



STRATEGY FOR DEVELOPMENT

GREATER DOWNTOWN
LONG BEACH, CALIFORNIA

FIELD
PAOLI



FIELD PAOLI ARCHITECTS • MAY 2000
LONG BEACH REDEVELOPMENT AGENCY

S T R A T E G Y F O R
D E V E L O P M E N T

G R E A T E R D O W N T O W N
L O N G B E A C H , C A L I F O R N I A



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GOALS FOR GREATER DOWNTOWN

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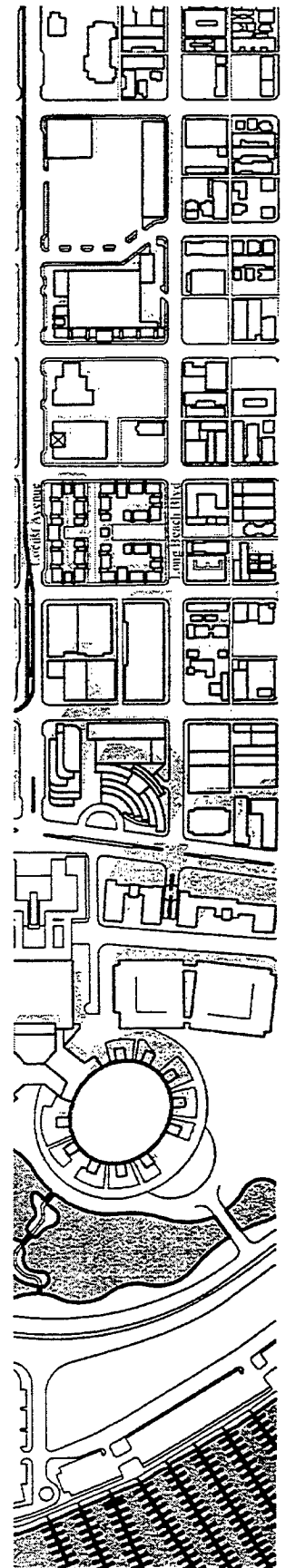
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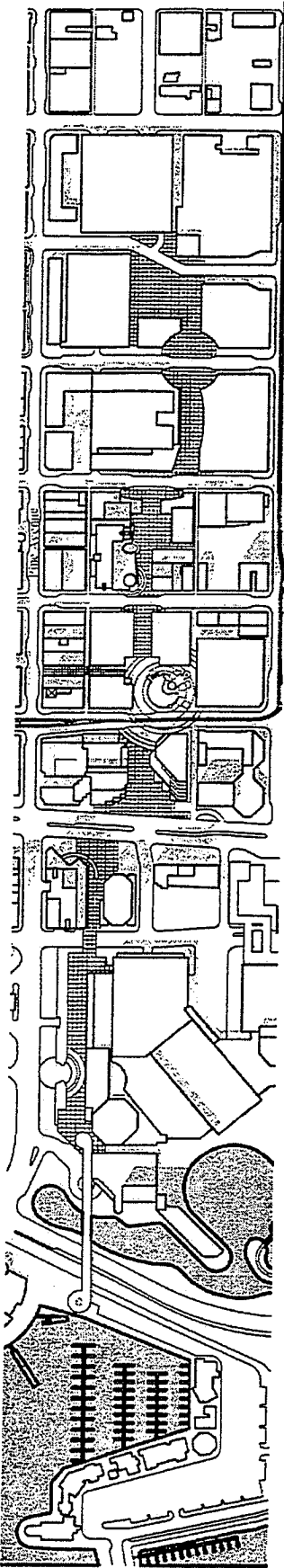
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The Redevelopment Agency of the City of Long Beach has adopted the following goals for the future development of the Greater Downtown:

1. Make the Greater Downtown a distinct and unique place.

A city's potential to attract business, visitors and residents is related to the creation and perception of a city's downtown as a distinct and unique place. Greater Downtown Long Beach, its downtown core, its waterfront and its surrounding neighborhood, is a unique place on the West Coast with its maritime character, mediterranean climate and diversity of culture and activity. It is important to have a unified development plan to both enrich the uniqueness of the place and to tell the world about it.

2. Capitalize on the locational strength of Greater Downtown Long Beach, particularly regarding its maritime and coastal character.

Long Beach is a water city, located on the ocean at the delta of the Los Angeles River. It has beaches, a thriving port, major attractions, ferry and cruise services and a growing convention center. The Greater Downtown has hotels, restaurants, cultural facilities and activities all of which support the potential for continued development of resort and recreational activities along the waterfront. An effective redevelopment strategy will ensure the thoughtful integration of new commercial and residential development to augment the maritime character of Long Beach.

3. Encourage diversity and choice in the heart of the city.

The best cities of the world are alive with people who are attracted by diversity of activities and experiences. The ideal downtown, the heart of the city, provides choices for obtaining day-to-day essentials and enjoying recreational and cultural activities.

4. Make Downtown a vital pedestrian place during daytime, evenings and weekends.

A vital pedestrian-oriented downtown is used not just throughout the day, but into the evenings and on weekends as well. A mix of complementary uses, facilities, pedestrian-oriented streets and plazas can help to ensure downtown activity beyond normal workday hours. Facilities for activities during weekends and evenings include: hotels, churches, theaters, restaurants, clubs, gymnasiums, parks, museums, cultural centers, galleries and street markets.

