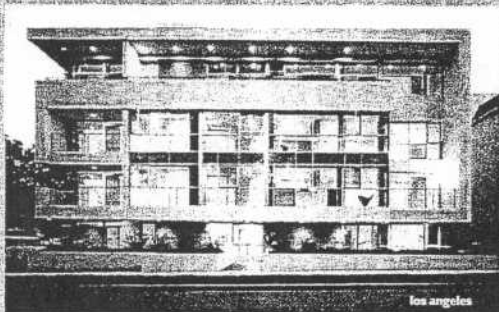


infrastructure

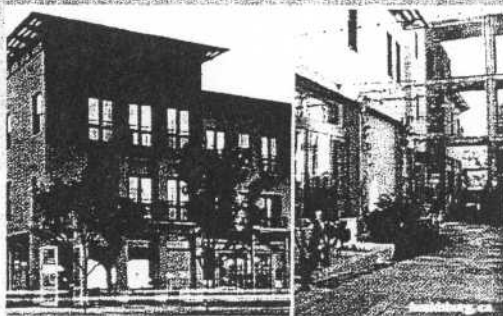


define downtown

promote honest architecture



use **current** materials  
to represent buildings of our time



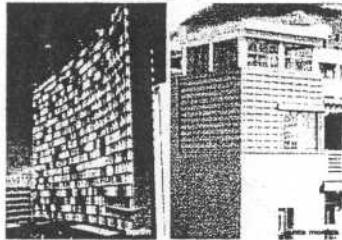
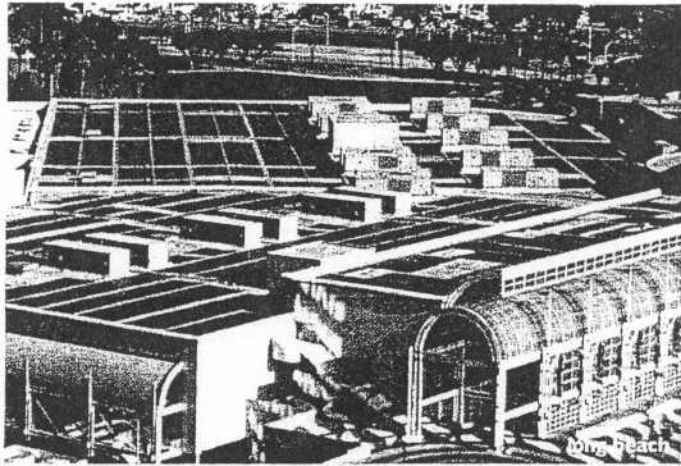
reference **current** tradition



offer variety of housing  
for various income levels



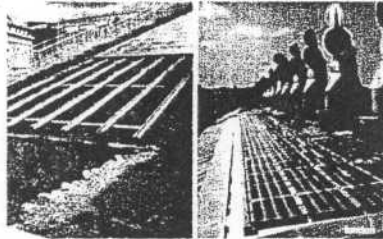
# promote green building methods



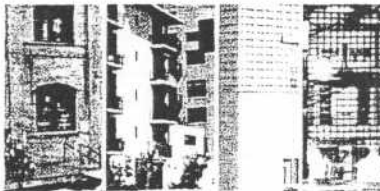
encourage sustainable architecture in a  
of styles that stand out or blend in



