

Downtown Long Beach Alliance FY24-25 Policy Agenda (DRAFT)

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, and economic and community development of its two assessment districts in cooperation with the City of Long Beach and the private sector. The Downtown Parking & Business Improvement Area (DPBIA) stretches from the Waterfront north to 10th Street, and from Golden Avenue east to Alamitos Avenue and is assessed on business owners. The Downtown 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 renewed in 2022.

Key Areas:

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

Economic Development & Development

Development in Downtown Long Beach has advanced greatly over the past decade, including the creation of new residential, commercial and retail space, as well as the reuse of existing buildings. Re-energizing active investment in downtowns and urban centers to support housing, retail, business expansion, mixed-use and other projects as economic multipliers. DLBA advocates for policies that spur new resources and development opportunities. Economic development in the Downtown core remains a focal area for future action. Attracting and retaining quality retail, dining, and business employment will continue solidifying the local economy and position Downtown as a destination for residents and visitors.

Re-energizing active investment in Downtown to support housing, retail, business expansion, mixed-use and other projects as economic multipliers. DLBA advocates for policies that spur new resources and development opportunities in Downtown.

Advocacy areas: *housing development for all incomes; Redevelopment/Tax increment financing; Infill infrastructure Improvements; Business Assistance and Support; support of land use and planning documents; Streamlining permitting process*

Areas of Focus

1. Advocate for policies that streamline the regulatory and permitting process for Downtown businesses at the City, county, and state level.
2. Work with the City to champion local policies to enhance an entrepreneur's ability to grow and prosper

3. Monitor and oppose city, regional, and state policies that may cause undue burdens to Downtown businesses
4. Monitor and oppose City, regional, and state policies that may cause undue burden to the production of housing
5. Support and promote the development of housing in Downtown Long Beach that aligns with the Downtown Plan and Inclusionary Housing Ordinance
6. Support policies that encourage the development of all types of housing projects, including market-rate, workforce, affordable, and unhoused
7. Work with the City to ease regulations for commercial activities in Downtown public space, but does not dramatically harm brick & mortar businesses
8. Advocate for continued improvements and investment in local and regional infrastructure projects
9. Advocate for continued integrations of local higher education institutions in Downtown Long Beach, where access to potential employers is greatest
10. Advocate for flexible and future uses within downtown planning district documents like PD-6 and PD-30

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 substantial 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.

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. DLBA advocates for policies that improve the public realm and enhance the pedestrian experience.

Advocacy areas: *public park improvements and programming, public and private art, green space, safe and secure transportation, micro-mobility, improvements to transportation infrastructure, pedestrian friendly streets*

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
5. Advocate for redesigning Pine Ave south of Ocean Blvd into a pedestrian-oriented street with active building frontages and pedestrian-scale amenities
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 is oriented toward public spaces and the street to provide “eyes on the street.”
8. Advocate for policies that encourage the production of green space within public or private developments
9. Support and advocate for efforts to update City regulations affecting the public realm
10. Advocate for improved transit opportunities and multimodal connections, and encourage policies that support a reliable, safe, sustainable transportation system with Long Beach Transit and Los Angeles County Metropolitan Transit Authority
11. 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
12. Advocate for the incorporation of transit and bicycle-friendly amenities and programs in new development projects

Public Safety & Quality of Life

Public Safety concerns include both actual and perceived safety. How safe do residents and visitors feel when navigating streets or traveling 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.

Public Safety concerns include both actual and perceived safety. How safe do residents and visitors feel when navigating streets or traveling to Downtown? Safe and clean public spaces are the foundation of a thriving and viable Downtown. DLBA advocates for policies that provide access, services, and resources to those experiencing homelessness and safety for all users of the Downtown.

Advocacy areas: Public safety; Homelessness; Mental health

Areas of Focus

1. Advocate for cutting-edge solutions to social services, homelessness and aggressive street behavior
2. Advocate for policies that help to create a stronger partnership between the City, County, or State agencies that address issues of homelessness and the street population
3. Advocate for additional sources of revenue to support solutions surrounding individuals experiencing homelessness
4. Advocate for LCPD to enforce existing regulations governing illegal behavior affecting the quality of life in Downtown

5. Support policies that seek to reform propositions 47 and 57
6. Advocate for improved parking security and public safety around parking areas using lighting and other public safety tools
7. Advocate for safety and security measures on the A Line that address fare evasion, multi-agency law enforcement, and other illegal behavior
8. Advocate for the incorporation of Crime Prevention through Environmental Design (CPTED) principles such as natural surveillance, territorial enforcement, lighting, and maintenance

BID Operational Effectiveness

The activities, maintenance, and improvements provided by business improvement districts (BIDs) provide special benefits to assessed properties and businesses and are essential to the continued growth of Downtown. DLBA advocates for policies that ensure it and other BIDs can fulfill their core mission efficiently and effectively.

Advocacy areas: *BID renewal; Special assessment districts; BID operations, CPRA*

Areas of Focus

1. Advocate for the elimination of redundancies and increased efficiencies for BID operations under local and state regulation
2. Advocate for policies that place an undue burden on BIDs
3. Advocate for the growth and expansion of new and existing BIDs in the City of Long Beach
4. Advocate for streamlining of the formation and reformation of PBAs and PBIDs
5. Advocate for the necessary resources for new and existing BIDs from the City of Long Beach