

# Draft Guiding Principles

For Community Roundtable Discussion (January 2024)



|   | Agree | Partly Agree | Disagree |
|---|-------|--------------|----------|
| <p><b>Guiding Principle 1.</b><br/>Create a <b>world class waterfront destination</b> set within a vibrant Downtown Long Beach <b>neighborhood.</b></p>   |       |              |          |
| <p>Supporting Aspirations<br/><b>By 2050....</b></p>  |       |              |          |
| <p><b>1. Regional excellence.</b> Downtown Shoreline will be the best urban waterfront destination, conference and entertainment hub in Los Angeles County known for celebrating the City's cultural variety with of a broad range of local, regional, and global attractions, while offering affordable options for residents and visitors of all ages abilities and incomes.</p>  |       |              |          |
| <p><b>2. Event infrastructure.</b> There will be dedicated infrastructure to support a wide range of community, cultural, sporting, and revenue-generating festivals and events, such as a sports arena or a cultural and performance space for a diverse range of activities and levels of ability.</p>  |       |              |          |
| <p><b>3. Programming.</b> Robust programming offers events throughout the year, providing gathering opportunities at various scales and for different interest areas.</p>   |       |              |          |
| <p><b>4. Conventions.</b> Ongoing public investment focuses on the maintenance and improvement of convention infrastructure and allowing for supporting uses, like hotels and restaurants, including options affordable to a range of incomes.</p>  |       |              |          |
| <p><b>5. Fun &amp; functional transit.</b> New connections to the Downtown Shoreline may serve a dual purpose as both an attraction and a means of accessing the district.</p>  |       |              |          |
| <p><b>6. Dense urban neighborhood.</b> Downtown Shoreline will be a dense thriving downtown neighborhood that offers a mix of housing, employment, open spaces, and recreation. New development and redevelopment opportunities will focus on housing, especially affordable housing, where possible, plan for uses to meet the daily needs of residents, promote local businesses including those from traditionally disadvantaged communities, support tourism including affordable options, and prioritize uses that celebrate the waterfront.</p> |       |              |          |

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| <b>7. Adaptive reuse.</b> Downtown Shoreline will support the adaptive reuse of underutilized office buildings and prioritize the creation of dense urban housing accessible to residents of all incomes, ages, and abilities.  |       |              |          |
| <b>8. Unique public spaces.</b> The public realm will be the focus of new development, creating free, accessible, friendly and vibrant spaces that reflect and serve the city's diverse population and welcome visitors from around the world.  |       |              |          |
| <b>Guiding Principle 2.</b><br><b>Connect</b> the waterfront with downtown and surrounding areas, both visually and physically.   |       |              |          |
| <b>9. Invitation to the water.</b> Downtown Shoreline invites the community to the waterfront through a series of easy to find, vibrant, logical, sustainable, and attractive public spaces that link the downtown core, the Queen Mary, adjacent beaches and other surrounding areas to the water.   |       |              |          |
| <b>10. Safe, affordable, multimodal access.</b> Residents and visitors of all ages, abilities and incomes can safely find, get to, traverse, and park within Downtown Shoreline via a mode of transportation that is affordable, accessible and convenient to them.   |       |              |          |
| <b>11. Event access.</b> Residents and visitors will have access to events in Downtown Shoreline via a variety of multimodal options. Special event parking will leverage facilities within the greater downtown area, and large-scale events will establish detailed parking management plans.   |       |              |          |
| <b>12. Regional connectivity.</b> Downtown Shoreline welcomes regional visitors through connections to fast, efficient, and sustainable, mobility networks including rail, high-speed rail, bike trails, airports, roadways, and waypoint opportunities for smaller-scale mariners and sailors.   |       |              |          |
| <b>Guiding Principle 3.</b><br>Create a collection of unique, flexible, <b>public spaces</b> , connected by a multimodal network and <b>accessible to all</b> .   |       |              |          |
| <b>13. Parks and paths.</b> Downtown Shoreline will provide free, accessible, and shaded paths and park spaces that provide ample green spaces, a continuous waterfront path and connect the Downtown Shoreline to downtown, nearby beaches and other adjacent areas while supporting a variety of passive and active activities, including opportunities to touch or get into the water. |       |              |          |