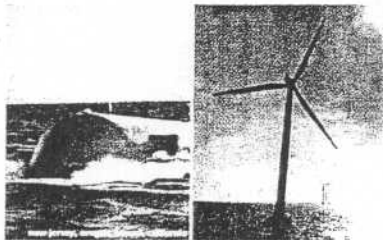
the city



manage energy and stormwater with  
and

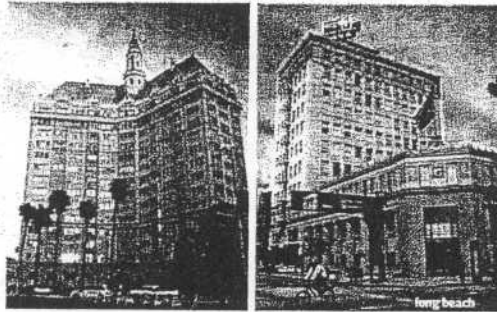


high-quality materials

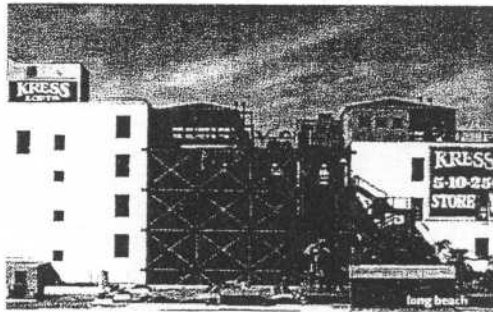


sources such as ocean and wind power

preserve or reuse historic buildings



historic

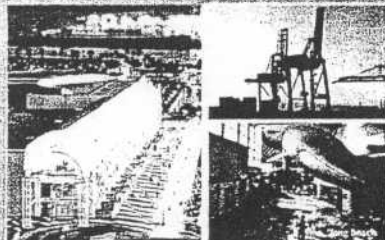
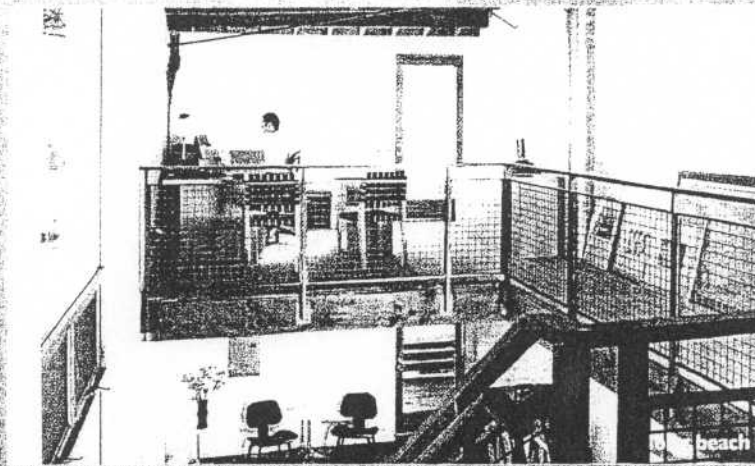


