



**DOWNTOWN PLAN Update +
DOWNTOWN SHORELINE Vision Plan**
Community Open House – September 9, 2023

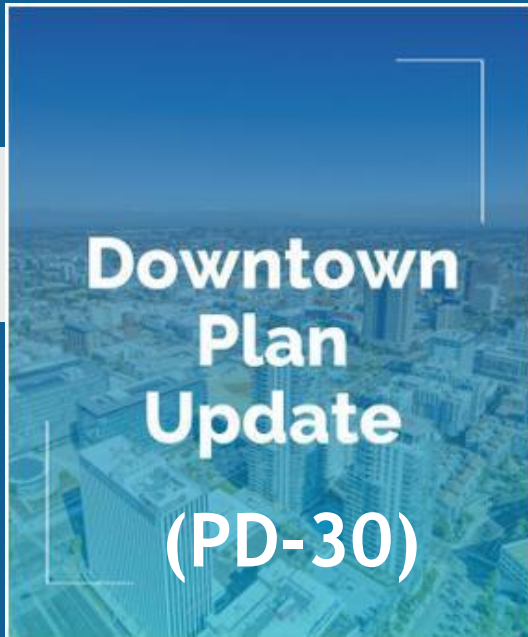
Project Overview

North of Ocean Blvd

Update to 2012 plan

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

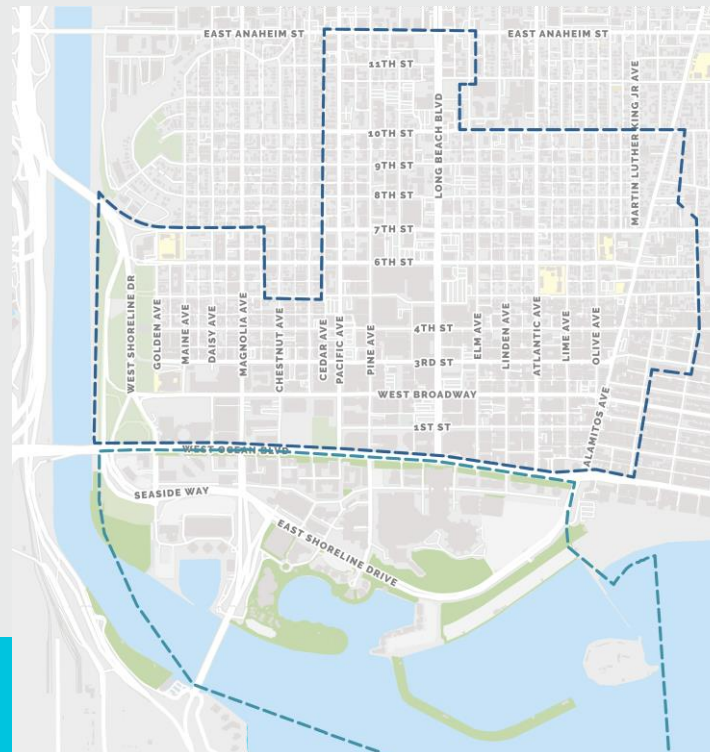
Ensure consistency with recent local and state policy changes (state housing law, conversion to specific plans)