5. Promote development in the Greater Downtown which provides economic benefits to the entire community.

Redevelopment in the Greater Downtown will provide economic benefits to the entire community of Long Beach, not just to the downtown area. Economic success through development can benefit the community both monetarily and environmentally. Increased tax revenues can be spent for the benefit of the entire city and downtown activities can be enjoyed by all.

6. Reinforce the economic position of Greater Downtown Long Beach within the Los Angeles region.

Long Beach is a major port city and geographically it is almost exactly the center of the Los Angeles basin. It is the second largest city in the region. It has its own Long Beach Airport which is equidistant from Los Angeles and John Wayne Airports. It is served by four freeways and by a light rail line to downtown Los Angeles. These attributes, in addition to Greater Downtown's strengths as a convention, recreation and entertainment center, should be reinforced by the Strategy for Development.

7. Create a flexible approach to development which will be responsive to changing market conditions.

Strategies and guidelines for development need to acknowledge that markets and growth patterns change substantially and at varying rates. These should focus not on specific styles or solutions, but rather on general principles and philosophies that reflect the city's long term goals for quality development in the Greater Downtown. This approach to development requires periodic review so as to adjust strategies and guidelines to suit current conditions.

8. Promote opportunities for cultural events and facilities within the Downtown.

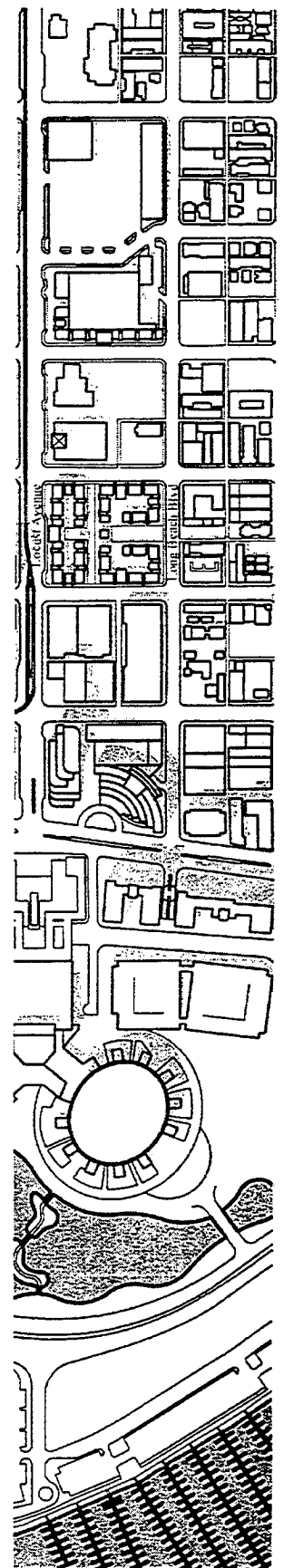
The richness and sophistication of a city is often gauged by the diversity and availability of cultural facilities and events. A broad spectrum of performances, exhibitions, festivals and permanent installations for cultural display make a vibrant downtown. Long Beach has the Public Corporation for the Arts (PCA) which promotes art and cultural activity in the Greater Downtown. The activities of PCA and other organizations engaged in opportunities for cultural enrichment should be encouraged.

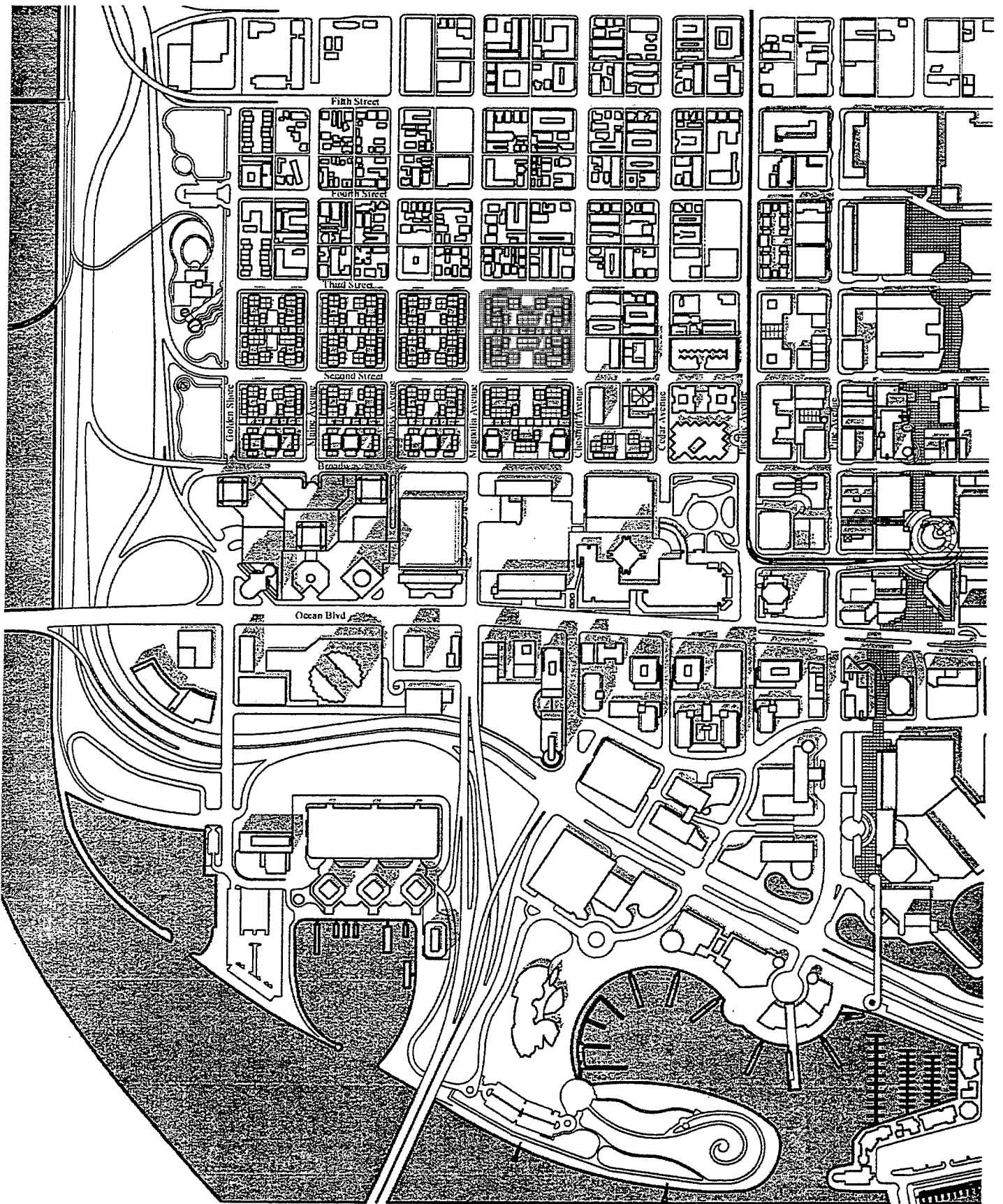
9. Expand and integrate the residential presence within the Greater Downtown.

