

Downtown Plans Subgrantee Engagement and Priorities Summary Report

NOV 2023



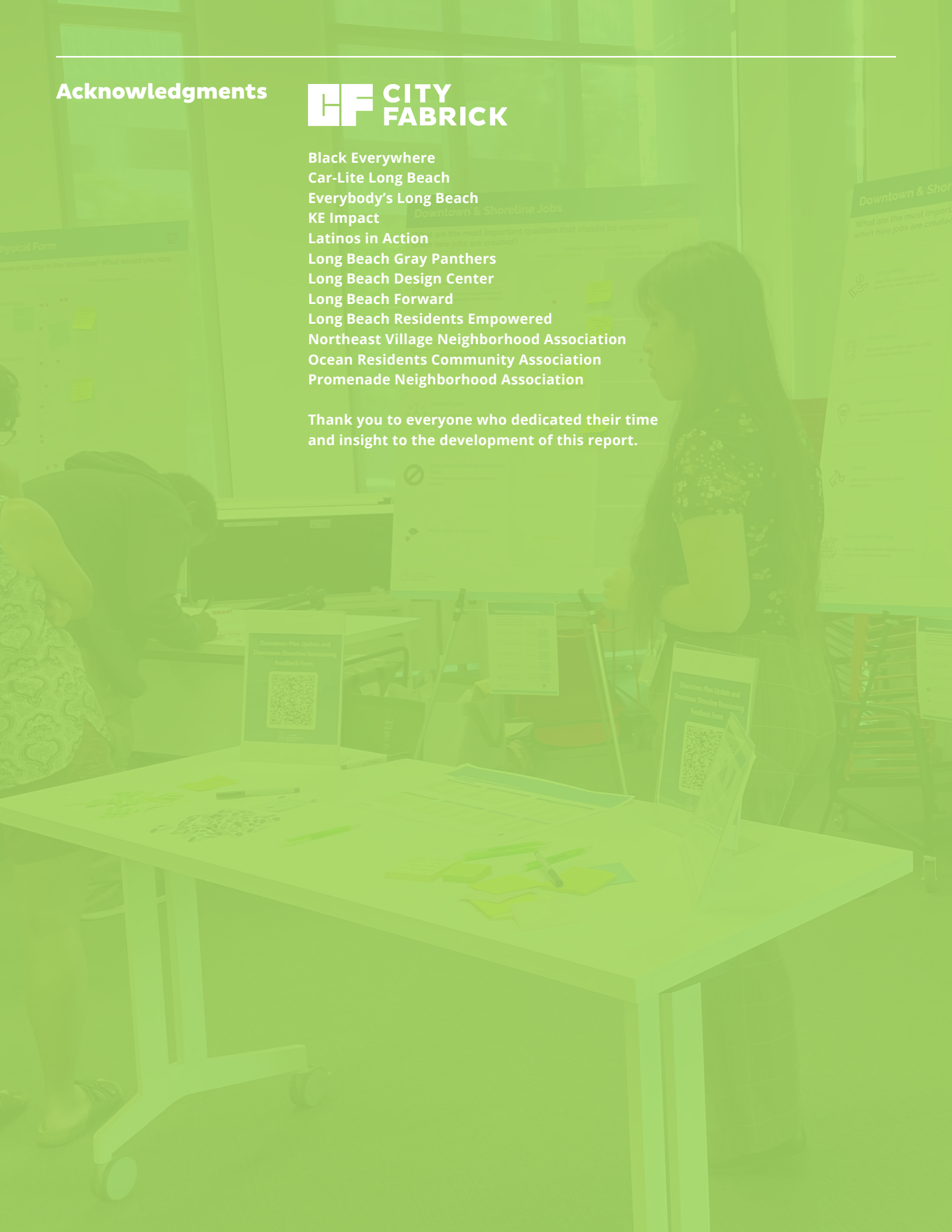
LONG BEACH
COMMUNITY
DEVELOPMENT

Acknowledgments



Black Everywhere
Car-Lite Long Beach
Everybody's Long Beach
KE Impact
Latinos in Action
Long Beach Gray Panthers
Long Beach Design Center
Long Beach Forward
Long Beach Residents Empowered
Northeast Village Neighborhood Association
Ocean Residents Community Association
Promenade Neighborhood Association

Thank you to everyone who dedicated their time
and insight to the development of this report.



Downtown Shoreline Vision Plan (PD-6) and Downtown Plan Update (PD-30) Subgrantee Engagement Summary and Priorities

Introduction

The City of Long Beach (the City) is currently leading two long-range planning efforts for Planned Development Districts 6 and 30, which are also known as the Shoreline and Downtown neighborhoods, respectively.

The Downtown Plan (PD-30) was most recently adopted in 2012 and has resulted in more than 5,000 approved dwelling units, becoming a catalyst for most of the City's housing development in the past decade. The 2012 Downtown Plan also resulted in a new Civic Center as well as other pedestrian and commercial improvements. In 2023, the Downtown Plan is currently being updated and will result in a specific plan, which "bridges the gap" between the goals described in a General Plan and the regulations that implement that plan (i.e., zoning codes, design standards and regulations, capital improvement projects, financing mechanisms, etc.). Similarly, the City's Downtown Shoreline Plan (which covers PD-6) was developed in the 1970s and requires updating due to climate change concerns and related resilience strategies which will help make it a first-class community that is also accessible to all. Like the Downtown Plan, the Downtown Shoreline Plan update will result in an eventual specific plan for PD-6 area. Given that both the Downtown and Shoreline neighborhoods are adjacent to one another and that many members of the public do not distinguish the neighborhoods as separate Downtown communities. The City recognized the importance of coordinating these two planning and outreach efforts. Although each project area possesses unique characteristics that warrant careful consideration, both neighborhoods have a direct influence on one another and have the potential to draw inspiration from recent long-term planning initiatives, particularly those framed around principles of equity. The alignment of these two planning efforts is vital to ensure a cohesive greater Downtown community and the successful execution of these plans.

The City partnered with City Fabrick to help facilitate engagement with local non-profits, neighborhood-based associations and community-based organizations. This was a voluntary collaborative effort aimed at helping to inform the decision-making and

community engagement processes of both Downtown and Shoreline neighborhoods, by helping to inform the priorities for both planning efforts with a community-based lens.

City Fabrick, as well as the subgrantees, gave valuable insight on a local context for community-centered development and a summary of the feedback received during this engagement process can be found in the summarized findings presented in this report.

Joint Public Open House

On September 9, 2023, the City of Long Beach hosted a public Open House at the Billy Jean King Main Library to engage with the community about the revisioning of Downtown Shoreline Vision Plan (PD-6) and the Downtown Plan Update (PD-30). The purpose of the Open House was to actively involve and educate residents about the projects, upcoming opportunities to engage and what kind of impact it can have in their community. The team covered a range of topics that allowed community members to provide feedback around economic development, housing, transportation, open space and cultural resources, as well educational boards on the history of the downtown shoreline area. City staff also recorded a comprehensive video in English and Spanish that outlined the project's goals and capabilities. To ensure inclusivity both at the event and future engagements, interpreters were present, and all materials were translated to help facilitate equal access to the project information. More than 120 community members participated offering valuable feedback that will help to guide the development of both Plans. The feedback received has been prioritized and shared below:

Housing

Community Priority: Housing Affordability & Gentrification

Key Findings and Priorities

1. **No Gentrification and Displacement, Affordable Rents:** Addressing gentrification and displacement of residents is important to the community, emphasizing the necessity for improving housing affordability for existing residents across Downtown. While the 2012 Downtown Plan allowed for luxury, market-rate development to proliferate downtown without safeguards to maintain affordability, community members believe the focus now should be prioritizing affordable housing options for Long Beach residents.
2. **More Housing Options, Missing Middle:** Participants expressed that traditional affordable housing development is still generally inaccessible for many in the Downtown community. With housing affordability being a priority community issue, “accessible housing” that targets the “missing middle” housing market are

desirable by the community. Increasing the housing stock available to existing Downtown residents can help to provide greater options for housing at varying price points.

3. **More Affordable & Supportive Housing:** Participants identified the need for more affordable housing development in vulnerable, high-residential-density communities, including senior housing, transitional/emergency housing and special needs housing. There is an acknowledgment of the City's Inclusionary Housing Ordinance, however, community members expressed that barriers to development include parking minimums, removing FAR limits and permitting fees.
4. **Rent Control and Stabilization:** Downtown residents strongly advocate for rent control and rent stabilization policies driven by the pressing issue of being economically displaced from their homes. The need for rent control is particularly to protect low-income and BIPOC community members living Downtown now or in the future.
5. **Homeownership Opportunities:** Participants expressed the desire to become homeowners and would like to have more affordable options within the Downtown area. Community members are also interested in housing cooperatives and community land trust opportunities for residents. An introduction to rent-to-own programs, providing a pathway to homeownership.

Notable Mentions: Need for greater acceptance of Housing Vouchers, Need to address homelessness through housing development, Need for greater tenant and rent protections, Mixed Use and Adaptive Reuse

Specific Locations for Housing: Washington Neighborhood - 16th and Locust (outside of project areas)

Economic Development

Community Priorities: Existing Industries

1. **Trade Jobs:** Participants believe that trade jobs (carpentry, plumbing, construction, ironworkers) are currently thriving in Downtown.
2. **Post-COVID-19:** Consideration of how office spaces are harder to occupy post-COVID-19 and as corporations embrace telecommuting and work from home.

Community Priorities: Desired Industries

1. **Essential Jobs for the Community:** Essential service jobs are highly desirable by the community, including industries such as groceries/healthy markets, healthcare/clinics/hospitals, technology and jobs that generally offer a greater living wage.
2. **Workforce Development:** Participants desire to see more workforce development opportunities to gain training and experience in trades such as carpentry, plumbing, and ironwork in construction.
3. **Entrepreneurialism:** Participants have expressed the desire for more opportunities to operationalize their home businesses, support for small businesses and job training and internships for youth and older adults.

Notable Mentions: Government jobs for community members, Affordable coworking options, Design spaces for flexibility between residential and office space, Support Unions to protect BIPOC workers

Open Space & Cultural Resources

Community Priorities: Parks and Open Spaces

1. **More Parks & Open Space in Downtown:** Participants want to see the development of more parks and open space for Downtown residents. Given the limited land area, creative alternatives to open space must be considered, such as pocket parks, community gardens, rooftop gardens, street conversions, park expansions, quasi-public spaces/POPOs and other non-traditional types of open space. Additionally, existing parks and open spaces require greater accessibility and diversity of programming.
2. **Urban Forestry:** Participants saw streets as opportunities for expanding access to open space, desiring shade-providing street tree that are well-maintained. The types of tree species are important.
3. **Open Space Connectivity:** Participants want there to be greater accessibility to existing parks and open spaces for all modes of travel.
4. **Programming and Activities:** Activities such as soccer, community gathering spaces, community gardens, youth education, technology and natural

environments are desirable activities and programs to incorporate at existing and future parks and open spaces.