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



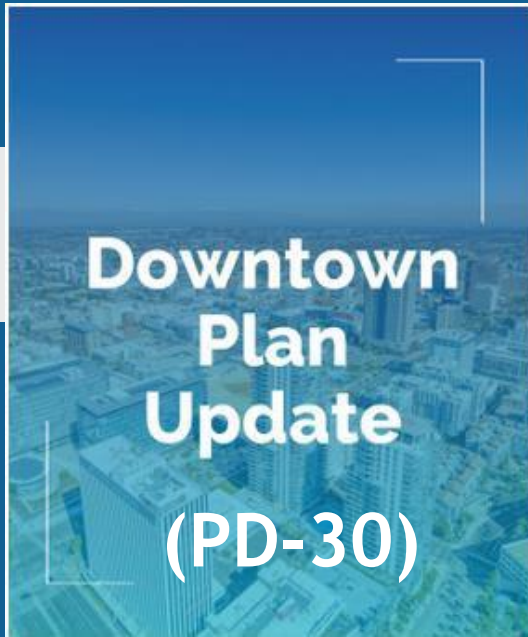
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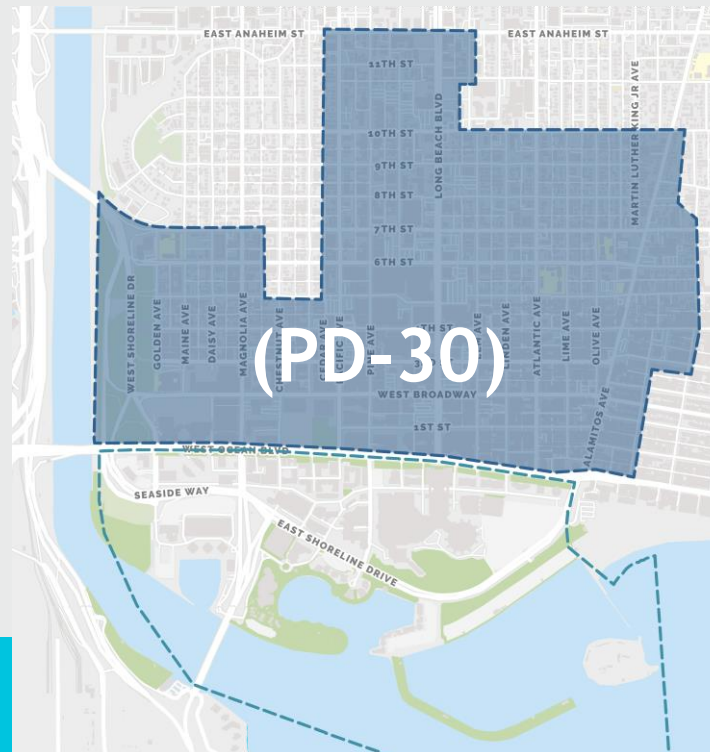
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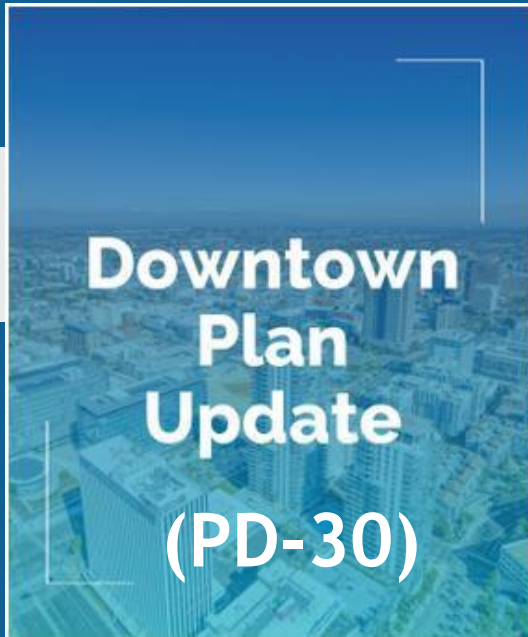
