

Downtown Long Beach Alliance FY17-18 Policy Agenda

Introduction & Overview

Downtown Long Beach Alliance (DLBA) is a 501(c)(6) non-profit organization that operates on behalf of tenants and commercial and residential property owners in Long Beach's Downtown and surrounding areas. It is dedicated to the management, marketing, security, maintenance, advocacy, economic and community development of its two assessment districts in cooperation with the City of Long Beach and the private sector. The Downtown Parking Improvement Area (DPIA) stretches from the waterfront north to 10th Street, and from Golden Avenue east to Alamitos Avenue and is assessed on business owners. The Property Based Improvement District (PBID) is assessed on property owners and incorporates areas surrounding the Downtown core. DLBA is governed by its bylaws and the PBID Management Plan, which was developed in 2012 as part of DLBA's renewal with the City of Long Beach.

Key Areas:

- A. Economic Development
- B. Public Safety & Quality of Life
- C. Sustainability, Walkability & Livability

Economic Development & Development

Development in Downtown Long Beach has advanced greatly in the past several years, including the creation of new residential, commercial and retail space, as well as the reuse of existing buildings. DLBA has accelerated its economic development efforts and issued its Annual Report and Quarterly Snapshot, which documents Downtown's successes and market profile for potential investors. Economic development in the Downtown core remains a focal area for future action. Attracting and retaining quality retail, dining and business employment will continue to solidify the local economy and position Downtown as a destination for residents and visitors.

Areas of Focus

1. Advocate for policies that streamline the regulatory and permitting process for Downtown businesses at the city, county, state level.
2. Work with the City to champion local policies in order to enhance an entrepreneur's ability to grow and prosper
3. Monitor and oppose city, state, and local policies that may cause undue burdens to Downtown businesses
4. Support and promote the development of housing in Downtown Long Beach that aligns with the Downtown Plan
5. Support policies that encourage the development of all types of housing including market-rate, workforce, and affordable housing
6. Support new sidewalk dining regulations that enhance the pedestrian experience and a streamlined public walkway occupancy permit process that supports business expansion
7. Advocate for requirements specifying that new development be oriented towards public spaces and the street to provide "eyes on the street"

8. Work with the City to ease regulations for street performers and mobile food vending in Downtown
9. Advocate for the incorporation of transit and bicycle friendly amenities and programs in new development projects

Sustainability, Walkability & Livability

Urban design and the form of the public realm play significant roles in shaping Downtown Long Beach. Connections between streets, amenities such as sidewalks and street furniture, access to transit, and the visual appearance of Downtown all affect how likely retailers and other businesses are to locate Downtown. They also influence stakeholders' security and how likely residents and visitors are to frequent area businesses. There are many additional opportunities to activate and improve the public realm. The Waterfront and other key Downtown corridors continue to be overly auto-oriented and underutilized, and present strong opportunities to build upon a Downtown vision that draws businesses and visitors from across the region. The redevelopment of Shoemaker Bridge also offers a major opportunity for increasing access to open space and the Los Angeles River.

Areas of Focus

1. Advocate for the redesign of Victory Park/Santa Cruz Park that aligns with desires of Downtown community
2. Advocate for enhancements to the Downtown bicycle network through the addition of bicycle lanes, shared lane marking and other infrastructure improvements
3. Advocate and encourage for stronger pedestrian and bicycle connectivity within and between Downtown's unique districts and neighborhoods
4. Advocate for the transformation of Shoreline Drive into a more pedestrian and bicycle-friendly road while still facilitating mobility for automobiles and ensuring the continued presence of the Grand Prix of Long Beach
5. Advocate for redesigning Pine Ave south of Ocean Blvd into a pedestrian oriented street with active building frontages and pedestrian scale amenities
6. Advocate for policies that encourage the production of green space within public or private developments
7. Support and advocate for efforts to update City regulations affecting the public realm
8. Advocate for improved transit opportunities and multimodal connections, and encourage policies that support a reliable, safe, sustainable transportation system
9. Advocate for a "park-once strategy" that incorporates shared parking arrangements, employee parking programs, demand based parking meter rates, and other programs that utilize Downtown's existing parking supply to the fullest

Public Safety & Quality of Life

Public Safety concerns include both actual and perceived safety. How safe do residents and visitors feel as they navigate streets or travel to Downtown? Strategies to address public safety include coordination with social services and law enforcement, shifting the tenant mix to make Downtown a destination for a wide range of visitors at different times of day, and design approaches that ensure that Downtown spaces are well-lit and feel physically secure. Each of the proposed actions across all four program service areas contribute to enhancing the social fabric that connects Downtown businesses, visitors and residents to create a safe, vibrant Downtown Long Beach.

Areas of Focus

1. Advocate for cutting edge solutions to social services, homelessness and aggressive street behavior
2. Advocate for policies that helps to create a stronger partnerships with the City, County, or State agencies that address issues of homelessness and the street population
3. Advocate for LBPD to enforce existing regulations governing illegal behavior affecting the quality of life in Downtown
4. Support policies that seek to reform proposition 47 and 57
5. Advocate for improved parking security and public safety around parking areas using lighting and other public safety tools
6. Advocate for safety and security measures on the Blue Line, that address fare evasion, multi-agency law enforcement, and other illegal behavior
7. Advocate for the incorporation of Crime Prevention through Environmental Design (CPTED) principles such as natural surveillance, territorial enforcement, lighting and maintenance