League of Cities Planning Commissioner Academy

Downtown Turnaround: Sustaining Investment and Innovation
Lessons from Long Beach
Today’s Panel

Aimed at providing a broad overview of essential ingredients for downtown success:

• Alan Pullman, AIA, Founding Principal of Studio 111
• Julia Huang, CEO, InterTrend Communications,
• Richard Lewis, Chair Long Beach Planning Commission, Principal of Urbana Development

Moderated by:
• Christopher Koontz, AICP, City of Long Beach, Planning Bureau Manager
Long Beach Timeline and Success

1887 – Incorporation of Wilmore City, a precursor to the City of Long Beach

1950s – Downtown Long Beach peaks in economic activity with rapid economic decline increasing throughout the 1960s and 1970s.

1975 – Downtown Redevelopment Project Area established

2000 – First Downtown Plan (PD-30) Adopted
Long Beach Timeline and Success

2006-2008 – Downtown Visioning Process

2008-2012 – Updated Downtown Plan (PD-30) adoption process

2012-2019

- 367 housing units completed
- 1,787 housing units in construction
- 1,276 additional housing units pending entitlements
- More than 200 new businesses
Listen for Lessons Learned

- Downtown revitalization takes time
- Design matters
- Parking matters
- Arts and culture, special events, creativity and grit are just as important as zoning
- Consensus building is an investment
- Plan for success
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Alan Pullman, AIA
Creating more livable sustainable and engaging cities
Parklet Program
26 ADDED SEATS

30%+ INCREASE IN SALES

10+ ADDITIONAL EMPLOYEES
4th + Linden
Redevelopment
1. East Village Creative Offices - retail and creative office space
2. 420 4th Street - retail, coffee shop and parking
3. Landscape improvements to edge of existing parking lot
4. Landscape improvements to sidewalk pathway
5. Townhomes
6. Retail
7. Proposed curb extensions
8. Existing bus stops
The Streets Urban Regeneration
REVIVING THE CORE
A TRANSFORMATION IN DOWNTOWN LONG BEACH

studio eleven
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Julia Huang, CEO
Everything started with a Kiss
Happy Year Of The Dog 2018
狗來福
Richard Lewis, Developer
Role of Developer
Understanding and evaluating risk

Planning Commissioner
Making clear findings that support constancy with planning documents

Ultimately both of these roles require clear planning documents based on community consensus
DOWNTOWN PLAN

- Downtown Long Beach Specific Plan
- Leadership
- Visioning
- Community Engagement and Consensus
- Defined Plan for Future Growth
MIDTOWN PLAN

- Similar Process to Downtown Plan
- More Developed Area
- Transit Orientated Development
- Up-Zoning
- Plan-in-Action
SPECIFIC PLAN IN ACTION

PRE MIDTOWN SPECIFIC PLAN
LESSONS LEARNED

- Leadership and Vision
- Community Engagement and Consensus
- Plan for Future Growth
QUESTIONS
THANK YOU