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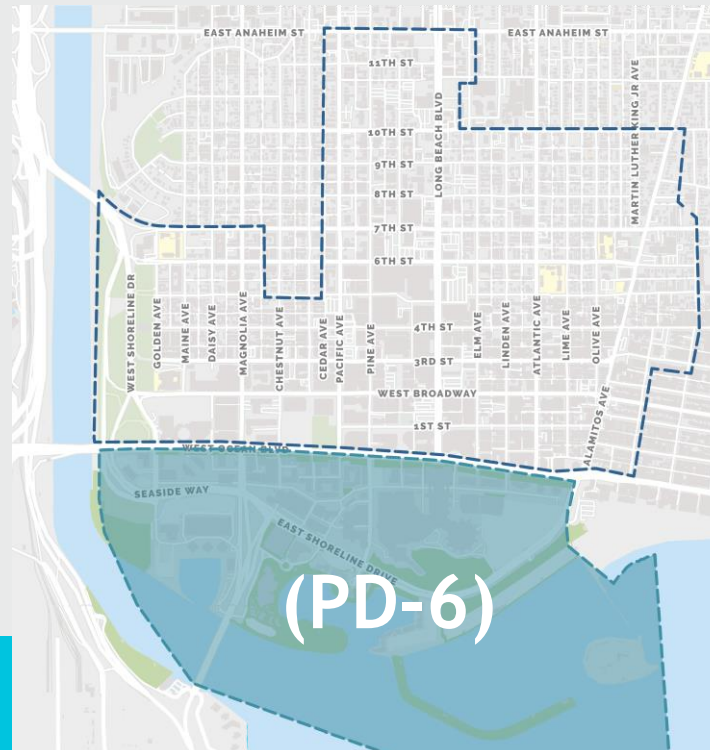
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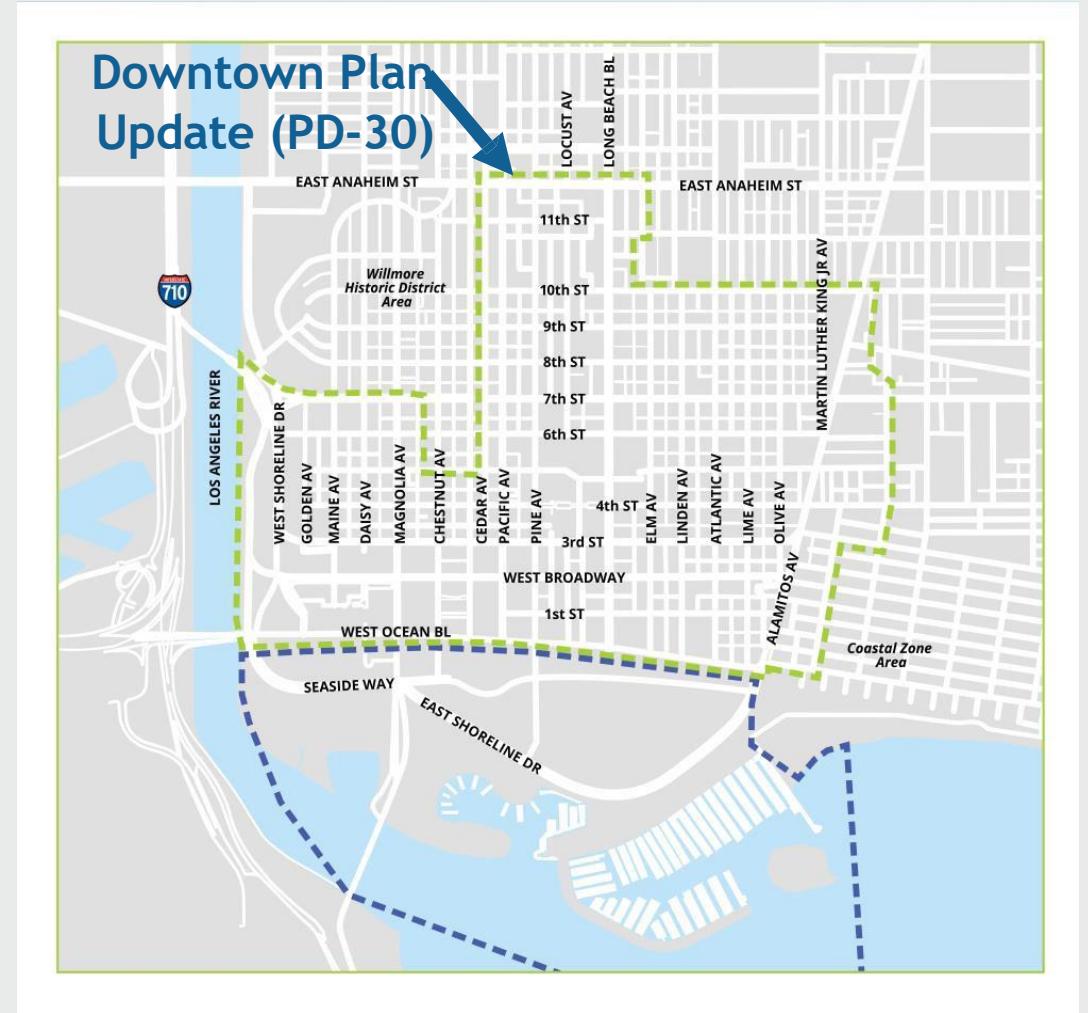
Understanding The Downtown Plan Update