The health and vitality of the Greater Downtown, as well as its sense of livability, is directly related to the presence of people living there. Substantial quantities of well-integrated downtown residential development supports a wide range of services and a strong pattern of use in the evenings and weekends. The Greater Downtown is strengthened by its neighborhood and its residents and they become its caretakers. It is therefore paramount that downtown residential development be of high quality and promotes a sense of community.

10. Improve transportation and signage systems to create a sense of orientation and ease of access to and from the Greater Downtown.

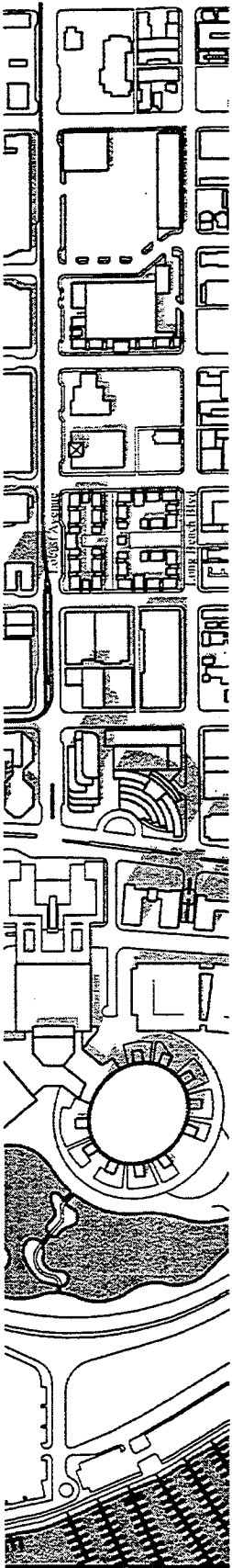
The City of Long Beach needs to make it easy to arrive and leave the Greater Downtown. Once there, people need to know how to find areas of interest such as shops and theaters and major destinations, including the Convention Center and Aquarium. The transportation and signage systems should be oriented primarily to people using the downtown and should encourage commuters and others to stop and visit.





A VISIONARY PLAN — OVERHEAD VIEW

The overhead view illustrates one vision of Greater Downtown Long Beach that could be realized around the year 2010 with the implementation of this strategy.



OVERVIEW

In 1990 the Long Beach Redevelopment Agency began the process of developing a strategy for the development of the Greater Downtown. The process entailed numerous public work sessions by the Agency, each concentrating on one or more downtown areas. THE 1999 STRATEGY FOR DEVELOPMENT as presented herein embodies the results of work sessions during 1998-99 and modifications that have been made due to changing conditions for development which have occurred over the past decade. Since 1992, when the first edition of the Strategy for Development was issued, the Central Redevelopment Project Area has been added to the Downtown and West Beach Redevelopment Project Areas. The Greater Downtown now lies completely within the three redevelopment project areas. The waterfront area (Queensway Bay), the downtown core, and the neighborhoods to the west and east of the core (West Gateway and East Village) all are identified as a part of the Greater Downtown and included in this Strategy for Development.