of industrial and commercial buildings



old and new architecture

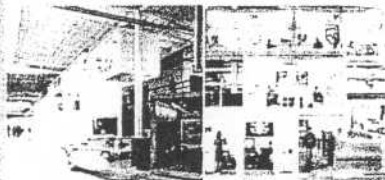
# diversify the economy



enhance existing industries



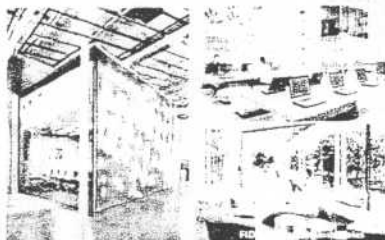
support local



attract new firms



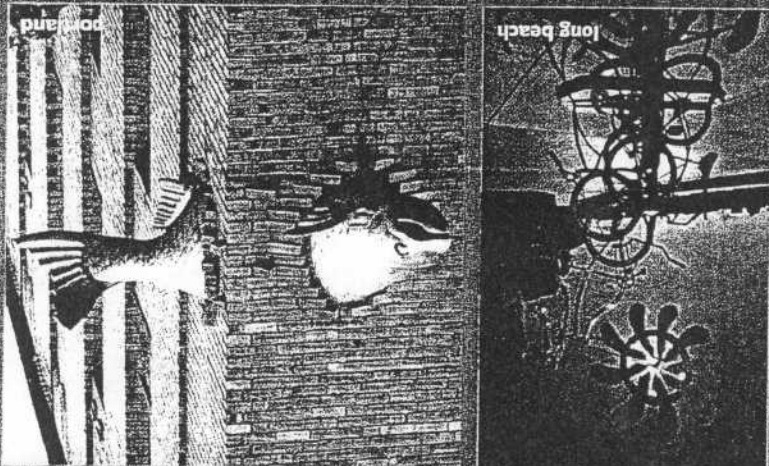
invite people



collaborate with institutions

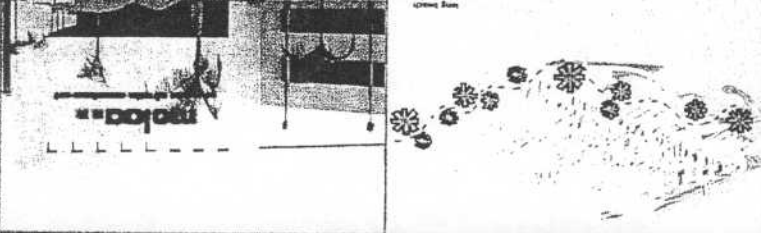
# Culture

Promote local culture with public art and events



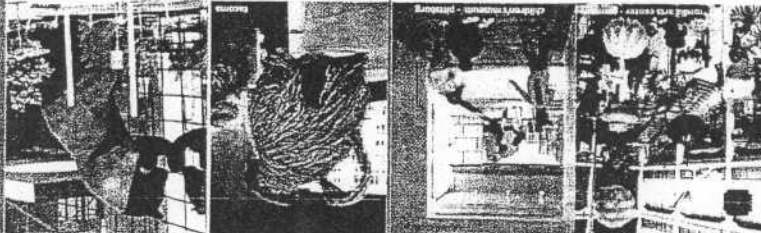
long beach

portland



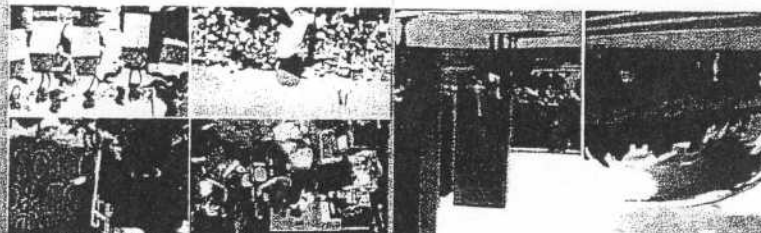
introduce a cultural corridor from lamitos to shoreline

unique cultural district around molays



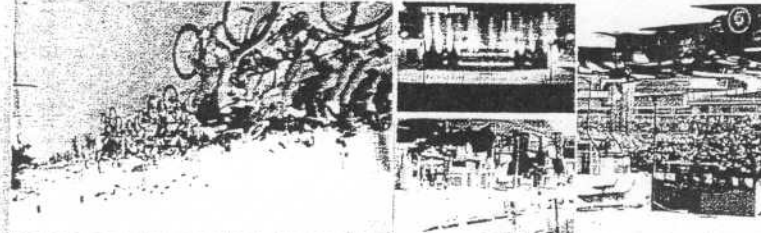
new cultural institutions

big and playful public art



interactive public art

celebrations of diversity



existing local events

WELCOME

# DOWNTOWN VISIONING BUTCHER PAPER COMMENTS

from May 29<sup>th</sup> Community Workshop

## DISTINCTIVE

- ~ Tall, small footprint towers with open plazas. Each building designed as art, using examples of the diversity of other great Port Cities – Let the shipping world know we are equals – not an extension of L.A. That way you attract international people, business and investment.
- ~ Green, sustainable City. Bold, risk taking architecture. Iconic. Taller buildings, density. Walkability. Bikes. Metro transit system, better.
- ~ River walk.
- ~ Look at the past and consider what structures/destinations was a draw. Do they make sense for contemporary times? If so, consider reintroducing them.

## LINKAGES

- ~ Streetcars, North, South, East and West. These are friendly noises, which I grew up with, soothing.
- ~ Must use “care” through residential areas due to noise (rails, and bells, etc.)
- ~ Pedestrian friendly streets – A MUST! I would like to see this concept in place near all surrounding schools in the Downtown area. Two elementary school are at the 710 Freeway entrance and exit (3<sup>rd</sup> and 6<sup>th</sup> Street). The pedestrian friendly street concept must be incorporated near these elementary schools which are at the entrance and exit of the Downtown Vision. Keep the kids safe.
- ~ Link to CSULB!
- ~ More attention on the playing children, neighborhoods on the sidewalk, save, law, liability (concern of crime a reason – conflict neighborhoods).
- ~ Make Long Beach the City of alternative transportation.
- ~ Use all forms – re-establish R.O.W.'s – piazza – open spaces where people meet - linkage of these spaces to each other.
- ~ Close 1<sup>st</sup> Street to pedestrians – Kill cars, flex streets for events.

## VIBRANT

- ~ Increase retail swerving downtown residents. Engage Economic Development Commission in the effort.
- ~ There is a need for higher-end retail to come to downtown and meet needs of socio-economic group of new residents.