- 5. Pedestrian Safety:** Contributing to the lack of open space connectivity is the overall sense of safety, particularly during nighttime and low light conditions.

Site-Specific Comments:

- Washington neighborhood (outside of project area; mentioned 6 times)
- Northeast of Alamitos and south of Broadway
- Pine and Ocean
- 3rd Street to 7th Street
- Seaside

Community Priorities: Existing Cultural and Community Assets

- 1. Existing Parks & Open Spaces:** Overwhelmingly, participants shared that the most important community and cultural assets in the neighborhood are the existing parks and open spaces. Drake Park and Cesar Chavez Park are seen as important areas for Downtown residents and youth, and greater access to the ocean and shoreline are important.
- 2. Schools, Cultural, and Historic Landmarks:** Other cultural and community assets, such as the local schools, Shoreline Aquatic Park, Victory Park, First Congregational Church, and the Bembridge House, are all valued in the community. Improving access to these existing spaces is important for residents.

Notable Mentions: Residential areas and maintaining affordability to remain in the neighborhood, food and restaurants, the docking area in the marina

Site-Specific Comments:

- Drake Park
- Cesar Chavez Park
- Bembridge House
- First Congressional Church
- Shoreline Acoustic Park
- Victory Park

Community Priorities: Desired Cultural and Community Assets

1. **More Spaces for Multigenerational, Cultural, Educational, and Social Programs:** Participants expressed the desire for physical places within Downtown where cultural programming and social gatherings can occur. These spaces are to be designed for various multigenerational, cultural and educational programs.
2. **Street & Sidewalk Activation and Private-Public Spaces:** While there are existing spaces (parks, beaches, historical sites) where these programs already occur, community members also saw streets and sidewalks as opportunities for gathering spaces and programming. Restaurants and cafes are also desirable gathering spaces for the Downtown community.
3. **Programming Partnerships:** Participants shared the importance of community groups, local organizations, and businesses that already work to activate and beautify Downtown. Consider improving access to formalizing partnerships with the City of Long Beach to activate existing and future gathering spaces. Allow for street vending and spaces for small business, and public art.
4. **Accessibility & Mobility:** Improve pedestrian access and mobility to existing and future community gathering spaces and other cultural destinations. Must incorporate ADA accessibility in all aspects of design and programming. Improve the overall cleanliness and maintenance of the public realm, considering street trees and public restrooms.

Site-Specific Comments:

- Cesar Chavez Park
- Bembridge House

Mobility

Community Priorities: Transportation Network

1. **Pedestrian Priority:** Improving the safety and accessibility for pedestrians is the greatest priority for community members. This includes improving sidewalk conditions with street trees and public seating. There are several key areas and corridors that community members identified as areas of pedestrian conflict. Several community members also saw the opportunity to transform streets into spaces for people. ADA accessibility was also mentioned as a priority consideration.

2. **Bicycle and Transit Priority:** Community members also shared their desire for a more bicycle and transit-friendly downtown, considering opportunities to expand the existing transportation network (including the shuttle) to accommodate for greater access and safety. There are several key areas and corridors that community members identified as areas of pedestrian conflict.
3. **Unsafe Driving Behaviors:** Participants shared that there are many unsafe driving conditions (including by bus drivers and transit operators), lowering the safety of other road users.

Site-Specific Comments:

- Along Anaheim St (outside of the project area)
- 7th + 6th Streets adjacent to 710 and through to LB Blvd
- By aquarium, seaside, shoreline, locust, & boats
- Transit Mall
- Fourth Street
- Broadway
- Shoreline/Alamitos
- Along Alamitos
- Along Atlantic
- Along Broadway
- 8th & Pacific
- Along Pine from Broadway to 6th
- Along 1st Street from Long Beach to Alamitos"
- 11th & Magnolia
- Broadway
- Ocean & Alamitos
- 7th Street between 710 and Pacific Ave
- Ocean Pine Shoreline
- Long Beach & PCH
- Pine Avenue from 1st to 6th Streets

Long Beach Forward and LiBRE Open House

Long Beach Forward and Long Beach Residents Empowered (LiBRE) hosted a community event at the First Congregational Church where they were able to collect community input, data, and different perspectives on the future developments of the Downtown Long Beach area. To ensure accessibility in the engagement, Spanish translation, childcare services and refreshments were offered during the event. The

event began with a presentation and video by the City of Long Beach Staff that displayed the importance of the Downtown Plan Update, as well as the historical context of Downtown and the effects of the previous plan which brought various new developments but led to the displacement of various low-income residents of color. The second portion of the event was an open house style, where attendees were able to engage with interactive boards and share their ideas, concerns and feedback regarding topics of Economic Development, Housing, Transportation, Parks, Open Space and Cultural Resources. 38 community members attended the event, which included a mix of youth and senior citizens. Some of the key takeaways from the data collected from engagement are that community members want to see more open green spaces, community gardens, public spaces for gatherings, grocery stores, parking, affordable housing and safe/secure encampments for the unsheltered off of city streets. They have expressed concerns about general safety and sanitation needs throughout the Downtown Long Beach area, as well as providing input on ways to improve safety within public transportation by providing shade, lighting, better seating and a potential emergency alert system that is easily accessible. Lastly, there was a lot of conversation and input about improving or enhancing Cesar Chavez Park/Area. Overall, the event was extremely successful, with quality data collected from community members who live, work and play in DTLB.

Open Space & Cultural Resources

Community Priorities: Locations for Parks and Open Spaces

1. **Open Space for Residents:** Community members expressed the need for more open space in residential areas, particularly near the northern areas near and along Anaheim, 3rd & Magnolia area, 4th and Atlantic area, as well as along Pine, Locust, and Elm from 4th Street to Anaheim

Community Priorities: Park and Open Space Amenities and Development

1. **New and Existing Open Spaces:** Community members saw it as a top priority to develop opportunities for greater parks and open space within the project area. Some respondents would like to see a sizable park space added to the park network, while many understand the built-out conditions of the neighborhood. They are interested in exploring transforming vacant lots, parking lots, parking spaces (parklets) and streets as opportunities for community events.
2. **Desirable Amenities:** For both new and existing parks, community members shared that they desired parks and open spaces that are well-shaded with trees, lawns and green spaces, community/emergency centers, gathering spaces,

pools, playgrounds, cultural and art programs/museums, gardening ziplining, water fountains and parking. Community members generally want more spaces for cultural gathering spaces and programs, access to nature and spaces that accommodate a variety of users.

3. **Existing Parks & Open Spaces:** Existing parks, such as Cesar Chavez Park, Drake Park and Lincoln Park have opportunities for continued improvements to accommodate a greater variety of park users.

Community Priorities: Important Cultural Assets

1. **Existing Parks and Open Spaces:** Existing parks and open spaces, such as Cesar Chavez Park and the Promenade, are important to the community and there is a desire more gathering spaces.
2. **Farmers Market:** The downtown Long Beach farmers market is another important cultural asset in the community as it is a space for social activity, commerce, and access to healthy food.

Notable Mentions: Downtown residents themselves (diversity and capacity), Businesses along Pine Avenue, art & culture shows, and street vendors.

Community Priorities: Desired Cultural Assets

1. **Community Gathering Spaces:** Community gathering spaces, such as parks, open spaces, and community gardens, are highly desired by the participants. These can take the form as mini-parks and rooftop parks, and consider joint use with LBUSD to expand community access to school facilities.
2. **Enhance Existing Spaces:** Participants expressed the desire to enhance existing public spaces, such as Cesar Chavez Park, Santa Cruz Park, beaches and ocean, and community gardens. They desire more green areas, maintenance, mature shade-providing trees, seating and a swimming pool.

Notable Mentions: Grocery stores, emergency rooms and hospitals

Mobility

Community Priorities: Active Transportation Network

1. **Areas of Concern & Opportunity:** The following areas have been identified as priority locations for general pedestrian, bicyclist, and transit rider safety and accessibility improvements, in order of frequency:

Primary Streets:

- Pacific Avenue
- Alamitos Avenue
- Ocean Avenue
- Pine Avenue
- Fourth Street
- Anaheim Street
- Cedar Street
- Long Beach Boulevard
- 6th Street exit off the freeway
- 10th Street from Pacific to Ximeno
- Atlantic Avenue
- Magnolia Avenue
- Third Street
- First Street
- Shoreline Drive
- Broadway
- Residential areas

Intersections:

- First & Magnolia
- Alamitos & Ocean

Community Priorities: Pedestrian Network

2. **Areas of Concern & Opportunity:** The following areas have been identified as priority locations for pedestrian safety and accessibility improvements:

- Around 10th Street
- Anaheim Street
- Cedar Street
- Pine Ave
- Pacific Ave
- Long Beach Boulevard
- 6th Street exit off the freeway
- Shoreline
- Broadway

- Residential areas
- Alamitos
- 4th Street
- Pacific Avenue

3. Barriers to Pedestrian Accessibility and Safety: Participants expressed various challenges related to pedestrian accessibility and safety. Generally, people desired to see pedestrian scale lighting, slower vehicle and scooter traffic, longer crossing times, and construction not limiting access on sidewalks

Community Priorities: Bicyclist Network

1. **Areas of Concern & Opportunity:** The following areas have been identified as priority locations for bicyclist safety and accessibility improvements:
 - Broadway
 - 3rd Street
 - 4th Street
 - 5th Street
 - North-south streets
2. **Connecting to the Network:** Participants expressed the importance of any future bicycle projects connecting to the larger bicycle network, with protected bike lanes preferred.

Notable Mentions: Concern of fast-moving scooters on sidewalks, More bike share, Broadway bike lanes dangerous cars can't see

Community Priorities: Transit Network

1. **Areas of Concern & Opportunity:** The following areas have been identified as priority locations for transit safety and accessibility improvements:
 - First Street (Transit Mall)
 - Pine Avenue - bus only lanes
 - Long Beach Blvd
 - 3rd & Pine
 - 6th & Pine
2. **Long Beach Shuttle:** Community members expressed support for free shuttle service, LB Circuit and desired an expansion of this micro-transit program. They also supported bringing back the free Long Beach Passport bus as well.