The reasons for having a Strategy for Development (and the ways in which it differs from a more traditional plan) are several:

- **TO DEFINE A VISION FOR GREATER DOWNTOWN LONG BEACH.**
The Redevelopment Agency must have a comprehensive vision for downtown in order to determine how specific projects 'fit' the vision and further the Agency's short and long-term objectives.
- **TO BE PRO-ACTIVE, RATHER THAN REACTIVE.**
Development policies, programs and standards work best when they are in place prior to the development being proposed, so that developers and designers know the Agency's objectives and requirements from the outset. In addition, the nature of the development market requires that a strategy not be static, but rather that it be dynamic. The strategy should be updated on at least a biannual basis in order to be proactive and to adjust to current economic conditions.
- **TO ESTABLISH PRIORITIES CONCERNING THE TIMING OF DEVELOPMENT.**
Certain development projects, due to location or type, are important as catalysts for future development and should be encouraged. Such developments can also set the standard for the style and quality of future developments, and the Agency may wish to delay other nearby projects until this new standard is established.
- **TO USE AGENCY RESOURCES IN THE MOST PRODUCTIVE WAY.**
Only by having a comprehensive vision for the Greater Downtown can the Agency be sure a particular investment is the best one it can make. New, old and historic buildings are existing resources that must be included in the evaluation of potential development.
- **TO CREATE A COHERENT URBAN DESIGN FOR GREATER DOWNTOWN.**
Because redevelopment is proactive by nature, it has great potential to improve the visual quality of the downtown environment through urban design guidelines and design review.

The Conceptual Diagram graphically explains some of the primary urban design premises that are embodied in this document. The ideas that are illustrated include the importance of Long Beach Boulevard and Pine Avenue as two major north-south streets, and of Ocean Boulevard as the primary east-west street. The urban character of the areas to the north of Ocean and the more recreational character to the south of Ocean are portrayed. Major project sites are identified and the residential areas to the east and west of the mixed-use core are shown. In addition, the diagram shows the nature of a water city, water views and water edges that define two of four sides of downtown. The image of a maritime city is important when viewed from both, water and land.

The Regional Plan, the Vicinity Plan, and the Circulation Diagram on the following pages establish the context of Greater Downtown Long Beach from the scale of the Los Angeles region to the scale of the downtown area.

Long Beach Boulevard and Pine Avenue are the major urban north-south streets, each with a distinct character. Both offer opportunities for street retailing and pedestrian activity in the context of medium to high density mixed use development.

A realignment of on and off ramps connecting city streets to the I-710 Freeway creates the opportunity for a recreational and neighborhood oriented river edge for the city

Broadway is a major city gateway from the west and it offers site opportunities for significant new mid-rise office development.

Ocean Boulevard is the primary east-west axis of downtown Long Beach and forms the edge of the downtown to the north, while also providing views and access to the more recreation oriented waterfront. It's high density, high visibility and vitality help to establish the image of downtown, while providing prestige addresses within a varied mixed-use context that includes shops, hotels, offices and housing. The downtown links the World Trade Center, the Civic Center, the Terrace Theater and the Convention Center.

The approximately 30 foot elevation change south of Ocean Boulevard creates opportunities for a dramatic oceanfront edge to the Downtown. The elevation change allows magnificent views to the waterfront. Seaside Way at the bottom of the bluff allows unobtrusive service access for the mixed use projects along Ocean Boulevard.

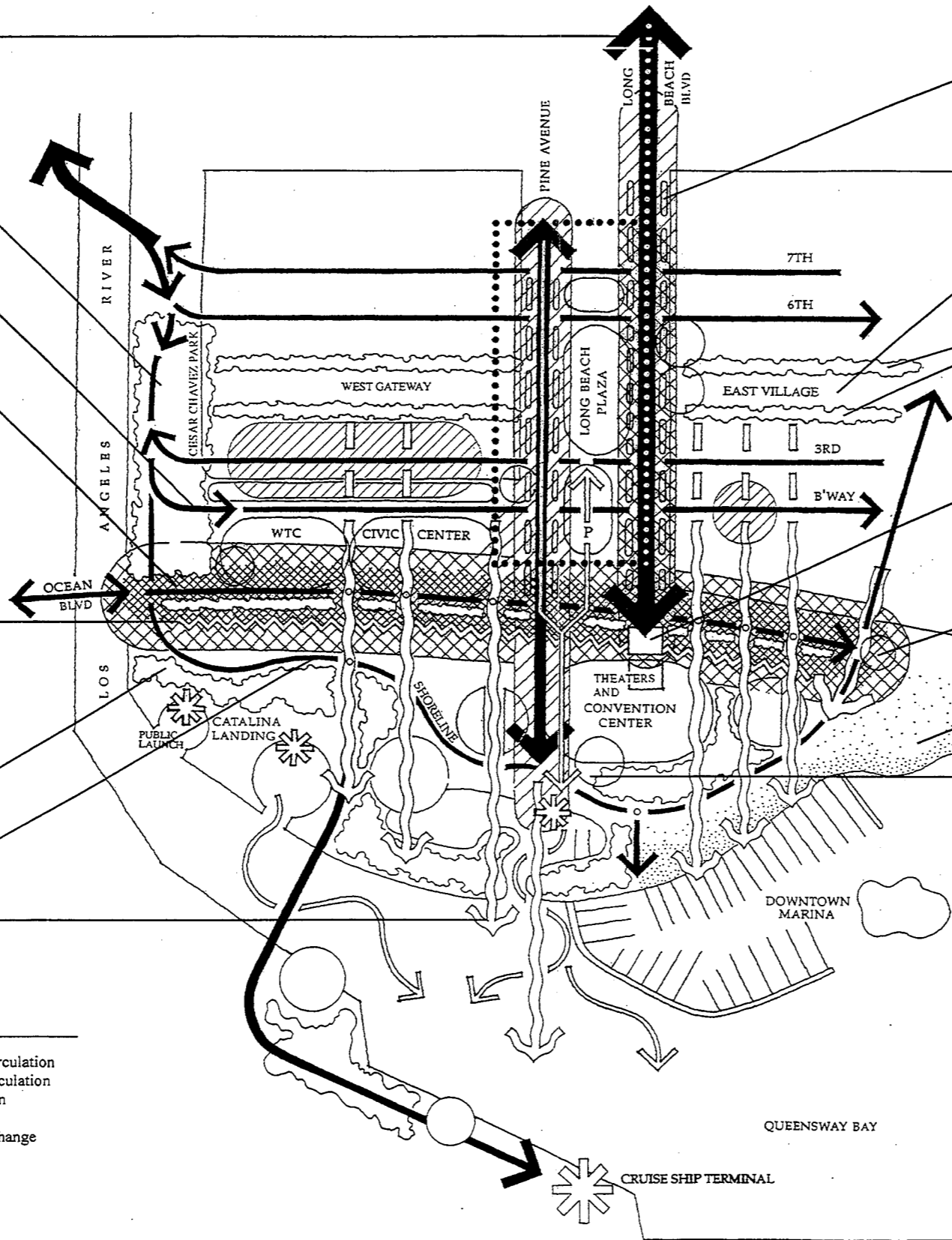
Existing pedestrian and bike routes along the waterfront can be part of a greenbelt with connections from the Cesar Chavez Park to the beach, marina and waterfront activities.