# DOWNTOWN VISIONING

## BUTCHER PAPER COMMENTS

from May 29<sup>th</sup> Community Workshop

- ~ What is being considered for the many current and future dog owners of downtown? Dog Parks?
- ~ Make a conscious effort to respect the current residents and our individual views.
- ~ Bring all Long Beach residents to downtown!! Excite them!!
- ~ Increase foot traffic with more retail, restaurant (boutiques), public transportation. Look to successful cities (Chicago, Boston, Bilbao, Spain, etc.)
- ~ Future? How about anything for kids?
- ~ Downtown living with a neighborhood feet recycling stations.
- ~ Consider demographics! You can't be everything to everyone.
- ~ Wild Oats (Produce Market)
- ~ Promote mixed-use development with growth cap (small to med)

### BALANCE

- ~ Close some low traffic streets to make "pocket parks" (start with International Elementary)
- ~ Oaxaca, Mexico has great examples of small community parks which also integrate local artists.
- ~ "Park" between the 710 should be accessible and sheltered from the noise of the freeway. Cover it – like they did in Mercer Island, WA
- ~ Capture unused space adjacent to freeways, etc, and make it useable.
- ~ Connect Chavez Park to the unused space across access road and redirect access road on west side.
- ~ Make "public use" of Chavez School auditorium for more community events.
- ~ "Balance" to me refers to housing supply: we've built for the high-income folks downtown and ignored affordable housing for those who fill many of the jobs.
- ~ Make public parks feel safe.
- ~ Tall buildings with surprise parks
- ~ Parks, restaurants along the L.A. River, which is neglected and under utilized.
- ~ Play up our greatest asset the Pacific.
- ~ Parks to connect to the beach.
- ~ Parks – Parks – Parks!!!

# DOWNTOWN VISIONING BUTCHER PAPER COMMENTS

from May 29<sup>th</sup> Community Workshop

## CULTURE

- ~ Museum row such as Santa Monica's Bergamot Station.
- ~ Multiplex for Independent and International movies. High Quality theaters like Landmark at Westside Pavilions.
- ~ Abolish AMC downtown and convert to this. It is too "gang and rowdy" atmosphere now. Poor mgmt.
- ~ Outdoor café/bistro like San Francisco's New Union Square. Drinks, music, and people watching.
- ~ Create Iconic Art. (St. Louis Arch, Eiffel Tower)
- ~ A downtown for living.
- ~ Integrate art into public spaces (not just sculptures), like Central Library in Downtown L.A.
- ~ Bring a 5-star hotel to Downtown.
- ~ Create a huge concert hall.

## TRANSPORT

- ~ Free buses throughout the City
- ~ Trolley cars connecting East to West, but noise is bothersome in residential areas.
- ~ Multi level parking structures linkage of the landing to downtown. Continue to expand public parking validation for downtown businesses!
- ~ Free zone in downtown for public transit.
- ~ Pedestrian friendly walks and spaces.
- ~ Close some streets permanently, (e.g. Promenade 3<sup>rd</sup> – 5<sup>th</sup>) and close off Pine.
- ~ Policy and code, education and enforcement that create mechanisms to require and pay for better public transportation and infrastructure.
- ~ P.D. understands bicycle regulations.
- ~ Give me visual excitement and experiences on streetscape.
- ~ Bicycle rickshaws downtown.
- ~ Create pedestrian oriented and architecturally significant transit centers/stops = create destination stops and linkages/paths.
- ~ Link to CSULB.
- ~ I love all the new transportation ideas.
- ~ Please make the roads better for bikes!



# DOWNTOWN VISIONING BUTCHER PAPER COMMENTS

from May 29<sup>th</sup> Community Workshop

## DIVERSE

- ~ What about "diverse" housing? Basically, service jobs are on the increase and will continue but where will the vital workers live?
- ~ How can Long Beach become more friendly to small and medium businesses?
- ~ Are you going to plan more downtown events (like for ex. Grand Prix, Amgen race and Bayou Festival...)? If you do how could you do it without closing Shoreline Village Dr.? Businesses over there are suffering on those kind of days.
- ~ I have an Art Gallery at Shoreline Village and it would be better for the better good if Shoreline Village would not be fenced in during the Long Beach various special events. I lost more than 50% of my revenues during these events' not fair planning and consideration for us merchants.
- ~ I too have a business at Shoreline Village and am having problems with too many street closures wiping out my weekend sales. The fences surrounding Shoreline Village shut out our customers from us isolating all of our stores. We feel like our customers always go somewhere else. The Bike races wiped out over 1/2 of my business for the week. Redirect traffic so you don't have to completely block us off. – Shoreline Airbrush.
- ~ Look at new ways of bringing high-density employment (jobs) to the City. Take advantage of our existing assets such as hospital, VA and CSULB.
- ~ Maintain economic diversity by incorporating affordable housing in and around new development.
- ~ Ditto on the last comment – but above 10<sup>th</sup> St. (Economic base needed)
- ~ Bring more conventions, activities that attract creative, progressive attendees – the coffee convention was great! ASK convention was also wonderful a few years ago. Action sports is a natural match for Long Beach.