Notable Mentions: More buses during school time, bigger buses, implementing Blue Line First Last Mile Plan

Community Priorities: Transit Access

1. **Improving Transit Access & Use:** When asked about what can improve transit stops and overall transit experience, participants expressed the desire for transit shelters that provide shade, more frequent buses, and pedestrian lighting at stops.
2. **Additional Priorities:** Participants also desired well-maintained bus stops and buses, suggesting trash cans and regular clean-ups. An emergency alert system (and other security measures) were also identified as a community need to enhance the overall sense of safety. Adding benches at bus stops as well as comfortable/enough seating on the bus itself is also a desire.

Notable Mentions: Easy to read bus schedules, plants, stop anti-homeless measures

Community Priorities: Vehicle Access

1. **Parking Demand:** Participants shared the need for more parking near the Long Beach Courthouse (3rd and Chestnut), but a general desire for more parking everywhere where there are residents.
2. **Unsafe Driver Behavior:** Participants expressed that traffic safety for pedestrians and bicyclists is challenged by unsafe driving behaviors, such as speeding, particularly at major conflict zones. Improving the safety of all road users should be prioritized.

Notable Mentions: EV chargers north of 6th Street

Economic Development

Community Priorities: Existing Industries

1. **Government Jobs:** Participants believe that government jobs in transportation and parks and recreation are successful.
2. **Other Jobs:** Participants also identified jobs in food, in-home health care, and childcare as successful.

Notable Mentions: Questioning/doubt as to if gyms are thriving despite numerous locations opening in the downtown recently.

Community Priorities: Desired Industries

1. **Upward Mobility:** Participants shared their desire to live and work in Downtown, earning fair wages to be able to thrive. Important qualities also include local hiring, training and education, and senior focused businesses.
2. **Jobs for the Community:** Participants desired jobs related to essential services (markets), government (transportation and police), design and engineering, and robot delivery. An economic center was also identified as a need in the community.
3. **Notable Mentions:** Resource centers and unions

Housing

Community Priority: Housing Affordability & Gentrification

Key Findings and Priorities

1. **Supporting the Unhoused Population:** Many participants understand that addressing homelessness must involve tailored supportive services, emergency and transitional housing, homeless shelters and anti-displacement measures.
2. **More Housing Options, Missing Middle:** Participants expressed that traditional affordable housing development is still generally inaccessible for many in the Downtown community. With housing affordability being a priority community issue, “accessible housing” that targets the “missing middle” housing market are desirable by the community. Increasing the housing stock available to existing Downtown residents can help to provide greater options for housing at varying price points.
3. **More Affordable Housing & Other Housing Options:** Participants identified the need for more affordable housing development near 3rd and Magnolia, Anaheim Street, and from 6th to 11th streets (northern portion of PD-30). Community members also expressed the desire for more housing development in general to support existing and future demand.

Miscellaneous: No fast food, supermarkets, security (for housing), “affordable” is not really affordable, cooling centers, and addressing the issue of homelessness,

Long Beach Forward Survey Data Results

Mobility

Community Priority: Complete Streets

1. **More Safe Complete Streets:** Participants expressed the desire to expand and improve bus, bike lanes and sidewalks to allow equal access and mobility for all modes of transportation. Improving safety measures on the A-Line would improve access to Downtown by more citywide residents.
2. **Improving Transit Stops:** Participants would be more inclined to use bus transit if bus stops were better maintained and had better amenities like shade, trash bins, signage and proper benches.
3. **Better Public Transit Frequency:** Participants would be more inclined to use public transit if it was available more frequently in Downtown.
4. **More Parklets:** Participants would like to see local thriving restaurants have parklets instead of parking in Downtown.

Community Priority: Parking

1. **Areas of Concern & Opportunity:** The following areas have been identified as priority locations for general parking, in order of frequency:

Primary Streets:

- 6th Street
- 2nd Street

Economic Development

Community Priority: Upward Mobility

1. **Livable Wages:** Participants expressed that all new jobs in Downtown should provide livable wages that reflect the cost of living and be accessible to Long

Beach residents. They would also like to see more opportunities for career advancements, especially for residents who are early in their careers, and a priority to local businesses to commercial spaces.

Community Priorities: Existing Industries

1. **Neighborhood Serving Commercial:** Participants believe that mom-and-pop retail, local restaurants and cultural businesses are thriving in Downtown.

Community Priorities: Desired Industries

1. **Expansion of Food Markets:** Participants would like to see more locally owned food markets in the Downtown.

Housing

Community Priority: Anti-Displacement

1. **Rent Control and Tenant Protections:** Participants expressed the need for rent control in Downtown as well as eviction protections for those being outpriced by the current market. They would like to see the development of more high-density affordable housing, especially near transit stops or along transit corridors.

Open Space & Cultural Resources

Community Priority: Open Space Network

1. **More Public Green Space:** Participants would stay longer in Shoreline if there was more public green space accessible to the community. They would also like to see the activation of Shoreline by having more events and programs that are open to the public. The addition of more restaurants and bars, more shade structures or shade trees, and better access to the water would entice participants to stay longer.
2. **Expand Open Space:** Participants would like to prioritize the expansion of open space in Shoreline to further enhance the community. They would also like to promote the development of more affordable housing, improve mobility options and improve climate readiness for Shoreline.
3. **Activating Shoreline:** Participants would like to see more events in the Shoreline area that are hosted by local organizations, as well as having live

musical performances. The addition of more farmer markets, and biking and skating events would help activate Shoreline.

Car-Lite Long Beach

Car-Lite Long Beach created a transportation survey to help fill in the gaps in data not accessible to the consultant teams as well as aid in the development of the PD-6 and PD-30 plans by engaging with hard-to-reach populations within the project areas. The survey that was created by Car-Lite Long Beach ran from September 24, 2023, to December 15, 2023, and was accessible to anyone living within the City of Long Beach, the survey was also available to be taken online in both English and Spanish to ensure equitable accessibility. The team received a total of 95 respondents who provided input to the survey. The survey was promoted and accessible through social media as well as in-person events attended by Car-Lite Long Beach through the use of QR codes.

The following in-person events attended by Car-Lite Long Beach include:

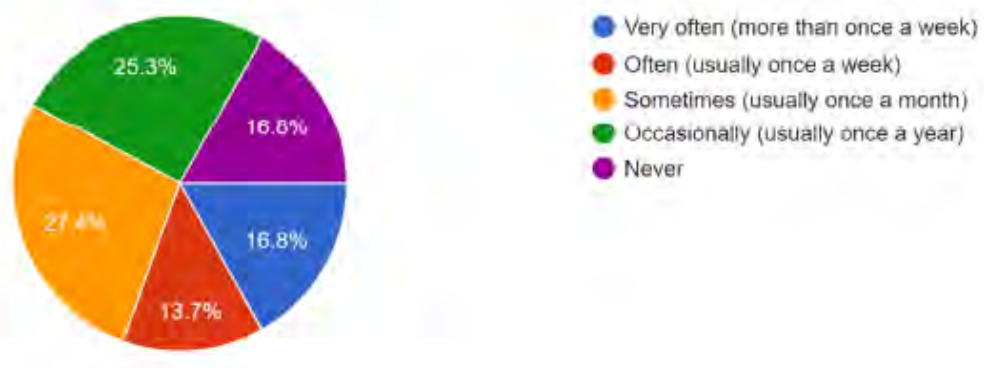
- Safe streets presentation for Washington Neighborhood Association (9/28)
- Bike lane cleanup along the beach path (9/30)
- Bike lane cleanup on Orange Ave (10/21)
- Bike lane cleanup at MLK Park (11/18)

Overall, most respondents were infrequent transit riders but were frequent bike/scooter users. They did not visit the Shoreline area often, but were frequent visitors to Downtown. Respondents also self-reported as "being predominantly male and white most respondents reported as living in the 90802 zip code, which covers both the Downtown and Shoreline areas.

Public Transit

How often do you take public transit?

95 responses



Rank how strongly you agree or disagree with the following statements for the Downtown/Shoreline areas?

Statement	Agree (“Agree” + “Strongly Agree”)	Neutral	Disagree (“Disagree” + “Strongly Disagree”)
I would take transit more often if the priorities above were addressed	73%	22%	5%
I would take transit if it ran more frequently	79%	17%	4%
I would take transit if it ran later into the night	61%	23%	16%
I would take transit if it didn’t get stopped in traffic	68%	24%	7%
I would take transit if I knew it had to pay for parking	44%	36%	20%
Within Downtown/Shoreline, I would choose bus lanes/transit improvements over space for parked cars	78%	7%	15%

Community Priorities: Public Transit

- 1. Boosting Public Transit Frequency:** The greatest incentive for participants to use transit instead of cars is the frequency of buses in Downtown and Shoreline. The second-most attractive incentive is a dedicated bus lane or bus rapid transit.
- 2. Transit Stop Improvements:** Participants shared that enhancing cleanliness, installing additional bus shelters and shade trees, and implementing dedicated

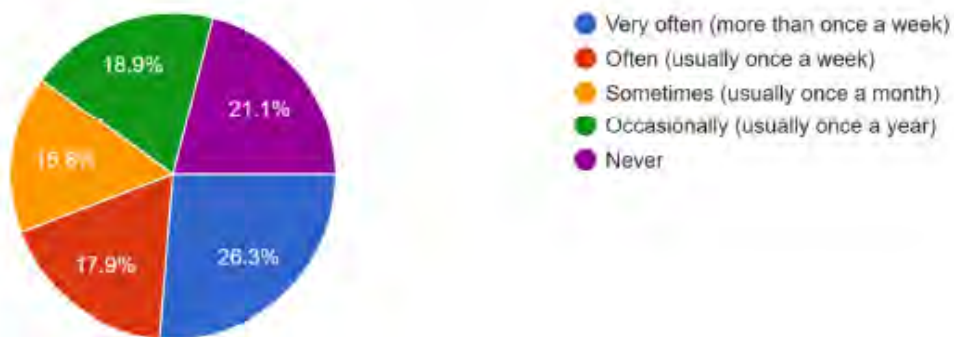
bus lanes in both Downtown and Shoreline will enhance access to public transit for community members.

3. **Enhance Bus Lanes and Transit Improvements:** 78% of participants emphasize on prioritizing public transportation infrastructure rather than parking facilities. Community members feel the need for enhanced safety improvements at bus stops which include the installation of additional lighting, secure bike parking and improved handicap accessibility.

Bikes and E-scooters

How often do you bike or ride an e-scooter downtown or in the shoreline area of Long Beach?

95 responses



Rank how strongly you agree or disagree with the following statements for the Downtown/Shoreline areas?