Shoreline Drive should be developed as a "scenic" waterfront route as well as an urban arterial street.

North-south axes along street corridors should provide views through the high-density fabric of Ocean Boulevard buildings to the waterfront beyond.

LEGEND

- | | | | |
|--|------------------------|--|------------------------------|
| | View Corridor | | Major Pedestrian Circulation |
| | The Promenade | | Major Vehicular Circulation |
| | Retail Frontage | | Water Transportation |
| | High-Density Mixed-Use | | Light Rail Transit |
| | Mid-Density Mixed-Use | | 30 Foot Elevation Change |
| | Major Project Sites | | Landscape Zones |
| | World Trade Center | | |



The strong pedestrian pathways would be reinforced along Pine Avenue and the Promenade in order to link the Downtown, the Convention Center and the waterfront.

Residential neighborhoods intersect the Downtown on the east and west.

Fourth and Fifth Streets are low traffic streets which should be developed as landscaped pedestrian links between the neighborhoods and Downtown.

The plaza in front of the Terrace Theater is the visual terminus of Long Beach Boulevard. With low-scale buildings defining and adding uses to the plaza it could be more active and visually prominent.

High-rise buildings visually anchor Ocean Boulevard on the east and the west.

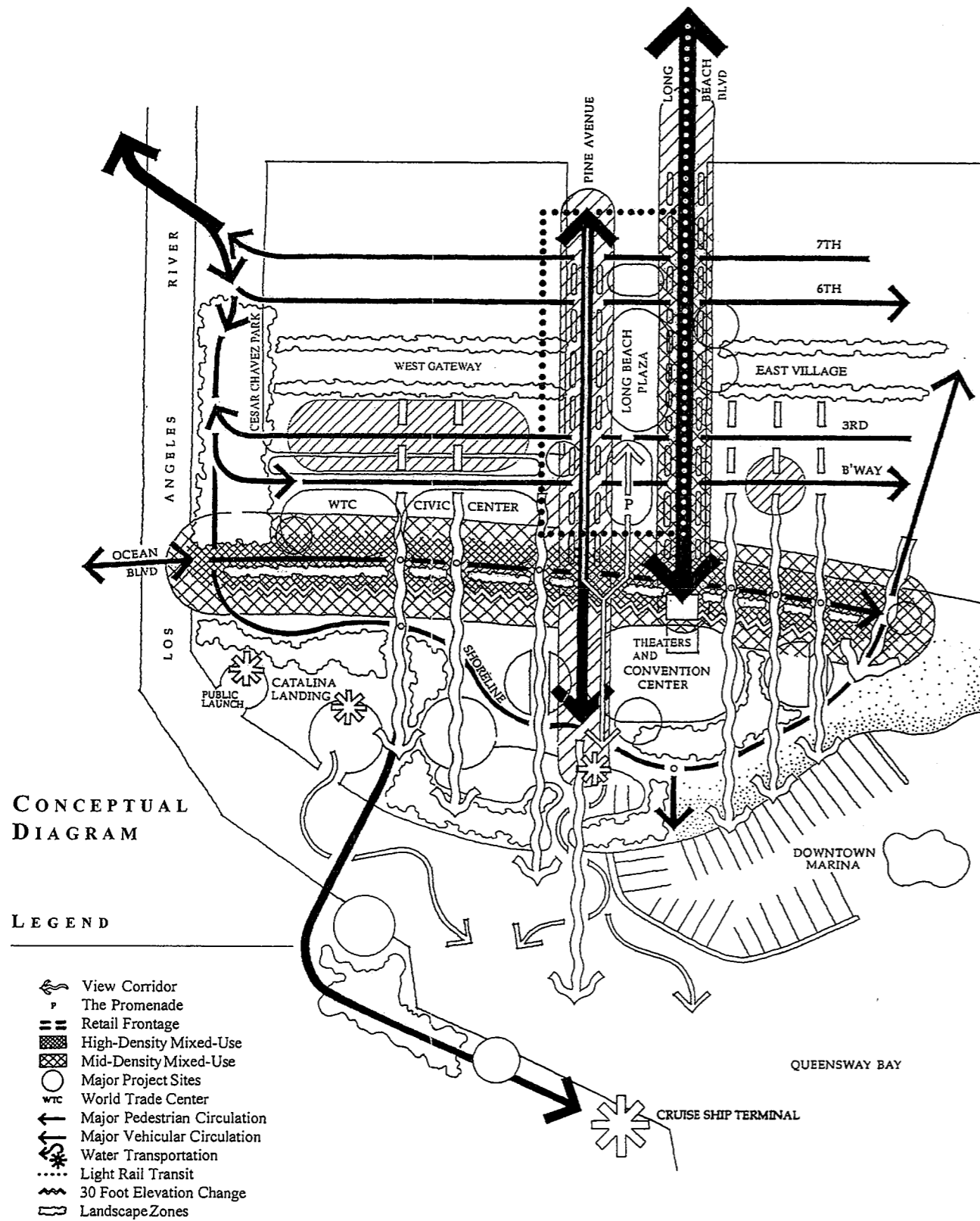
The end of the beach should be integrated with the marina and waterfront.