## WATERFRONT

- ~ Boat rentals
- ~ Divert L.A. River to the Port.
- ~ Remove breakwater allow the Pacific Ocean to thrive in Long Beach. I believe enjoying the beach in Long Beach would help the vision for the "new" Long Beach.
- ~ Yes, remove breakwater.
- ~ By all means necessary, reduce Diesel Particulates.
- ~ West Palm Beach, FL – all H<sub>2</sub>O coming from inland should be filtered to keep the ocean clean.



# **DOWNTOWN VISIONING BUTCHER PAPER COMMENTS**

from May 29<sup>th</sup> Community Workshop

- ~ Give us back our waterfront, please!
- ~ Get rid of the breakwall!!
- ~ Please take down the wall and diver the LA River to the Port. Clean water = fun!
- ~ During Grand Prix – too many crosswalks and bus stops are eliminated they should only be blocked during race.
- ~ Divert the L.A. River!

## **HISTORY**

- ~ Preserve wherever possible neighborhoods bordering downtown must be authentic
- ~ Old and new without knowing our past no future.
- ~ The history of Long Beach is what gives our City its unique qualities. Just as our diversity is present and preserved the history of the City should be forever present.
- ~ Cherish the old but make the new great architecture for the future.

## **SUSTAINABLE**

- ~ A very large “Wholefoods” Manhattan Beach built a beautiful one on Pearl District DT Portland has one
- ~ Trader Joes – Downtown Long Beach
- ~ Urth Café Restaurant West Hollywood and Santa Monica
- ~ Green title on buildings that green
- ~ Become the green sustainable City. Put Long Beach on the map. Make a difference.
- ~ Go beyond sustainable building and incorporate easy to use recycling and education stations.
- ~ Help encourage older buildings to update and modernize more sustainable energy practices.
- ~ Recycle make it available to all Long Beach residents including those who live and work and visit Long Beach. Put recycling stations/bin through out downtown. We want to recycle – give me a bin in Downtown Long Beach retail. Many condos and apartments do not recycle and you are building more in downtown.

# **DOWNTOWN VISIONING BUTCHER PAPER COMMENTS**

from May 29<sup>th</sup> Community Workshop

## **AUTHENTIC**

- ~ Taking care our very low-income population under \$20,000 a year
- ~ But above 10<sup>th</sup> St. as a tourist economy and business base conflicts with low-income facilities and no tax base.
- ~ Parks accessible to all
- ~ Focus on persons with disabilities and seniors
- ~ All quality affordable housing
- ~ Inspire creative people to dream
- ~ Emphasis on Green Building principles
- ~ Make themed architecture illegal!
- ~ No more "Disney" like architecture downtown.
- ~ Cheap architecture looks "cheap". The suburban, clone home, Irvine looking design does not translate well for destination areas. Have some taste. Just because it works for Orange County doesn't mean it works for a downtown you're trying to make "authentic" No more stucco!
- ~ Support unique buildings to acquire grants and other methods of preserving our current skyline.

## **BOLD**

- ~ Shock us!! Give us great stuff!!
- ~ Look forward – Not back traditional brown stone
- ~ City incentives to attract visionary architects/projects – like Frank Gehry
- ~ Art Gallery's – Original Art bring a little Laguna/Carmel to Long Beach
- ~ Hold open competitions for major City projects
- ~ The bold concept is quite exciting although I do hope the bold architecture does not over power the beautiful historical architecture which is unique to Long Beach
- ~ New Civic Centre – Iconic Design
- ~ Enough with the faux art deco, progressive design, please.