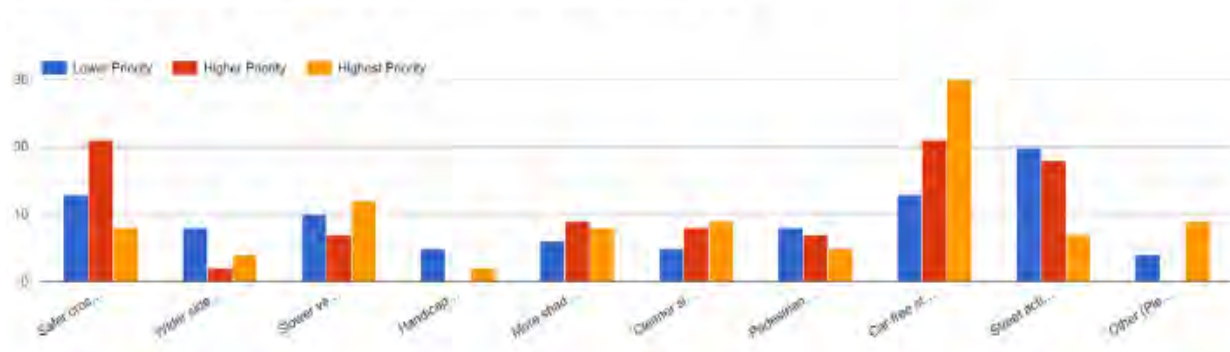
Statement	% Agree (“Agree” + “Strongly Agree”)	% Neutral	% Disagree (“Disagree” + “Strongly Disagree”)
I would bike/scooter more often if the priorities above were addressed	84	14	2
I would bike/scooter if I knew I had to pay for parking my car	46	32	22
I would bike/scooter if I felt safer	92	7	1
I would bike/scooter if I had access to a bike or scooter close to my house	40	40	20
I would bike/scooter if I knew how	20	48	32
Within Downtown/Shoreline, I would choose protected bike lanes over space for parked cars	84	5	11

Community Priorities: Bikes and E-scooters

- 1. Improved Bike Infrastructure:** Participants want to see enhancements such as protected bike lanes and intersections that enhance the accessibility and safety of bike riders. Community members would also like to see car-free streets, and prioritize protected bike lanes over spaces for parked cars.
- 2. More Bike Parking/Lockers:** Participants would like to see increased bicycle parking and lockers in Downtown and Shoreline, particularly in key areas such as the Pike, the Aquarium, Pine Avenue and the Beach.

Walkability

What should be prioritized for pedestrians in our Downtown/Shoreline areas? (Rank your top 3)



Statement	% Agree (“Agree” + “Strongly Agree”)	% Neutral	% Disagree (“Disagree” + “Strongly Disagree”)
I would walk more often if the priorities above were addressed	91	8	1
I would walk if I knew I had to pay for parking my car	46	36	18
I would walk more if I felt safer from cars	73	18	9
Within Downtown/Shoreline, I would choose pedestrian improvements (wider sidewalks, shade trees, public art) over space for parked cars	83	8	8

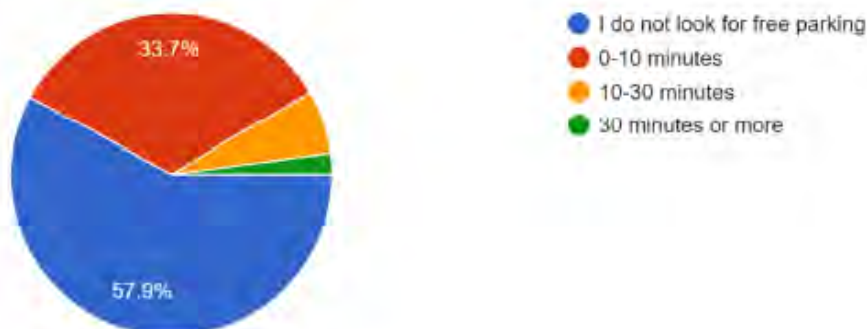
Community Priorities: Walkability

1. **Increase Street Activity:** Participants would like to see a more active Downtown with more street vendors, food markets and community events to create better community cohesion and make it safer.
2. **Barriers to Pedestrian Accessibility and Safety:** Participants shared various challenges related to pedestrian accessibility and safety. People desired to see improvements in intersections, wider sidewalks, streetscape and traffic calming.
3. **Car-Free Streets:** Participants shared that they would like to see Downtown implement car-free areas that will help increase pedestrian mobility and efficient structural placement.

Parking

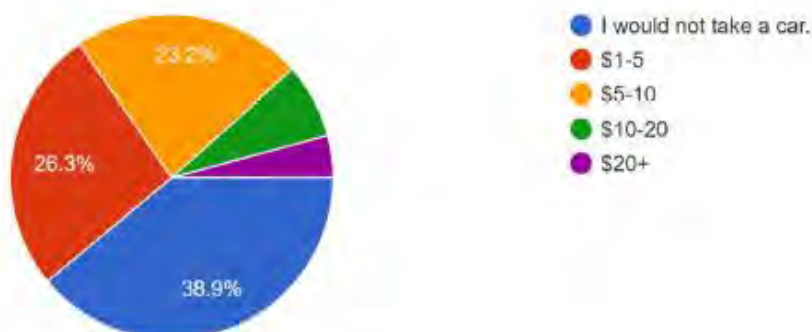
How long do you generally spend looking for free parking while in the downtown/shoreline?

95 responses



What is the most you would pay for a parking space that is right in front of your destination and no other free parking is available nearby?

95 responses



Community Priorities: Parking

1. **Pricing Parking:** More than half of the participants shared that paying for parking is not the barrier to finding parking. Of those participants who are willing to pay for parking, about a quarter of participants are willing to pay up to \$5, while about another quarter is willing to pay up to \$10 per parking in Downtown. Of the people that do drive around looking for free parking, most find parking in 10 minutes or less.

Everybody's Long Beach

Everybody's Long Beach hosted a "Citizen Roundtable" on December 12, 2023, for Long Beach residents to be civically engaged with the Downtown Plan and Shoreline Vision Plan. Everybody's Long Beach designed the program to be a collaborative, safe space as emphasized by the seating arrangement and venue "The Grey" located in the heart of Downtown Long Beach. The open comment format paved for a productive conversation throughout the hour-and-a-half period. Participants discussed an array of topics, guided by themes laid out at September's PD 6 + PD 30 Open House, including Housing, Economic Development, Parks and Open Space, and Mobility. Feedback was tracked through dedicated and live notetaking. The accompanying feedback elaborates on and recommends targeted policies to address the issues discussed. The event also hosted local organizations SunriseLB and Abundant Housing LA as resource partners to educate attendants on their mission and work across Long Beach. Catering and refreshments were also available to participants.

Open Space & Cultural Resources

- Community groups and neighborhood associations, such as AOC7 and Project Dignity, spoke of the difficulty in organizing a community event due to the complicated system in place and the lack of clear permitting. Improving this process for hosting cultural and community events would ease the ability for the community to program public spaces.
- Long Beach lacks third spaces and shared places for people to foster a sense of community. Areas intended for this are solemnly activated when community events are taking place.
- People (and businesses) love parklets! They were a bright spot coming out of the pandemic and various neighborhoods are seeing high interest in them. Unfortunately, for businesses, the application process for them is complicated and it's expensive to design and rent them. Some neighbors also complained about the occasional narrowing of sidewalks when parklets are built and gated. The sidewalk on Ocean and Linden is an example of this.

Suggestions:

Standardization and clear guidelines. Neighborhood associations would benefit from toolkits on hosting community events and local traffic control options, while business would appreciate an updated version of the 2017 parklet handbook. The Downtown and Shoreline Vision plans could standardize parklet design options and construction

materials. These would lower the entry barrier and streamline the costly permitting process.

Accessibility

- “Safety,” “transit,” and “living around community/family” were the three most important factors when searching for potential housing, according to our survey respondents.
- A variety of barriers prevent Long Beach residents from buying a home. The most common barrier we heard was by far “saving for a down payment.”
- Even though parking guidelines have been lowered statewide, as with AB 2097, developers choose not to adapt to them and instead continue building an excess amount of parking. This was recently shown in the Mosaic project’s proposed 1,400 parking spots despite only building 900 residential units and being located in a High-Quality Transit Corridor.

Suggestions:

Parking mandate reform. A lot of the issues regarding accessibility are a consequence of car dependency and lack of transit options. The 2012 Downtown Plan made strides in lowering parking mandates across Downtown, further supported by statewide policy, and we strongly encourage the new plans to build on these reforms. An innovative approach would be for the City to consider parking maximums near transit areas and business corridors.

Economic Development

- High turnover rates for small businesses are concerning and point to a failure in supporting local storefronts.
- If housing costs were lower, residents most commonly stated they would spend more on “groceries,” “eating out,” and “debt payments.”
- Design guidelines are often too restrictive in what’s permitted with arbitrary reasoning that often comes down to neighborhood character concerns.

Suggestions:

Mixed-use development and functional design. Neighborhoods with high density and walkability rates, such as the East Village, have an easier time attracting customer traffic and maintaining

storefronts. Densifying commercial areas through mixed-use projects could be a potent mechanism for activation and financial sustainability. Additionally, design guidelines should include functional components and reasoning to them.

Housing

- Citizens—and the City—are conscious that the previous Plan has caused a tangible and noticeable level of displacement. As a city of majority renters, tenants see a failure by the city to address rent hikes and prioritize tenant protections.
- Gentrification can mean a lot of things to a lot of different people. That's why we asked our survey respondents what it meant to them and got a common definition: Displacement occurs when residents are forced to move due to unaffordability, economic stress, evictions, or rising costs.
- Diverging views on inclusionary housing: "Ordinances encourage affordable housing production" vs. "inclusionary housing is a tax on developers."
- Downtown Residents do not want RHNA-led affordable housing development to be purely concentrated in DTLB. The RHNA process will be a success if construction should be equitably distributed across the city and other areas do their fair share.

Suggestions:

Be ambitious on housing. The public support for an abundance agenda on housing is there if officials decide to pursue it. This rezoning cycle presents an opportunity to get multi-family, mixed-used, ADU, and other types of housing across DTLB. There is no reason any area in Downtown should only see single-family growth. Inclusionary ordinances should strike a right balance that can simultaneously encourage market rate production and affordable housing.

Shoreline

- Locals do not willingly spend leisure time in Shoreline Village. The area feels disconnected from DTLB, with its tourist-oriented economy and stark lack of public amenities.
- A common hindrance to visiting Shoreline are mobility issues that arise due to a lack of pedestrian infrastructure and alternative modes of transportation.
- Proposals for residential-use in Shoreline Village should emulate existing examples, such as Baltimore's process to construct residential towers on its Inner Harborplace."