Prime sites along Shoreline Drive offer opportunities for mixed-use recreational and resort development along the waterfront.

In general, the waterfront should be developed as a resort and recreation destination which maximizes the opportunities for tourists, conventioners, day visitors and residents.

CONCEPTUAL DIAGRAM with annotations

EXISTING CONDITIONS



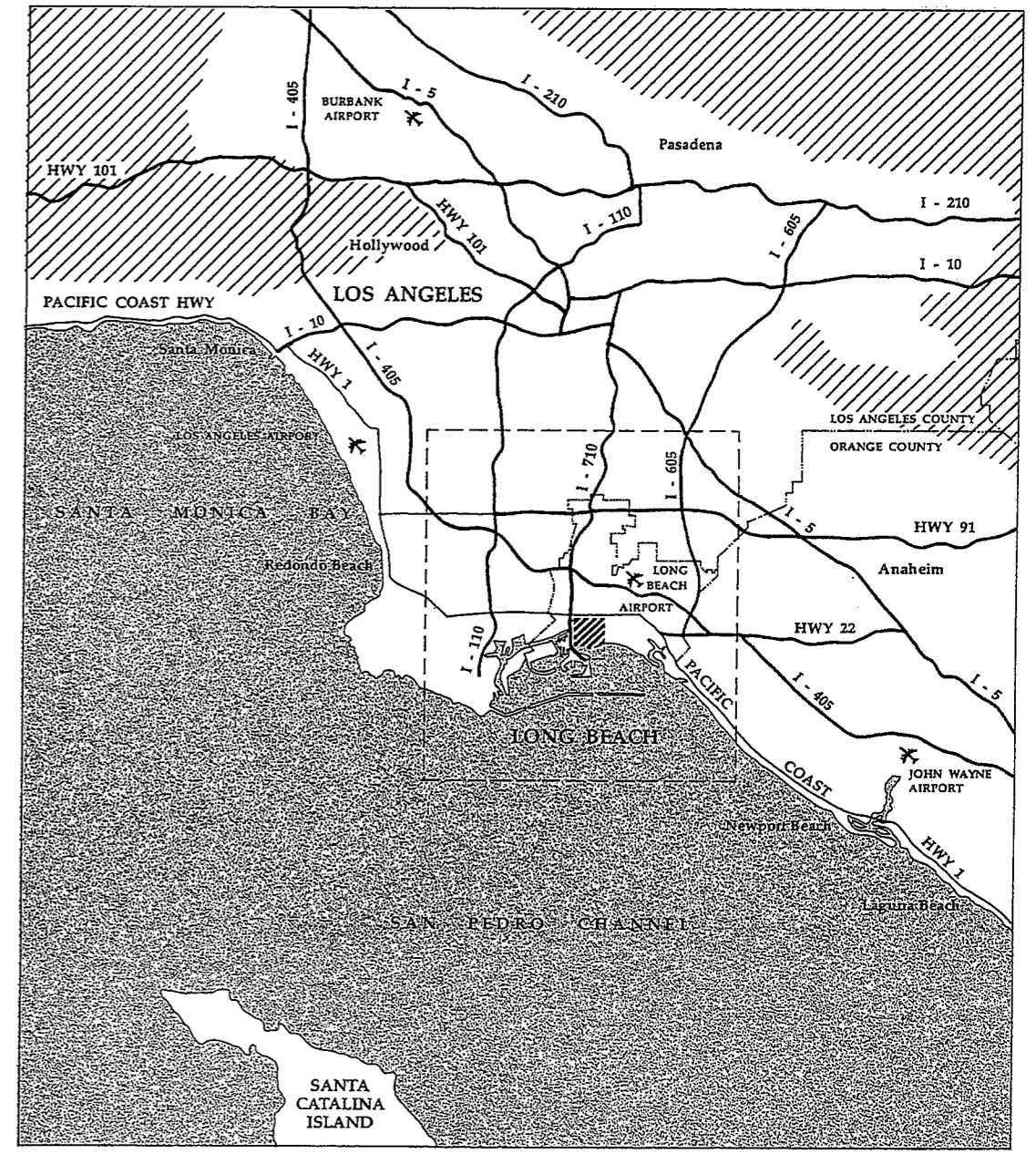
CONCEPTUAL DIAGRAM

LEGEND

- View Corridor
- The Promenade
- Retail Frontage
- High-Density Mixed-Use
- Mid-Density Mixed-Use
- Major Project Sites
- World Trade Center
- Major Pedestrian Circulation
- Major Vehicular Circulation
- Water Transportation
- Light Rail Transit
- 30 Foot Elevation Change
- Landscape Zones