# **DOWNTOWN VISIONING COMMENTS AND QUESTIONS**

from May 29<sup>th</sup> Community Workshop Q&A Session

## **Community Workshop Comments during Q&A Session**

- What is going on now with long beach planning?
- When will Long Beach “make it” ala Vancouver, Portland, etc.?
- More ADA housing needed
- Need for inclusionary housing because of gentrification
- Residential needs/issues: bike storage, ADA, low income, disabled, noise, parking, traffic
- Can't ignore homeless, some need to live in DT, inclusionary housing
- Where will homeless go when Lincoln Park closed? Cesar Chavez? Need for gathering place in Downtown for homeless
- Need for housing of variable prices and sizes (# of BRs)
- Are there business incentives for creative firms?
- Changes that can be made now include: Developer incentives, clarify rules, streamlining like City of LA
- Downtown boundary should go to Anaheim
- Public Safety- Need for Community Oriented Policing, specialized downtown officers
- Need for Affordable Housing in Downtown, fulfill state mandates
- Environment- must improve Water and Air Quality
- How can one support the Downtown Visioning efforts and stay involved?
- How can one find out about current projects?
- Need to regulate quality of development for individual projects (including interior)
- There is no utopia, but Long Beach has a lot of great things – need patience and consistency
- Local school reputations in Downtown drives out young couples
- What is the vision for bringing businesses Downtown?

# DOWNTOWN VISIONING COMMENT CARD RESPONSES

from May 29<sup>th</sup> Community Workshop and via mail

Jarrold Bassin  
1401 East 3<sup>rd</sup> Street, #4  
Long Beach CA 90802  
jarrod.bassin@countrywide.com  
562.354.7137

"I am currently working towards developing a project called Live-Work Long Beach which will incentivise commuters to relocate to Long Beach to live/work. Would like to talk..."

Jess Johannsen  
700 East Ocean, 1206  
Long Beach CA 90802  
jjohannsen@vastle.com  
310.348.9420

1. East-West Streetcar System  
a fun unique and attractive system
2. A fun and exciting tram system to get from the Queen Mary from Downtown
3. Create an active waterfront at Queen Mary similar to Rainbow Harbor without the rock barrier"

Michael L. Dixon  
224 Atlantic Avenue, #1  
Long Beach CA 90802  
Blackdiamond90802@yahoo.com  
562.683.0337

"My name is Michael L. Dixon and I attended your workshop last evening, I am excited to know that others are taking notice of our City, and is willing to make GREAT changes. I do understand that your visioning is in the planning stage. I am an active member of the Disabled Resources Advocacy Group and

Housing, Long Beach Save Section 8, and St. Mary C.A.R.E. Community Advisory Panel (CAP). I have lived in Long Beach for 52 years and would like to state that Long Beach has a large number of disabled individuals and a large number of individuals living on fixed incomes. Please keep that in mind as you plan the visioning. Some of us can NEVER go back into the working field because of medical reasons. I worked for the Lynwood School District for 25 years and December 1998, I suffered a stroke and had to retire. Since April 1999 I am now, just like other disabled individuals that has to live on a fixed income. It has become quite difficult to find a decent place to live because of the high cost of rent. Living in a building where they are asking almost \$800 per month for rent for a single, unfurnished and utilities are NOT paid, Long Beach needs more affordable housing for low income individuals, it is only the right thing to do. We cannot afford the cost of the buildings that are being built at present, honestly speaking, those that can afford to buy right now probably already have other property and in other cities too. Just a little food for thought! I would like to thank you in advance for your time. "

Ben Rockwell  
562.432.0448

"Need more low income housing for seniors and disabled and their caretakers. Wheelchair friendly bridges, etc."