Suggestions:

Make Shoreline Village a true third place. This could be pursued through better connectivity between Shoreline and Alamitos Beach, achieved by removing the gate that separates them. Green spaces shouldn't just be placeholders in between parking lots. A grid of connected, protected bike lanes can harness the area's great potential for cyclists and car-free living. The Vision Plan can lay the foundation for a vibrant, walkable Shoreline while fostering its cultural significance and keeping it a major destination for locals and tourists alike.

KE Impact

On December 9, 2023, KE Impact hosted a neighborhood walk audit in the North Pine neighborhood. The neighborhood walk audit started and ended at the Saints and Sinners Bakeshop, located at 595 Pine Avenue, where the audit participants were given coffee and pastries. Following a presentation outlining the Downtown Plans and additional opportunities to engage, KE Impact led a total of ten community participants, one professional interpreter for English-Spanish interpretation, and eight staff and interns from KE Impact, City Fabrick, Gruen Associates and Long Beach Department of Community Development. At the end of the event, each participant was given a \$20 Vons gift card to value their time and input. A basic demographic breakdown of the 10 community participants is as follows:

White	60%
Black	20%
Latinx	10%
Asian	10%

Female	80%
Male	20%

30-39	30%
60-69	20%
70-79	30%
80 and over	20%

90802	60%
90813	40%

Racially, this group of community participants is not representative of Downtown's racial composition, which is majority people of color. It is, however, important to note that one participant (10%) has disabilities and uses a wheelchair, and she offered critical input on getting around. The route of the neighborhood audit was approximately one mile long, consisting of a total of 12 blocks on Pine, Locust, and Long Beach Blvd between 6th St and 10th St (see map). The route had six planned stops and a total of 12 discussion prompts. Each participant was provided with a paper packet with blank space after each prompt to write their comments.

Community Concerns:

- Lack of affordable housing
- Lack of a full-scale grocery store with fresh food
- Vacant commercial spaces, many with long-term vacancy
- Trees (both the type and lack thereof); people wanted to see more shade trees and fewer palm trees/trees that created lots of unnecessary debris

Walking/Rolling Concerns:

- The crosswalks around this area generally were timed too short for seniors and people with disabilities
- Sidewalks had dramatically variable width and quality, from great in front of the Molina building (604 Pine Ave) to poor and cracked on some neighborhood streets; some ramps lacked truncated domes for ADA accessibility

Land Use Concerns:

- Most participants liked the idea of more mixed use in the area to encourage a more vibrant feel to the community

Specific Locations:

Pine between 6th and 7th:

- Participants generally appreciated the wider sidewalk space in front of the Molina building (604 Pine Ave)
- Timing of crosswalk signals here was too short for seniors and people with disabilities
- Many felt better bike infrastructure would be appreciated here
- Many noted the burnt out building that used to be the Men's Warehouse (SW corner of 7th and Pine) and feel that the City needs to address this as it is an eyesore and has potential safety concerns

Pine between 7th and 8th:

- People really love the hardware store and fish market
- The general consensus is that more businesses are needed to fill vacant retail spaces
- Most participants felt strongly about not having liquor stores or check cashing businesses

Pine between 8th and 9th:

- For a lot of participants, this space felt underutilized and not vibrant enough
- The businesses on this block are hidden, and the residential buildings do not have retail space on the ground floors
- Most participants appreciated the mix of building heights
- Rose Park Coffee is generally appreciated

Pine between 9th and 10th:

- Trash and dumping were noted as a problem, especially for the businesses on the west side of the street that appear to be closed from the street
- The apartment complex that has an outdoor courtyard (920 Pine Ave) was generally considered to be a great feature

10th between Pine and Locust:

- Palm trees largely not well liked

- More shade trees needed here, especially given the presence of the bus stop

Locust between 10th and 9th:

- Sidewalks here felt narrow
- Lots of concerns about dog waste
- Some participants liked the mix of different rental buildings
- Most participants shared concerns about the lack of housing availability across the city and lack of affordable housing
- Several folks raised the need for rent control or other measures to make for more affordable housing

Locust between 9th and 8th:

- Many folks noted the Masonic Temple converted to the Temple Lofts
- The lack of green space is a concern

Long Beach Blvd between 8th and 7th:

- The vacant lot here (729 Long Beach Blvd) drew lots of interest from the community for green space or a community garden
- Notes here about challenges given that there are two schools nearby and the possible traffic challenges presented by school drop-offs
- Lots of notes about speeding traffic

Long Beach Blvd 7th and 6th:

- Narrow sidewalks here
- Bikes/scooters/skateboards sharing the sidewalk here due to a lack of separate infrastructure
- Speeding on Long Beach Blvd was noted a lot here

6th between Long Beach Blvd and Pine:

- People appreciated access to the Metro
- Concerns here regarding homeless camps
- The lack of commercial businesses along this street makes it feel less safe

Latinos in Action

On November 15, 2023, an estimated 50 residents actively engaged in a community event organized by Latinos in Action for the Downtown Plan Update. The gathering took place at We the People High School in Downtown Long Beach, and offered essential amenities such as childcare, food, and access to community partners offering services. The event commenced with a City provided video explaining the Plans and their objectives, which was followed by a presentation by a City Staff member. The presentation covered diverse topics including Housing, Mobility, Economic Development, Parks and Cultural Resources and Jobs. Participants were strategically divided into two rooms, one catering to youth and their diverse perspectives and one catering to adults allowing both groups to provide feedback on what they envision for the future of Downtown. During the presentation, there was room for questions and answers per each planning topic that allowed participants to voice their opinions and thoughts. The majority of attendees identify as Latino/a/x/e, which frames the following data through the lens of the population's perspectives.

Housing

Youth Priorities: More Housing

1. **More Affordable Housing:** Youth recognize the need for more housing, specifically affordable housing. 6th and 16th Streets have been identified by youth as important corridors for more affordable housing development.

Site Specific Locations:

- Downtown
- 6th Street
- Upper Long Beach
- 16th Street
- Shoreline
- East Long Beach

Community Priority: More Affordable & Supportive Housing

1. **Rent Control:** Downtown residents strongly advocate for rent control driven by the pressing issue of being economically displaced from their homes. When new development comes into their neighborhood participants do not want to see an increase in their rent.

2. **More Affordable Housing Development:** Participants identified the need for more affordable housing development in low-income vulnerable communities, including special needs housing and housing for residents in Long Beach, not other cities.
3. **More Parking:** Participants would like to see more parking included with any new development that is built in Downtown. Finding ways to incentivize developers to increase parking is important to participants.

Notable Mentions: Enhanced Resident Safety, Homeless Services

Open Space & Cultural Resources

Youth Priorities: Park and Open Space Development

1. **More Parks and Open Space:** Youth would like to see the improvement and creation of more parks and open spaces in Downtown.
2. **Urban Forestry:** Youth want there to be more trees and grass in parks and public sidewalks that are pedestrian and environmentally friendly.
3. **Desirable Amenities:** Youth would like new and current parks to include important amenities like basketball courts, water fountains, and more playgrounds.

Notable Mentions: Cleaner Parks

Youth Priorities: Development of New Community Center

1. **More Community/Wellness Centers:** Youth would like to see a community/wellness center developed in Downtown. A center that can provide resources for students and families and help advance youth in life.
2. **Tourist Attractions:** The youth would like to see more tourist attractions in Downtown, similar to those they identified like the beach, museums and the Queen Mary.

Notable Mentions: Churches, Hospital/Health Services

Community Priority: Parks and Open Space

1. **More Parks & Open Space in Downtown:** Participants want to see the development of more parks and open space for Downtown residents. There is also a need to keep current parks safe and clean for the safety of children.
2. **Urban Forestry:** Participants want there to be more trees and grass in parks and public sidewalks that are pedestrian and environmentally friendly.
3. **Programming and Activities:** Activities such as live entertainment for youth and families, a variety of sports activities and dedicated programs for youth in community centers are desirable activities and programs to incorporate at existing and future parks and open spaces.
4. **More Public Gathering Spaces:** Community gathering spaces, such as sports fields, community centers and arenas are highly desired by the participants.

Notable Mentions: Better Park Amenities

Site-Specific Comments: Washington Neighborhood (Outside of Project Area) (4x)

Economic Development

Youth: Existing Industries

1. **Food and Grocery Stores:** Youth have identified fast food restaurants, the food industry and Grocery Stores are currently thriving in Downtown.

Notable Mentions: Transportation, Healthcare, Tourism, Small Businesses, Technology Sector, Clothing Industry

Youth: Desired Industries

1. **More Markets:** Youth would like to see an increase in markets in Downtown, specifically grocery markets and arts stores.
2. **More Bars and Restaurants:** Youth believe that restaurants and bars will be thriving in the future.

Notable Mentions: Tourism, Sports, Technology Sector

Youth: Desired Job Qualities Downtown

1. **Entry-Level Positions:** Youth would like increased availability of entry-level positions in Downtown, particularly for recent graduates, with a specific emphasis on addressing the needs of low-income individuals from diverse communities.
2. **Career Advancement:** Youth would like to encounter enhanced career advancement opportunities upon securing higher-level positions.
3. **Living Wage:** Youth desire improved liveable wages that enable them to enhance their quality of life.

Notable Mentions in Order of Priority: Varied Types, Union, On-Job Training, Local Hiring, Local Businesses

Youth: Desired Job Qualities Shoreline

1. **Local Hiring:** Youth would like to see a prioritization for local residents as job opportunities increase and become available in Shoreline.
2. **Career Advancement:** Youth would like to encounter increased opportunities for career advancement upon attaining higher-level positions.
3. **Entry-Level Positions:** Youth would like increased availability of entry-level positions in Shoreline, particularly for recent graduates, with a specific emphasis on addressing the needs of low-income individuals from diverse communities.

Notable Mentions in Order of Priority: On-Job Training, Varied Types, Local Businesses, Living Wage, Union

Community Priority: More Opportunity for Students and Young Adults

1. **More Entry-Level Positions:** Participants would like to see more entry-level positions open up for youth, disabled people and low-income communities of color in Downtown. Creating more programs that benefit youth to get into harder positions is typically not made available.
2. **More Support Programs:** Participants expressed the desire to see more support programs for youth and families of low-income.

3. **Increase Living Wages:** Participants would like to see better salaries or hourly wages for BIPOC communities in Downtown. More opportunities for youth to get into higher paying jobs.

Mobility

Youth Priorities: Active Transportation Network

1. **Areas of Concern & Opportunity:** The following areas have been identified as priority locations for general pedestrian, bicyclist and transit rider safety and accessibility improvements by youth, in order of frequency:

Primary Streets:

- Seventh Street
- 4th Street
- Atlantic Avenue

Intersections:

- Seventh Street and Anaheim Street
- Anaheim Street and Long Beach Boulevard
- Pacific Avenue and 16th Street

2. **Pedestrian-Oriented Development:** Youth would like to see the addition of more sidewalks and traffic lights to feel safer when walking.