please fold out for CONCEPTUAL DIAGRAM with annotations

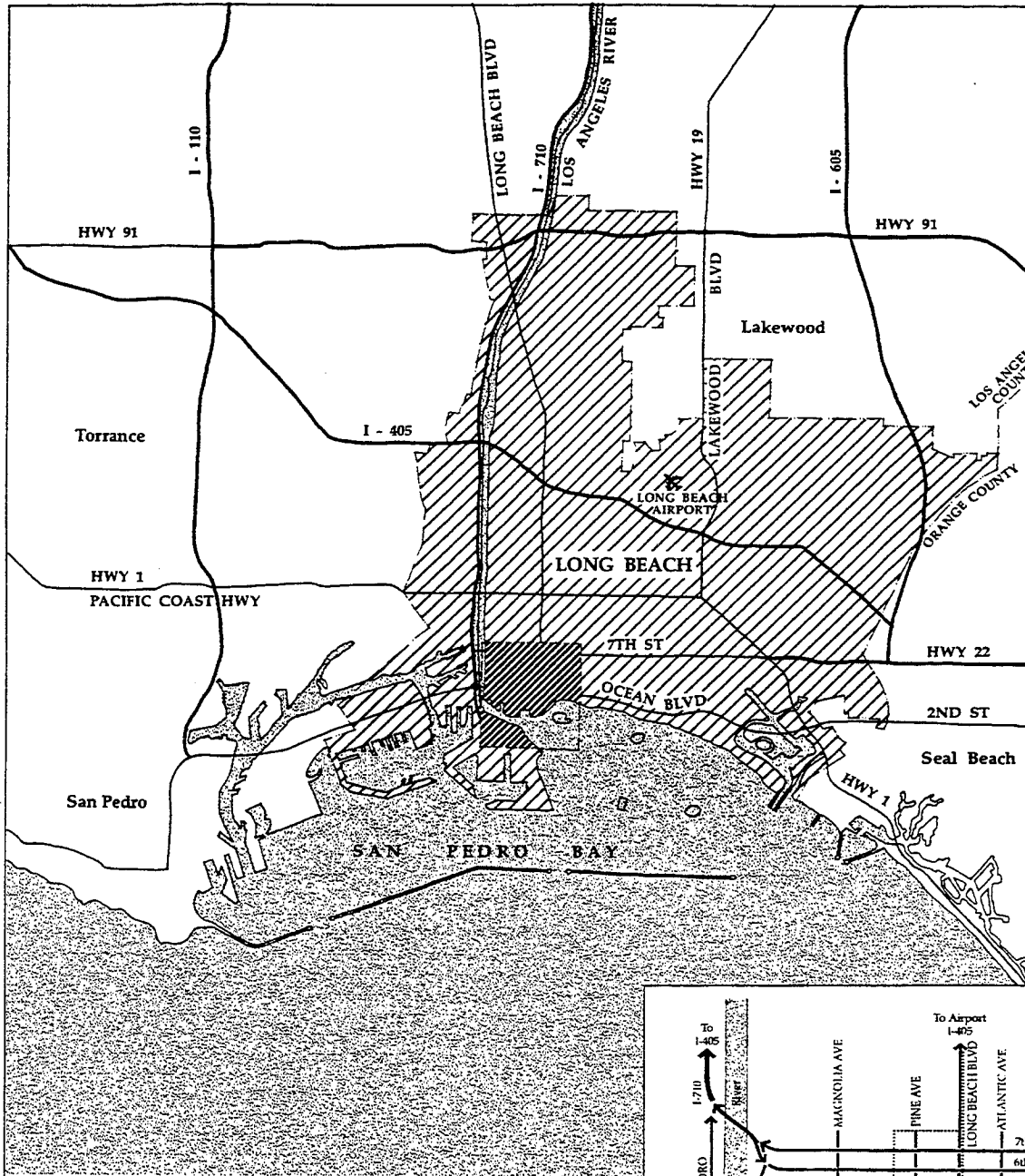
OVERVIEW



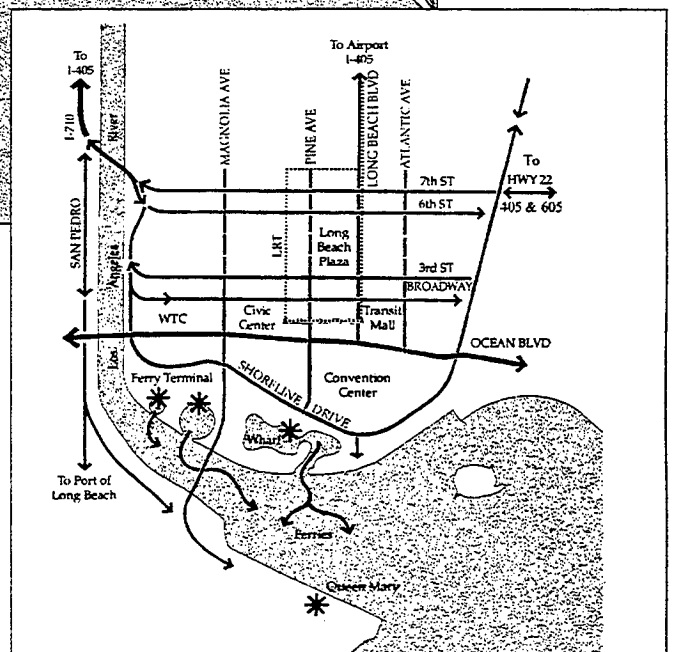
REGIONAL PLAN

Long Beach is geographically located near the center of the Los Angeles basin. It is served by Long Beach Municipal Airport, Los Angeles International Airport, and John Wayne International Airport in Orange County; all the airports are less than 25 miles from greater downtown Long Beach. Light Rail Transit (LRT) connects the downtown to downtown Los Angeles. Long Beach is a major port city and its location on the Pacific Ocean has given it exceptional advantages as a regional convention and trade center and as a significant resort and recreational destination.