# DOWNTOWN VISIONING COMMENT CARD RESPONSES

from May 29<sup>th</sup> Community Workshop and via mail

	<p>there thoughts to grants.”</p>
<p>Catherine Parr</p> <p>“I would love to see: Arts &amp; Services for the Disabled open a branch in the Downtown area that would teach ceramics. A space that I recommend is on the corner of 6<sup>th</sup> and Pacific (where there was a printer). Currently it is available thru Blair Realty. Thank you.”</p>	<p>Catherine Parr and Ranzie Claxton 225 West 6<sup>th</sup> Street, #411 Long Beach CA 90802 cat.parr@yahoo.com ranzieoclaxton@yahoo.com</p> <p>“I am writing this for my husband, Ranzie Claxton: He would like the building owned by Mr. Andrew Ludwig on the corner of 6<sup>th</sup> and Pacific to be used (as a branch of “Arts &amp; Services for the Disabled.” They are currently located in North Long Beach only. This would truly integrate the art community with the disabled and hopefully teach them to produce a product for sale, such as ceramics.”</p>
<p>Anonymous</p> <p>“A market on Pine that residents can walk to: Whole Foods, Trader Joe’s, etc. We want a walking community for residents.”</p>	<p>Anonymous</p> <p>“Multilevel parking structures”</p>
<p>Anonymous</p> <p>“Love for the Politics of this user not to impede the immediate growth. Can planners and politicians really move on the importance of making this City grow as fast as it can. Besides City funds are</p>	<p>Ranzie Claxton P.O. Box 20064 Long Beach CA ranzieoclaxton@yahoo.com 562.435.0787</p> <p>“Need more low income housing for seniors and disabled and their</p>

# DOWNTOWN VISIONING COMMENT CARD RESPONSES

from May 29<sup>th</sup> Community Workshop and via mail

<p>caretakers. Wheelchair friendly bridges, etc.”</p>	<p>“I would like to be involved-have experience on General Plan Committee. 1. What are the ‘boundaries’? Northern? 2. What are the boundaries for transition are to rest of LB? 3. What plan for displacement---i.e. gentrification with justice (transitional and affordable housing; Mixed-income developments).”</p>
<p>Anonymous</p>	<p>Anonymous</p>
<p>“Mixed income housing rental and ownership; clean up benches; diverse businesses.”</p>	<p>“A very large ‘Whole foods’ Manhattan Beach built a new one, Portland Oregon – Pearl District as well.”</p>
<p>Anonymous</p>	<p>Anonymous (multiple cards from same person)</p>
<p>“-more housing for all levels of incomes -a grocery store and diverse businesses”</p>	<p>“Keep parks. Need more underground parking. Keep open spaces need to see some green. Light rail removed from Willow to Ocean Boulevard. Continue festivals near Queen Mary. Keep bike lanes. Need high-rise affordable housing. No more condos \$300,000 to \$1 million starting prices. Have some for families. Try for energy efficiency conserve energy. Watch ecology in bay at the Pike (bay) and along parts of L.A. River (along 710 Freeway). Multi-Use Parking Structure i.e. as in City Place, daytime stores, nighttime condos. More mixed-use condos, store ground floor, underground parking i.e. condos Pacific, Pine on 6<sup>th</sup>. Have two rapid red bus routes, as in L.A. 1) North-South, Long Beach Boulevard or Atlantic. 2) East-West, Willow or Spring.”</p>
<p>Jim Lewis, CEO Long Beach Rescue Mission 1335 Pacific Avenue Long Beach CA 90813 jlewis@lbrm.org 279-3143 cell</p>	<p>Cont. ... Charge 25 cents ach for Passport Ride.”</p>
	<p>Tom Martin 440 Chestnut Avenue 1A</p>

# DOWNTOWN VISIONING COMMENT CARD RESPONSES

from May 29<sup>th</sup> Community Workshop and via mail

Long Beach CA 90802  
562.495-9594  
tmartin47@msn.com

"Create a city center that is a regional retail shopping hub like it was in the 1940's – 1960's with stores like Macy's, Bloomingdales, etc... and create middle to upper income owner occupied housing that will support such businesses so that the city center generates sales and property taxes that will make it self supporting. Currently downtown Long Beach is 70%++ low to moderate income rental property which can not support the city center. Create a regional light rail transportation system that links the blue line going east to east Long Beach past the VA and CSULB, and continues into the heart of OC down the 22 and 405 freeways and also runs up the 605 freeway and connects with the green line thus providing mass transit so people can get out of cars."

Peter Wiechers  
PO Box 131  
Kernville CA 93238

"The best thing that could be done for the future of downtown Long Beach would be to actually clean up the beach. I would look into modifying the breakwater, to bring the natural currents and surf back to the area. Southern California's best asset has always been, and will always continue to be, its beaches. It's too bad that the city of Long Beach is totally clueless about this."

Mark Anthony Torres  
Healing Reiki Arch Massage, Inc.  
PO BOX 20242  
Long Beach CA 90801-3242  
562-432-7135

markanthony@healingreikiarchmassage.com

"Put a green sign on buildings that promote living green."