Community Priority: Improving Safety

1. **Transit Safety:** Participants would like to see improved transit stops in Downtown. Making it safer and easier for transit users to get on and off public transit by adding better lighting and other safety improvements.
2. **Better Public Transit Frequency:** Participants would be more inclined to use public transit if it was available more frequently in Downtown. They would also be more inclined if public transit offered cheaper rates or programs for youth and older adults.
3. **More Parking:** Participants would like to see more parking that is accessible to residents who live in Downtown..

Notable Mentions: More Bike Lanes

Long Beach Gray Panthers

Long Beach Gray Panthers reached out to various senior centers in Long Beach to engage with seniors around the PD 6 + PD 30 Plans. To gather comprehensive feedback on Downtown Long Beach and ensure a diverse demographic representation, the survey employed two distribution methods: online Google Forms and printed surveys tailored for those requiring technological assistance or belonging to harder-to-reach groups. A total of 279 participants engaged in the survey. The majority of participants chose the online google form, reflecting a preference for digital interaction. This distribution underscores the diverse preferences in survey completion methods, emphasizing the importance of providing multiple options to maximize community participation in feedback initiatives. The Long Beach Gray Panthers members conducted extensive outreach efforts, utilizing emails and calls to inform various groups and individuals about Long Beach District 6 and District 30 Development. Special attention was given to Spanish speakers and diverse communities, employing translation services and outreach through emails and calls to local organizations and nonprofits serving older adults in Long Beach.

Open Space & Cultural Resources

Community Priorities: Open Space

1. **Accessible Public Spaces and Affordable Recreational Areas:** The senior community strongly desires to see parks and recreational areas developed in Downtown Long Beach. Preferences for diverse and multifunctional public spaces include "water parks for adults & children, day spas, libraries, bookstores" and "new parks with open spaces." The emphasis on inclusive amenities, such as "more bathrooms, sources of food, more security," and "more dog parks," underscores the need for public areas that cater to various community needs, from families and pet owners to those seeking leisure and relaxation. Furthermore, many responses highlight the need for senior-friendly and accessible spaces. Suggestions for "more space to sit down for older people" and "benches in open spaces and near the beach" concern the elderly and those with mobility challenges, underlining the community's desire for comfortable public areas accessible to all.
2. **Focus on Security and Safety in Public Areas:** Calls for "more security for seniors, more police presence" and "increased security with volunteer policing" indicate a strong desire for safe public spaces. Additionally, homelessness is critical to enhancing shared spaces. Concerns about homeless tents and the

need for secure environments before any transformation suggest tackling these essential needs for the unhoused population to improve public spaces.

3. **Innovative Solutions for Urban Space Utilization:** Respondents propose creative solutions to urban space challenges, such as "closing Pine Ave to car traffic on weekends" and utilizing "eminent domain for empty lots." Ideas like "Aerospace monorails," "Bring back the trolley," and reconfiguring "City Place" for parks reflect a progressive attitude toward urban development.

Community Priorities: Cultural Spaces

1. **Diverse and Creative Proposals for Public Space Enhancement:** The community's various ideas range from practical improvements like "more parking spaces" and "better sidewalks and streets" to unique proposals such as "fabric stores" and "Target or Joanns." This variety highlights a community eager for a broad range of urban enhancements that are both practical and useful in the day-to-day. Additionally, the demand for accessible cultural assets is apparent, with calls for "affordable restaurants and theaters" and "free classes" for the community. The community sees parks and public spaces as central venues for cultural activities. Suggestions to use these spaces for "recreation for younger people" and "music and choral groups" indicate a desire to transform these areas into active centers for community engagement that can be multi-use for the different constituents in the city.
2. **Need for More Community Events, Festivals, and Live Entertainment:** The desire for more cultural events is evident, with calls for "cultural events for older people" and "multicultural festivals." The interest in "more art shows and community gatherings" showcases the community's appetite for culturally diverse and inclusive events that everyone can share in regardless of age. Additionally, The community offers a range of ideas for cultural enrichment, from "more market days" to "dynamic library activities" and showcasing "different cultures throughout the year." Finally, there is an apparent demand for vibrant entertainment, with a desire for "more live music on weekends" and "event parks for live shows" that are free and open to the public. This demand for various performing arts on weekends shows the senior community's enthusiasm for rich entertainment experiences that represent the diversity of cultures in the city.

Mobility

Community Priorities: Accessible Public Transit for Seniors

1. **Transportation Options and Accessibility:** The community strongly prefers enhanced shuttle services, with numerous calls for "free shuttles" and "shuttle buses" for seniors. Quotes like "free shuttles to the beach" and "more shuttle services to senior centers" indicate a desire for convenient, cost-effective transit options. Improved public transit services are also a central theme, with participants seeking "more accessible buses" and "increased frequency of passport buses," highlighting a demand for a more comprehensive and user-friendly public transportation network specific to senior needs.
2. **Senior Citizens' Accessibility Needs:** The survey responses reflect that seniors often face less-than-ideal conditions for walking and using public transportation, highlighting the need for age-inclusive urban design. There is a clear consensus on the need for better infrastructure to support walking and biking, with calls for "SLIP PROOF SIDEWALKS" and more connected bike lanes. A consensus exists on the need for improvements in accessibility and comfort for pedestrians and cyclists, with suggestions for "more bicycle parking with seating" and "more greenery with open space." Finally, the particular needs of seniors and disabled people are brought to the forefront, with calls for "personalized assistance for street crossing" and "safer barriers for biking." These quotes suggest a community committed to inclusivity in transit solutions.
3. **Specific Areas Lacking Bicycle and Car Parking:** There is a significant need for more bicycle parking, especially in downtown areas, along major streets and transit lines, and in residential areas like the Alamitos area and Redondo. Furthermore, responses reflect a city-wide issue with parking availability, affecting areas like Downtown Long Beach, suggesting a need for a city-wide strategy to improve parking solutions. The unique parking requirements of seniors and disabled individuals are noted, with a focus on parking solutions that cater to these groups.
4. **Areas Perceived as Unsafe or Inaccessible:** The Downtown areas and specific locations like the Marina and Ocean St are cited as problematic due to safety concerns, with quotes emphasizing the need for more secure and accessible options for walking and biking. Furthermore, respondents' express unease about homelessness and crime affecting the accessibility and usability of walking and biking paths. Moreover, improvements in walkways and bike lanes are crucial, with many respondents advocating for "better-marked bike lanes" and "separated

bike and walking lanes." The community's call for "more lighting" and "enhanced security measures" underlines the importance of a safe and well-maintained environment for pedestrians and cyclists of all ages.

5. **Bus Routes:** The frequency of usage and avoidance of specific transit stops by senior participants who don't drive and use public transportation. Route 151 tops the list as the most frequently used stop, with nine mentions, followed by Route 61 and Long Beach Blvd, suggesting these areas have high commuter traffic or are central to the daily movements of the respondents. Conversely, specific stops such as 7th and Pacific, Ocean Ave, and other routes mentioned once or twice may indicate lower usage or particular reasons for avoidance, such as safety concerns or poor connectivity. The table provides a clear indication of transit patterns within the community. It could serve as an essential tool for city planners and transit authorities to improve and tailor public transportation services to meet the community's needs better.

Economic Development

Community Priorities: Existing Industries

1. **Enhanced Business Diversity:** Residents express a strong desire for a more diverse retail landscape, with an emphasis on both specialty shops and major retailers. The community calls for a range of businesses, from "Black-owned hair salons, professional barbers" to "crafts store - yarn - fabrics" and a "SHOE STORE." Transforming "The old Walmart location" into a new retail space demonstrates a strategic approach to utilizing vacant spaces, fostering economic growth, and meeting diverse consumer needs. Moreover, the responses highlight a need for convenient and accessible retail options. Suggestions for "shopping stores, restaurants," and "bike repair shops" indicate a demand for comprehensive shopping centers that serve as one-stop destinations for the community's varied needs. As suggested in other sections, there is an ongoing focus on ensuring these spaces are accessible to seniors.

Community Priorities: Desired Industries

1. **Job Opportunities and Market Expansion:** Survey participants identify specific areas for job market growth, emphasizing the importance of sectors like grocery stores, parks and small businesses. Including "OLDER PEOPLE JOBS" and jobs

for those with disabilities shows a commitment to creating a diverse and inclusive employment landscape where opportunities are available for all community members. Furthermore, residents offer a broad range of suggestions for downtown development, from "fabric store" to "Walmart or Target," reflecting diverse interests in possible senior jobs in these areas that address the community's essential needs while fostering economic vitality. Finally, the community's vision for a culturally vibrant downtown is clear, with a call for more "ARTS AND CRAFTS" and "Asian Markets," suggesting a need for varied cultural locations.

2. **Future Vision for Downtown and Shoreline Areas:** In terms of future development, there is a strong desire for a thriving hospitality and entertainment sector focusing on enhancing safety and public services. The vision for expanded tourism and retail aligns with the call for cultural and artistic growth, supporting a future-forward perspective that values technology and sustainability. Moreover, residents are keenly interested in diverse and inclusive job opportunities alongside an enhanced urban living experience that prioritizes fun, safety, and beauty. Across all these aspirations, there is a common thread of creating a dynamic, well-rounded urban experience that caters to the community's varied needs and desires.

Community Priorities: Job Qualities

	Frequency
Livable Wages	169
Entry-Level Accessibility	157
Various Types of Jobs	146
Local Hiring	146
On-the-Job Training	141
Local Business	122
Career Advancement	115
Union Jobs	80
Jobs should not be a Priority Here	22
Other	32

Housing

Community Priorities: More Affordable Housing Development

1. **Universal Need for More Housing Across Long Beach:** The responses indicate a city-wide recognition of the need for more housing in general. Phrases like "all over Long Beach" and "Housing is needed in all residential areas to include the homeless" reflect a broad consensus that housing scarcity is a pervasive issue affecting all areas of Long Beach.
2. **Suggestions for Improved Housing Policies and Development:** Solutions proposed include constructing more buildings, ensuring parking spaces in new housing, and advocating for more Section 8 housing. A profound concern for affordability resonates in statements like "HOUSING NEEDS TO BE AFFORDABLE" and "We Need More Affordable Houses." This reveals a critical perspective on the current housing market in Long Beach, where the cost of living has escalated beyond the reach of many residents. These suggestions aim to alleviate the pressure on the existing housing market and reflect a call for policy changes to accommodate growing demands. Furthermore, the downtown area, often seen as the heart of urban living, is highlighted as a crucial zone needing affordable housing. The emphasis on Downtown reflects a desire to see this central area become more inclusive and accessible to diverse income groups. Finally, respondents criticize the existing housing strategies, highlighting issues such as exorbitant housing costs and "long waitlists for seniors." The quotes convey frustration with the current state of housing development and its failure to adequately meet the needs of the non-wealthy.
3. **Housing for Vulnerable Groups and Near Essential Facilities:** Respondents recognize the importance of specific housing needs near hospitals and other vital areas. The quotes stress the necessity for housing that accommodates seniors, disabled individuals and people experiencing homelessness, indicating a focused concern on ensuring housing accessibility for these vulnerable groups cannot go unnoticed in this development plan.