Where are we today with the Downtown (PD-30)?

How has Downtown changed since 2012?

1. **The Downtown Plan**, also known as PD-30, was last updated in 2012 and has resulted in major changes in the 10+ years since this update.
2. **More than 5,000 units of new housing** have been permitted during this time, resulting in many construction projects, new businesses, an updated skyline, and an evolving urban character
3. **Housing affordability and displacement** have also become greater concerns over this time, and there is a need to address a lack of affordable housing and rising rents

What changes in Downtown Long Beach have you witnessed over the last decade?



What is the Future of the Downtown Plan Update?

Update and Improve

the 2012
Downtown Plan

- Modernize regulations
- Promote housing affordability and growth
- Align with the latest policies and other planning efforts
- Adopt a new Specific Plan by **2025**

Deliver a Community-driven Priorities and Standards for the
New Downtown Specific Plan

Existing Downtown Plan Connectivity Network



What is a Specific Plan?

Purpose of a Specific Plan

- Set a plan for the next few decades that incorporates a community-based vision
- Implement the General Plan
- Control what land uses can go in the Downtown
- Modify or replace existing zoning/overlays
- Streamline project review

A Specific Plan will Not and Can Not

- Specify exactly what building should go where
- Force property owners to redevelop their land
- Require or suggest specific buildings be demolished and replaced
- Reduce any parcel's permissible housing density unless the loss is made up elsewhere (state law)



Understanding The Downtown Shoreline Planning Process

Where are we today with the Shoreline (PD-6)?

How Do We Reimagine the Plan for Downtown Shoreline (PD-6)?

1

Establish
Vision Plan

2

Translate vision into
standards
Specific Plan

3

Certify with State
**Local Coastal
Plan**



Why Update the Plan Now?



What is a Vision Plan?



What is a Vision Plan?

Brooklyn, NYC



Auckland, NZ



Long Beach, CA



Paris



0



Why Do We Need a Vision Plan?

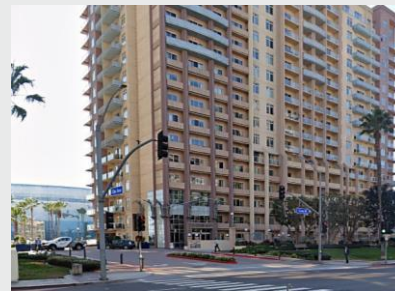
The Downtown Shoreline means different things to different groups

Need for cohesive, updated vision

Many Voices = Many Ideas.



Photo source: LB Convention Ctr



What Will the Visioning Effort Include?

Visioning process major steps:

1. Discovery

- Listening to the broad range of stakeholders
- Assessing existing conditions

2. Imagining the Future

- Establishing a vision statement

3. Illustrating the Vision

- Creating future scenarios that implement the vision statement
- Testing ideas to ensure achievable outcomes

4. The Vision Plan

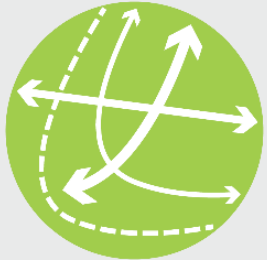
- Identifying a preferred scenario
- Drafting a Vision Plan for Community and City Council consideration

What Will the Visioning Effort Include?



Multi-Dimensional

How do we create a place where long beach locals and visitors want to go?



Connected

How can we make it easy to get there and get around?



Continuous Promenade

How do we create a continuous waterfront experience?



What's right for Long Beach?

What does the community want and need?



Respect & Touch the Water

How do we plan for resiliency?
How do we create opportunities to get in (or next to) the water?



Open to everyone!

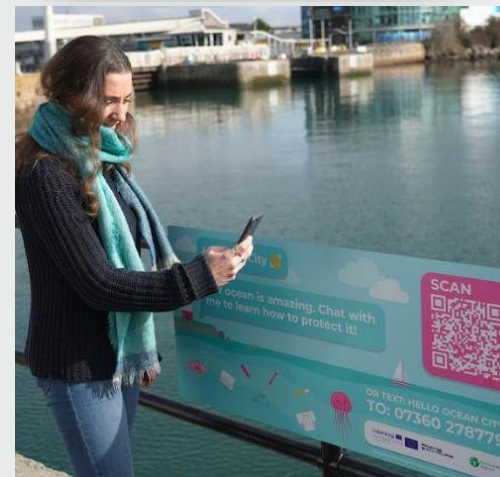
How do we support open public access to the waterfront?