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| <b>14. Walkable.</b> The design and layout of Downtown Shoreline will de-emphasize auto access and enhance walkability, creating a place residents and visitors of all ages, abilities, and incomes choose to enjoy without a vehicle. Pedestrian areas will be activated at the human scale providing sidewalks and other pathways, allowing for street vendors and outdoor dining, and promoting building designs that allow business activities to spill into the public realm.   |       |              |          |
| <b>15. Flexible spaces.</b> Downtown Shoreline will have unique, flexible spaces that can be used for a variety of community and revenue-generating events and programs and are designed to adapt to climate change events like sea level rise.  |       |              |          |
| <b>Guiding Principle 4.</b><br>Encourage <b>economic opportunities</b> for local businesses and Long Beach residents, including those in traditionally disadvantaged communities.  |       |              |          |
| <b>16. Jobs for residents.</b> New uses will plan for employment opportunities within Downtown Shoreline that align with the skillset of Long Beach residents.   |       |              |          |
| <b>17. Employee housing.</b> New employment-generating uses will consider, identify and support housing options affordable to employees.   |       |              |          |
| <b>18. Local business.</b> Explore opportunities to promote local businesses including those supporting traditionally disadvantaged communities by creating spaces that support local business, prioritize local tenants, and support small business growth.   |       |              |          |
| <b>Guiding Principle 5.</b><br>Celebrate Long Beach’s <b>history, cultural diversity, and relationship to the water.</b>   |       |              |          |
| <b>19. Authentically Long Beach.</b> The physical environment in Downtown Shoreline will be designed and programmed to respect the City's past and celebrate the City's cultural variety, including public art, multilingual signage, dedicated spaces for cultural resources, and spaces for Indigenous groups and traditionally disadvantaged communities to gather and meet.  |       |              |          |
| <b>20. Focus on the water.</b> The water is highlighted as the focal point of the district, including amenities that support active and passive recreation such as shady places within view of the water, multimodal paths and play areas. Downtown Shoreline will emphasize its proximity to the water through design and prioritization of accessible programming and infrastructure for residents and visitor to enjoy variety of water-dependent activities such as fishing, swimming, paddleboarding and boating, including continued support for liveboards. |       |              |          |

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| <b>21. Embrace our working waterfront.</b> Downtown Shoreline leverages its proximity to the Port of Long Beach to provide meaningful connections, promote synergy between the two areas and highlight the city’s working waterfront, including educational signage and programs. |       |              |          |
| <b>Guiding Principle 6.</b><br>Become a model for <b>clean, sustainable, resilient</b> and ecologically responsible waterfront development and regional conservation.   |       |              |          |
| <b>22. Sea level rise.</b> All new construction in the Downtown Shoreline will be designed with consideration for future sea level rise.  |       |              |          |
| <b>23. Clean refuge for all.</b> Downtown Shoreline will be a clean, safe refuge for people and wildlife with a focus on sustainability and achieving a balance between public access to water, natural and open spaces with ecologically responsible practices and conservation. |       |              |          |
| <b>24. Sustainable.</b> Downtown Shoreline will be at the forefront of sustainable, resilient, and ecological urban waterfront, incorporating best practices throughout the project area.   |       |              |          |
| <b>Guiding Principle 7.</b><br>Balance the costs to create and maintain public spaces, events and programs with private investment and income-producing uses to ensure the long-term <b>fiscal viability</b> of Downtown Shoreline.   |       |              |          |
| <b>25. Fiscally sustainable.</b> Downtown Shoreline balances the costs to create and maintain free and low-cost community and public spaces, events and programs with private investment and income-producing uses to ensure the long-term fiscal viability of the district.      |       |              |          |
| <b>Guiding Principle 8.</b><br><b>Engage the community</b> about changes in Downtown Shoreline and distribute information about events, and activities in Downtown Shoreline.   |       |              |          |
| <b>26. Events and programs.</b> Information about land use changes, new development, events, and activities in the Downtown Shoreline is available to residents and visitors.   |       |              |          |

To request this information in an alternative format or to request a reasonable accommodation, please contact the Community Development Department at [longbeach.gov/lbcd](http://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.