Shoreline

Community Priorities: Public Space Activation

	Frequency
More Events and Programs	184
Better Ways to Get There	159
More Public Green Space	157
More Shade	153
More or Improved Walking and Biking Paths	128
Better Access to the Water	129
More Shopping and Retail	123
More Restaurants and Bars	105
Other	62
More Hotels	27

Community Priorities: Safety and Accessibility

1. **Accessibility and Convenience:** Accessibility and convenience are also highlighted, with direct calls for "more parking" and creating "a space for tourists to explore the city." These comments emphasize a pragmatic approach to urban design, acknowledging the practical needs of both residents and visitors for easy access and mobility. The desire for an area that is "accessible & safe" ties back into the overarching theme of safety, showing that respondents value a Shoreline that is easily navigable without compromising on security.
2. **Economic Development and Family Housing:** The future vision includes a thriving economy and diverse housing options. Phrases like "resort living" and "accessible & safe" housing indicate a desire to blend leisure and everyday practicality in living arrangements. Furthermore, the call for "ECONOMICALLY FRIENDLY" places and "Con más lugares para ir con la familia," ("more places to go with the family"), it is clear that the community's vision for the Shoreline that is as diverse for its inhabitants. Economic vitality is envisioned through "multi-culture" commerce and job opportunities that are "thriving ...safe ...affordable," suggesting a balanced approach to development that prioritizes inclusivity and economic accessibility.

3. **Safety and Security:** The preeminent concern among respondents in every category is the safety and cleanliness of the Shoreline area. Phrases like "safe environment," "police patrol walkers," and "safe & clean" were repeated once again, underscoring the senior community's strong desire for a secure atmosphere where they can relax without concern. The recurrence of "safe" in numerous responses is a stark indicator of the priority placed on security. The emphasis on safety is about more than just policing. It also encompasses a broader appeal for a general sense of well-being and orderliness.
4. **Educational and Developmental Events:** Education and personal development are also focal points for event preferences. Some respondents are looking for "educativos" (educational) activities, which indicates a community interested in learning and intellectual engagement. Additionally, events aimed at personal growth, such as "public speaking events for self-help," suggest that the community values opportunities for self-improvement and empowerment. This combination of educational and self-help-themed events points towards a community prioritizing learning and personal development as key components of public events.
5. **Cultural and International Focus:** With specific suggestions for "international events" and "cultural events, festivals," there is a clear indication that senior residents value the Shoreline area as a hub for cultural diversity and global engagement. This desire for international exposure through events aligns with the multicultural identity of the community, highlighting a collective aspiration to celebrate a wide array of cultural traditions and global connections. Within this context, respondents specifically mention "concerts, live music," showcasing a general interest in live performances. Cultural music preferences are also noted, with requests for "Japanese music." This suggests a community interest in international genres, expanding the cultural exposure to the area. Folk music is another desired genre, with respondents looking forward to "folk music" events. Several respondents want "jazz concerts," "Motown," and "R&B," indicating a need for these musical styles. These varied music event preferences reflect a community that values diversity and specificity in its cultural entertainment offerings.
6. **Family-Centric and Child-Friendly Activities:** The senior community's interest in family-centric and child-friendly activities is apparent. Some responses, like "more place for children to have fun" and "Family events," underscore the importance of creating spaces and events that cater to families and children. This focus on inclusivity for all ages demonstrates a recognition of the need for a

family-friendly environment where children's entertainment and comfort are also considered, ensuring that public spaces are welcoming and enjoyable for the younger demographic.

7. **Accessibility and Affordability of Events:** Accessibility and affordability emerge as key themes in the survey responses. Participants expressed a need for "affordable special events" and events that are "more affordable, fun things to do." The desire for cost-effective activities suggests that economic inclusivity is important to the community, advocating for events that are financially accessible to a broader audience. The mention of "more parking" also indicates a concern for logistical accessibility, acknowledging the practical needs of attendees.

Community Priorities: Improve Housing and Active Transportation

Promote Affordable Housing	175
Improve Mobility	171
Expand Open Spaces	156
Create Jobs	147
Improve Access to the Water	145
Improve Climate Readiness	100
Other	29

Downtown

Community Priorities: More Affordable Housing Development

1. **Housing:** The most salient outcome of the survey is the community's call for the promotion of affordable housing, which is a clear indicator of the growing concern about the affordability and accessibility of living spaces in the area. This suggests a need for policy interventions and development projects that focus on creating housing that is financially accessible to a broader demographic, which could help in alleviating economic disparities.

2. **Mobility:** Improvements in mobility were almost equally important to respondents, indicating that transportation infrastructure and services for seniors are perceived as inadequate or a critical area of improvement. This may reflect issues such as insufficient public transit routes, infrequent services, or the need for more pedestrian and bicycle-friendly pathways. The community's emphasis on this area signals that enhancing transportation could increase satisfaction with daily life and broader economic benefits by facilitating easier access to jobs and services.
3. **Beautification:** The desire for expanded open spaces reflects a community preference for environments that promote cleanliness, health, leisure and social interaction. This could inform urban planning to incorporate more parks, playgrounds and community gardens, which could also play a role in environmental conservation and local air quality improvement.
4. **Senior Jobs:** Job creation was another significant aspect, highlighting the necessity for economic development initiatives ranging from supporting small businesses to attracting new industries offering diverse employment opportunities specific to seniors. The emphasis on senior job creation aligns with the need for affordable housing and mobility, as these elements can contribute to a more robust and equitable economic foundation for the community.
5. **Safety and Security:** Safety and cleanliness are top concerns among respondents, and it's clear that these themes were prevalent across all major categories. The senior community values a secure environment where they can feel at ease without any apprehension. It's important to not only focus on policing but also address concerns around general well-being and orderliness to achieve a safe and comfortable environment.

Northeast Village Neighborhood Association

On November 9, 2023, the Northeast Village Neighborhood Association hosted a public event at St Luke's Church to allow residents to provide feedback on both the Downtown Plan Update and Shoreline Vision Plan. Approximately 40 residents were able to engage with interactive boards and share their ideas, concerns, and feedback regarding topics of Economic Development, Housing, Transportation, Parks, Open Space and Cultural Resources. There were also community partners Help Me Help You, Downtown Long Beach Alliance, Long Beach Gray Panthers, Lutheran Social Services and DreamKreator Studio who shared services for participants. Participants represented were majority people of color and renters, so the following feedback is representative of that population.

Housing

Community Priorities: More Housing

1. **More Affordable Housing Development & Adaptive Reuse:** Participants identified the need for more affordable housing development and exploring methods of adaptive reuse of vacant structures. Community members also expressed the desire for more housing development in general to support existing and future demand.
2. **Supporting the Unhoused Population and People with Disabilities:** Many participants understand that addressing homelessness must involve tailored supportive services, homeless shelters, and anti-displacement measures. New development should ensure it is accessible to people with disabilities.
3. **Improve Resident Safety:** Participants would like to see improved safety measures with any new development coming into Downtown. Specifically increasing earthquake safety measures, better lighting and safer alleyways.

Notable Mentions: Rent Control/Tenant Protections, Housing Vouchers, More Parks

Mobility

Community Priorities: Increase Transit Safety

1. **Transit Safety:** Participants would like to see improved transit stops in Downtown. Making it safer and easier for transit users to get on and off public transit by adding better lighting and other safety improvements.
2. **Pedestrian Priority:** Improving the safety and accessibility for pedestrians is the greatest priority for community members. This includes improving sidewalk conditions with street trees and public seating. ADA accessibility was also mentioned as a priority consideration.

Community Priorities: Transit Network

1. **Areas of Concern & Opportunity:** The following areas have been identified as priority locations for general pedestrian, bicyclist and transit rider safety and accessibility improvements, in order of frequency:

Primary Streets:

- Seventh Street

Intersections:

- Seventh Street and Atlantic

2. **Better Public Transit Frequency:** Participants would be more inclined to use public transit if it was available more frequently in Downtown. They would also be more inclined if public transit offered cheaper rates or programs for youth and older adults.

Community Priorities: Transit Network

1. **Better Public Transit Frequency:** Participants would be more inclined to use public transit if it was available more frequently in Downtown. They would also be more inclined if public transit offered cheaper rates or programs for youth and older adults and had more transit lines.
2. **Transit Safety:** Participants would like to see improved transit stops in Downtown. Lowering the speed limits of vehicles to cause less collisions and the creation of traffic circles to help with cars driving past the speed limit.

Economic Development

Community Priorities: Existing Industries

1. **Trade Jobs:** Participants believe that trade jobs (Construction, Travel Logistics and Public Services) are currently thriving in Downtown.
2. **Small Businesses:** Participants think that small businesses are thriving although at times can struggle financially to stay open consistently.

Notable Mentions: Restaurants, Retail, and Programming

Community Priorities: Desired Industries

1. **Food and Grocery Stores:** Participants have identified that affordable food restaurants, and big retailers like Walmart or Target are missing in Downtown.
2. **More Small Businesses and Restaurants:** Participants would like to see more available and thriving small businesses and restaurants in Downtown. More programming to help start-up small businesses.

Notable Mentions: Technology Sector, Tourism, More Programming, More Parking

Open Space & Cultural Resources

Community Priorities: Community Cohesion

1. **Community Gathering Spaces:** Community gathering spaces, such as parks, open spaces, museums, and art shows are highly desired by the participants.
2. **Programming and Activities:** More Programs and Activities such as art shows, community gathering spaces, and festive sceneries are desirable activities and programs to incorporate at existing and future parks and open spaces.

Site Specific:

- MOLAA
- Long Beach Convention Center
- Long Beach Marina
- Long Beach Aquarium
- Parks and Rec Department

Community Priorities: Increase Park Space and Amenities

1. **More Parks & Open Space in Downtown:** Participants want to see the development of more parks and open space for Downtown residents. Including more recreational amenities such as skateparks, dog parks, playgrounds and walking trails is important.
2. **Community Gathering Spaces:** Community gathering spaces, such as parks, open spaces, museums and skateparks are highly desired by the participants.
3. **Programming and Activities:** Activities and programs such as improved and affordable childcare services and promoting more public entertainment for the community are desirable at existing and future parks and open spaces.

