

## **Exhibit A – Downtown 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.