## **DOWNTOWN VISIONING WEBSITE COMMENTS**

**5/29/07**

**markanthony@healingreikiarchmassage.com**

Name: MARK-ANTHONY TORRES

Comments: GREAT MEETING YOU HAD TONIGHT:). I TALK TO ALAN ABOUT " GREEN PLAQUE/TITLE,ON BUILDINGS THAT SUPPORT GREN D.L.B.

THANKS,MARK-ANTHONY TORRES PRESIDENT

WWW.HEALINGREIKIARCHMASSAGE.COM/HEALING REIKI ARCH  
MASSAGE,INC. P.O. BOX

20242,LONG BEACH,CA. 90801-3242(562) 432-7135

**5/30/07**

**rhernandez@drcinc.org**

Name: Richard Hernandez

Comments: Will you be taking into consideration people with disabilities in you proposal and what will you do to improve accessibility for disabled people

**ethorcarlson@earthlink.net**

Name: E. Thor Carlson

Comments: Existing historic resources must be preserved to the maximum extent possible. We must stop destroying what little history we have left. This will help maintain our unique character as a city. We should also move forward with Amory Park as purposed by Brian Ulaszewski. Downtown needs more parks.

**wmmaurer@uci.edu**

Name: Bill Maurer

Comments: Transit-oriented density is a real positive. So, too, is the creation of gateway parks such as the proposed Armory Park at 7th/Alamitos, which has been held up by the city's traffic engineer. Alamitos and 7th is a gateway from all points south to the downtown; a park there would make a real impact on the community nearby as well as enhance the entryway into the downtown from 7th St/22W. The community support is there and has been there for several years now. All the area stakeholders are in favor of it, from MoLAA to the Armory to neighborhood organizations. Let's implement the plan for this park.

**6/6/07**

**vin4massage@earthlink.net**

Name: Vincent Carbaugh

Comments: This vision sounds really amazing. I've lived in Long Beach for over 15 years. The housing component is happening nicely in the downtown. Now lets work to give these new residence things to do in our city. Let's spend our recreational money here in downtown Long Beach instead of everyone going to L.A. or Orange County to spend recreational cash... I would love to be involved in this visioning.

**susieho23@hotmail.com**



## **DOWNTOWN VISIONING WEBSITE COMMENTS**

Name: Susan Ho

Comments: As a downtown resident, I think this is all great and very needed. I would strongly suggest cleaning up the water and possibly taking out the breakwater to really make Long Beach a vibrant waterfront city. Presently downtown is boring and needs more life, cooler shops and restaurants (i.e. George's Greek). Hope to see a lot of change for the better soon.



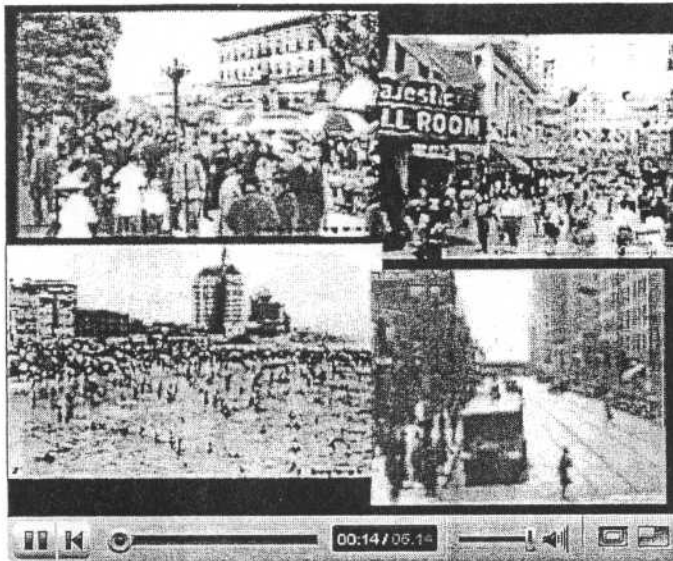
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### Comments & Responses

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- Andrew38** (2 weeks ago)  
Great presentation...the only other city that I would live in is Portland...so, keep using Portland as a model... (Reply)
- ibqueenie** (1 week ago)  
Wonderful presentation, thank you. (Reply)
- OernixD** (6 days ago)  
I think it's a wonderful city (Reply)

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**Downtown Visioning  
Study Area**

**ATTACHMENT B**