Community Priorities: More Urban Forestry

1. **Enhance Existing Spaces:** Participants expressed the desire to enhance existing shade trees that can provide better scenery and support with climate change. They desire more green areas; maintenance is also important.

Site Specific:

- Los Angeles River

Community Priorities: Enhanced Park Facilities

1. **Desirable Amenities:** For both new and existing parks, community members shared that they desired parks and open spaces that provide branches and solar panel outlets, a designated space for tents, a bridge connecting Downtown to the beach, and an increase in recreational amenities such as skateparks, dog parks, playgrounds and walking trails is important.

Notable Mentions: Transform Vacant Lots

Site Specific:

- Junipero/Alamitos Beach
- Long Beach Blvd
- The Ocean

Long Beach Design Center

On January 19, 2024, the Long Beach Community Design Center staff facilitated a workshop at Cesar Chavez Park where ten youths from local high schools engaged in a design-based/hands-on learning experience to understand Zoning and City Planning. By using their hands, senses and objects to create their ideal physical environment in Downtown Long Beach, engaged youth were able to envision and articulate potential projects for the subject area. Two representatives from the City of Long Beach Library (SEED Program), and four from City Fabrick also participated in the exercise. After the hands-on exercise, themes emerged around open and green spaces and social gathering areas. From these themes, the specific priorities/elements that the youth voices that they would like to see in the Downtown Long Beach Specific Plan were:

- More Gathering Spaces
- More Green Spaces and Recreation Areas
- More Community Centers
- Improved Wayfinding Signage (Connectivity)
- A Science Center
- Access to more Food Trucks
- More Entertainment Options

- More Security in Downtown Long Beach
- More Biking Options
- More Library Services
- Apartments with Garden Terraces
- Outreach to Schools
- Futuristic Ideas (Symbolized by a Rocket Ship)

Black Everywhere

On Friday, November 24, 2023, approximately 30 residents from Downtown Long Beach and surrounding areas gathered for an evening of music, community building and engagement through the Passport to Black Music event hosted by Black Everywhere, sponsored by the City of Long Beach. One of the primary goals of this event was to obtain feedback from residents on the PD-30 Downtown Plan. Passport to Black Music exposed community members to six local businesses (three of which are Black-owned) in Downtown Long Beach, including Daily Dose, Pedal Movement, Salon Shampu, Village Treasures, Water's Edge Winery and the Black Everywhere office, housed within Work Evolution. Black Everywhere also partnered with six Black local artists who performed at each venue: Queen Yaa from Soul Cypher, Dawn Koyote, Amadou Fall, Jaszy Player, Kiva Siani. Residents were able to move through the various locations, individually or as part of small groups, to dine, shop, connect with business owners and artists, and enjoy the ambiance provided by the various musicians.

The evening ended at Water's Edge Winery, with a vibrant celebration that included food, wine, and ongoing community-building. Water's Edge Winery, in particular, experienced the largest impact with a large boost to overall sales for the evening. The owners also established a collaboration with Jaszy Player and made plans for future jazz nights. With continued support, this model is replicable and scalable, as a way to get residents excited about spending an evening in various locations in Downtown Long Beach. Events like this can also establish Long Beach as a "go-to" location for unique cultural immersion experiences that establish ongoing relationships between local artists and local businesses.

Community Priorities: Open Space, Cultural Resources

1. **Jergins Tunnel:** Participants shared that the Jergins Tunnel is an important cultural resource to preserve and enhance.

Community Priorities: Mobility

1. **More Mobility Options:** Participants are interested in the incorporation of a Downtown Shoreline Sky Tram, providing both residents and tourists with the opportunity to enjoy scenic views of the Downtown area.

Community Priorities: Housing

1. **More Community Spaces:** Participants would like the inclusion of more community spaces in new development in Downtown. They also have interest in allowing small businesses to occupy ground floor spaces in mixed-use buildings offering affordable and cost-effective rent-options.

Promenade Neighborhood Association

On Thursday, November 9, the Promenade Neighborhood Association hosted a public meeting in Downtown Long Beach's popular BO-Beau Kitchen. The meeting was organized to encourage casual conversations around the future development of downtown as well as create space for other neighborhood announcements. The event began with a 10-minute oral presentation by the PD-30 consultant team, followed by 20 minutes of questions and answers. Larger conversations revolved around neighborhood cleanliness, the types of new development and associated amenities desired by the community, and general concerns from property and homeowners. Following this presentation, the City Fabrick team facilitated engagement around the planning effort using presentation boards where participants voted and provided written feedback. Overall, the event was successful in drawing in a large crowd of residents and informing them about the ongoing planning efforts. There were approximately 20 attendees who provided feedback and were primarily homeowners within the Downtown area, and so the data provided below reflects the perspectives of homeowners living within the project area.

Zoning

Community Priorities: Desirable and Undesirable Uses

1. **More Grocery Stores:** Participants would like to see a Trader Joe's and Fresh & Easy in the neighborhood.
2. **Reconsider Ground Floor Spaces:** Participants feel that ground floor commercial spaces have high vacancy rates due to the high cost to rent spaces.

Consideration should be placed on the types of desirable uses that are flexibly designed to accommodate a variety of neighborhood-serving uses.

3. **Lower Rent Prices for Office Spaces:** Participants shared the high cost to rent office spaces in Downtown, wanting to ensure when buildings are redeveloped that rent increases stay the same.

Notable Mentions: High cost of rent for offices, Preservation of height requirements to preserve viewsheds for Aqua Towers, Redevelopment of vacant lots on 5th & Pacific

Neighborhood Character

Community Priorities: Neighborhood Character

1. **Street & Park Maintenance:** Participants shared concerns of street cleanliness, street tree maintenance, and park maintenance.
2. **Community Partnerships:** Participants shared that if they were given the power to work with the City and the DLBA, they would be able to better self-maintain the neighborhood.

Notable Mentions: Address dilapidated historic buildings along Pine Avenue, Add more Public Restrooms to Downtown, Address Homelessness, Redevelop Unused Spaces

Site Specific Locations:

- Pine Avenue - Needs better Maintenance of Historic buildings
- Long Beach Arena - Needs to be redeveloped
- 7th Street between Atlantic and the Los Angeles River - Improve Sidewalks Conditions

Ocean Residents Community Association

On Monday, October 23, 2023, the Ocean Residents Community Association (ORCA) hosted a public meeting in Downtown's Harbor Place Tower. In total, 52 people attended and participated in this event. The meeting was organized to help educate residents about the two planning efforts as well as answer questions related to the future development of Downtown. There was also time allocated for local organizations

to provide any neighborhood updates. The event began with a 15-minute oral presentation from the President of ORCA and was followed by the Project Team giving an overview of the planning efforts and what kind of future impact it can have in Downtown and Shoreline. There was an additional 40 minutes of questions and answers with participants. Following this presentation, the Project Team facilitated engagement around the planning effort using presentation boards where participants voted and provided written feedback. Overall, the event was successful in drawing in a large crowd of residents and informing them about the ongoing engagement efforts. The approximately 52 attendees who provided feedback and were primarily homeowners living within Downtown, and so the data provided below reflects these perspectives:

Community Priorities: Housing

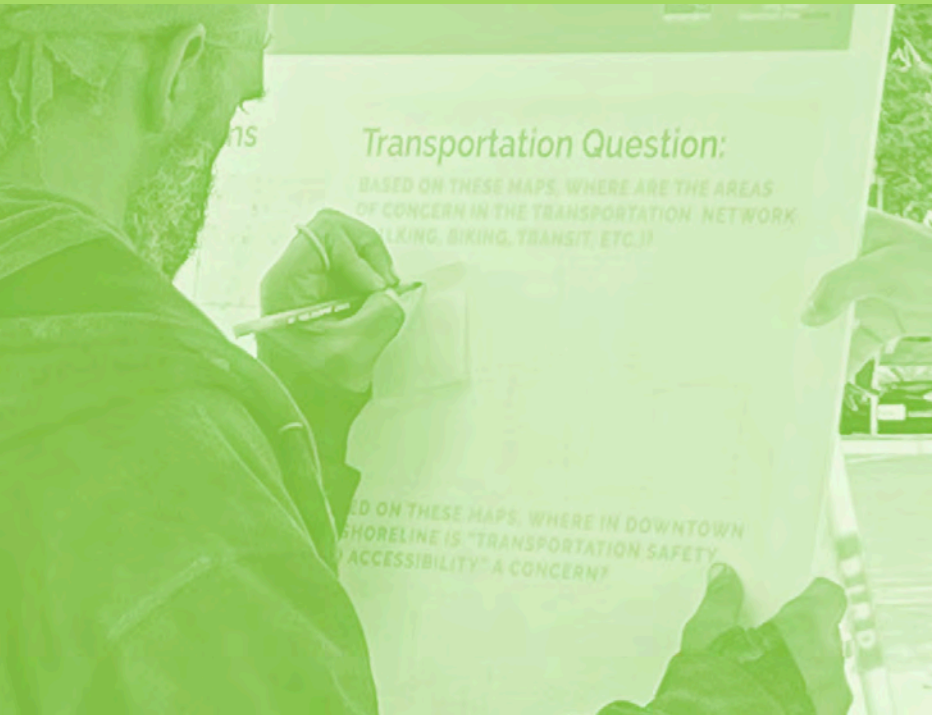
1. **Addressing Residents Unhoused:** Participants would like to see the resolution of the homelessness crisis in Downtown and the provision of necessary services to help individuals transition out of homelessness.

Community Priorities: Mobility

1. **Improving Transportation Infrastructure:** Participants would want implementation of protected bike lanes and enhance pedestrian safety while walking on the street. There is also a need for increased parking in Downtown, as residents are currently parking in areas not designated for parking.

Community Priorities: Economic Development

1. **Promote Local Businesses:** Participants want to see local small businesses in Downtown and Shoreline thrive, providing them with essential resources for achieving success.
2. **Increase Healthcare Options:** Participants believe the existing population in Downtown does not have adequate healthcare options. They would like to see the addition of new hospitals or healthcare facilities to address this concern.

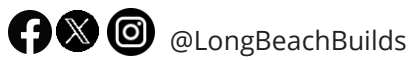




Long Beach Community Development

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To request this information in an alternative format or to request a reasonable accommodation, please contact the Community Development Department at longbeach.gov/lbcd and 562.570.3807. A minimum of three business days is requested to ensure availability; attempts will be made to accommodate requests with shorter notice.