

October 22, 2019

**R-19**  
**REVISED**

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Recommendation to direct City Manager to initiate a visioning effort for the Downtown Shoreline Planned Development (PD-6) zoning district as the framework for a Downtown Shoreline Specific Plan that updates current development regulations and facilitates repositioning of existing uses and resources in the Downtown Shoreline area:

Increase appropriation in the Tidelands Operations Fund Group in the Development Services Department by \$250,000, offset funds available. (District 2)

**DISCUSSION**

In the early 1980's, the City adopted the Downtown Shoreline Planned Development (PD-6) zoning district to guide the development of the Shoreline area. The properties in PD-6 extend from the northside of Ocean Boulevard to the shoreline, and bordered by Golden Shore Drive on the west, and Alamitos Avenue on the east. This area broadly captures Catalina Landing, Rainbow Harbor, the Aquarium of the Pacific, and the Downtown Marina. With the development and revitalization of most of the City and Successor Agency-owned properties in the Downtown area, there has been increased interest in the vacant and underutilized properties in PD-6 for uses that complement and enhance the attraction of the Downtown Shoreline area.

At the 2019 Building a Better Long Beach presentation last month, Mayor Garcia announced plans for a visioning process for the PD-6 area. The visioning process would be the first step in a multi-year planning effort that would allow ample time for the City to develop community and stakeholder consensus for future development and enhancement of the area. The visioning would provide a framework to subsequently prepare a Specific Plan to guide and facilitate new investment and repositioning of resources in the Shoreline area. It is anticipated that the visioning process and preparation of a Specific Plan would be completed and ready for implementation at the close of the 2028 Summer Olympic Games.

The visioning process would be led by Development Services Department staff, with support from the Economic Development Department, and will mirror the successful visioning process that resulted in the Downtown Plan (PD-30) adopted in 2012.

Staff will initiate the visioning process by assembling a Visioning Committee comprised of key stakeholders in the Downtown and Waterfront areas, and preparing an Request for Proposals

(RFP) to select a qualified consultant to support staff in conducting the visioning process and preparation of a Specific Plan. The process will also involve the completion of an economic trends analysis to inform the visioning process with data on the challenges and opportunities that exist in the regional market for repurposing this area.

Staff anticipates providing the Mayor and the City Council an update on the visioning process in a memorandum by the end of 2019, which will include a detailed work program, a project timeline for a multi-year, multi-phase process, and cost estimates for each component.

Following completion of the visioning process, staff will work with the selected consultant to prepare a Downtown Shoreline Specific Plan that replaces PD-6 with regulations that capture the broad goals of the visioning process with objectives that confirm and strengthen existing uses and services, creates stronger linkages between the shoreline in the Shoreline area and Downtown, and strategies to promote new uses that enhance the attractiveness of the area for new investment and visitors to the area.

This matter was reviewed by Assistant City Attorney Michael J. Mais and by Budget Analysis Officer, Julissa José-Murray on October 9, 2019.

#### FISCAL IMPACT

The Department estimates the Visioning effort can be initiated with approximately \$250,000. An on-going multi-year strategy to fund the specific plan and the CEQA clearances for this environmentally sensitive area will require further analysis. The Development Services Department will use \$150,000 appropriated by the City Council in the Tidelands Operations Fund Group for the PD-6 Waterfront Visioning process as part of the FY 19 Adopted budget, and \$100,000 from funds set aside for economic development in the Tidelands Area. An appropriation increase of \$250,000 in the Tidelands Operations Funds Group in the Development Services Department is requested to have the necessary appropriation in FY 20, offset by funds available as described above.

The Department will return to City Council and address the fiscal impact of the full visioning effort when a contract for a project consultant is selected and recommended for City Council approval. Staff will continue to work on estimates and potential funding sources, including potential grants, for this multi-year planning effort that includes the visioning process, preparation of the specific plan, and the environmental documents.

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SUGGESTED ACTION:

Approve recommendation.

APPROVED:

Respectfully submitted,



LINDA F. TATUM, FAICP  
DIRECTOR OF DEVELOPMENT SERVICES



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THOMAS B. MODICA  
ACTING CITY MANAGER

ATTACHMENTS: Attachment A – Downtown Shoreline Zoning District Map

# ATTACHMENT A

## DOWNTOWN SHORELINE ZONING DISTRICT (PD-6)