Understanding Outreach

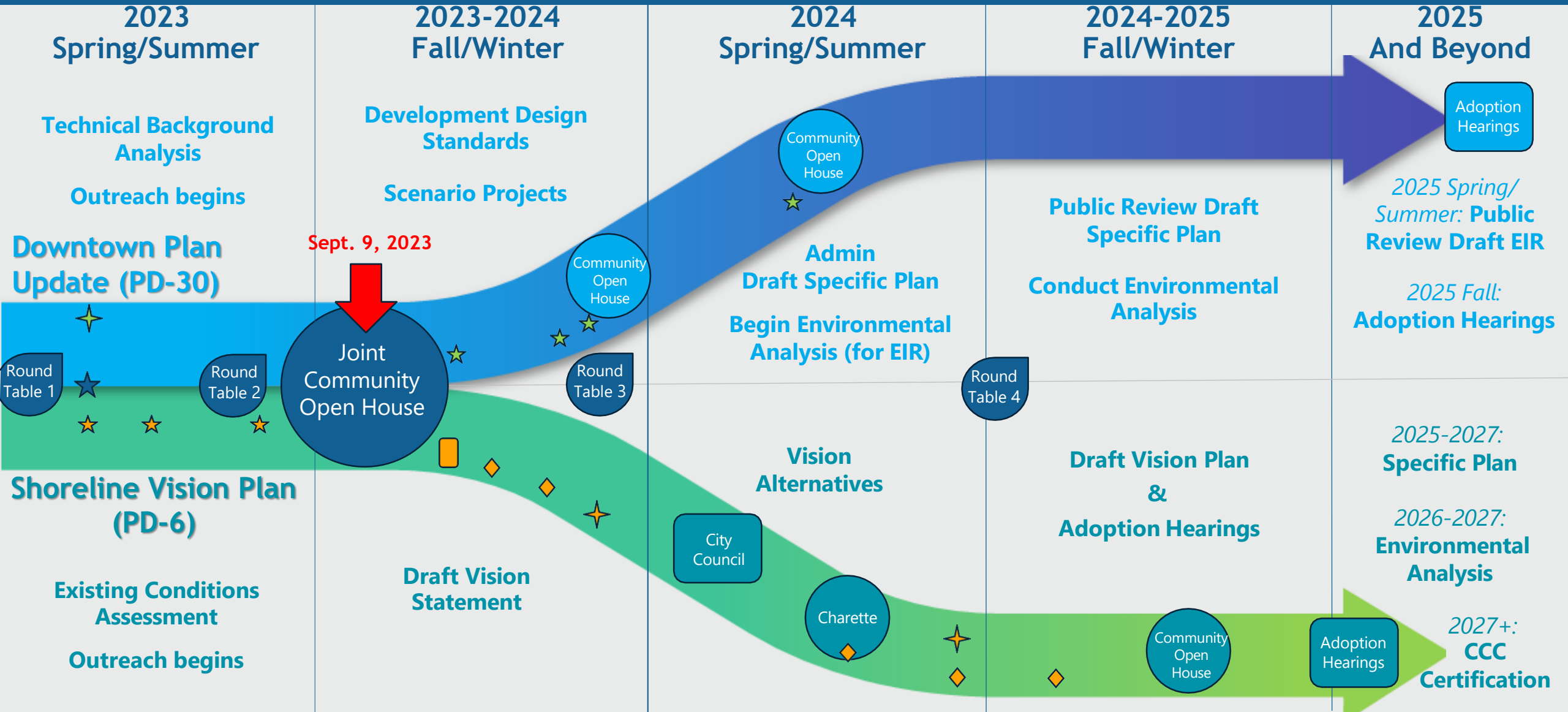
Opportunities to Provide Community Input

Outreach Strategies Overview

- Stakeholder meetings + roundtables
- Pop-ups
- Community workshops
- Walk or bike tour
- Interactive installations
- Advisory committee
- Student + youth workshops
- Surveys
- Mapping activities
- Website + Social media



Project Timelines



- ★ Joint Pop-Up
- ★ PD-30 Pop-Up
- ★ PD-30 Community Survey
- ★ PD-6 Pop-Up
- ★ PD-6 Community Survey
- PD-6 Hello Lamp Post Launch
- ◆ PD-6 Advisory Committee

Learn More About the Downtown Plans:

 [Longbeach.gov/dtlbplan](https://longbeach.gov/dtlbplan)

 DowntownPlan@longbeach.gov

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