The Regional Plan above locates Long Beach within its regional context and the Vicinity Plan shows an enlarged view. The Vicinity Plan shows the incorporated limits of the City of Long Beach. The hatched square in both plans indicates the approximate Greater Downtown boundaries that are illustrated in this Strategy.



VICINITY PLAN



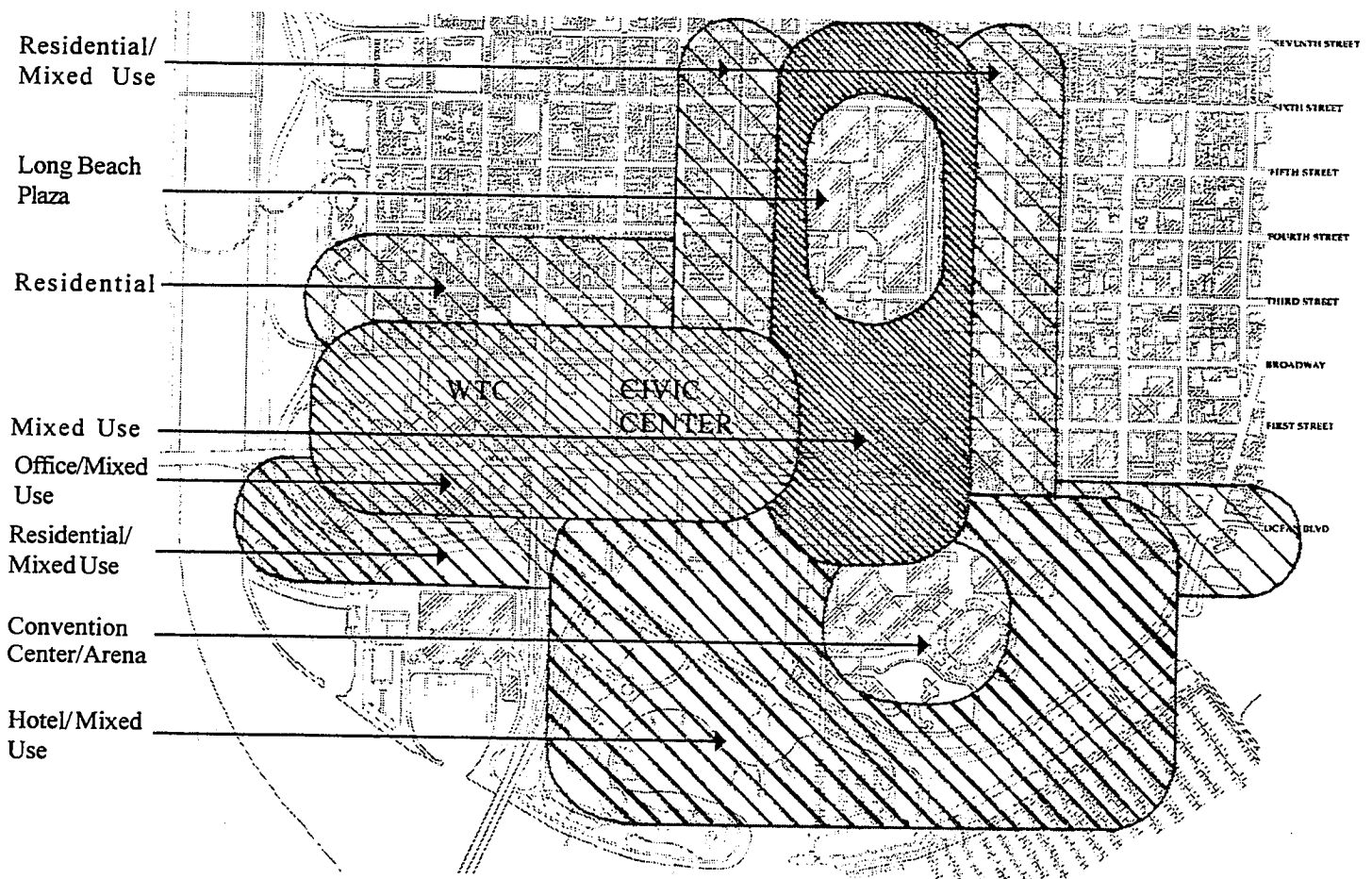
CIRCULATION DIAGRAM

The diagram to the right illustrates major vehicular circulation routes in the Greater Downtown and their connections to freeways; light rail transit (LRT); and the waterfront.

OVERVIEW

DOWNTOWN AREAS: Because Greater Downtown Long Beach is large and diverse, it is easiest to comprehend in terms of geographical areas. Areas 1 through 8 in the Greater Downtown are designated for this Strategy, of which six lie mostly or entirely within the boundaries of the Downtown and West Beach Redevelopment Project Areas. The other two, Areas 6 and 7, lie mostly within the Central Long Beach Redevelopment Project Area.

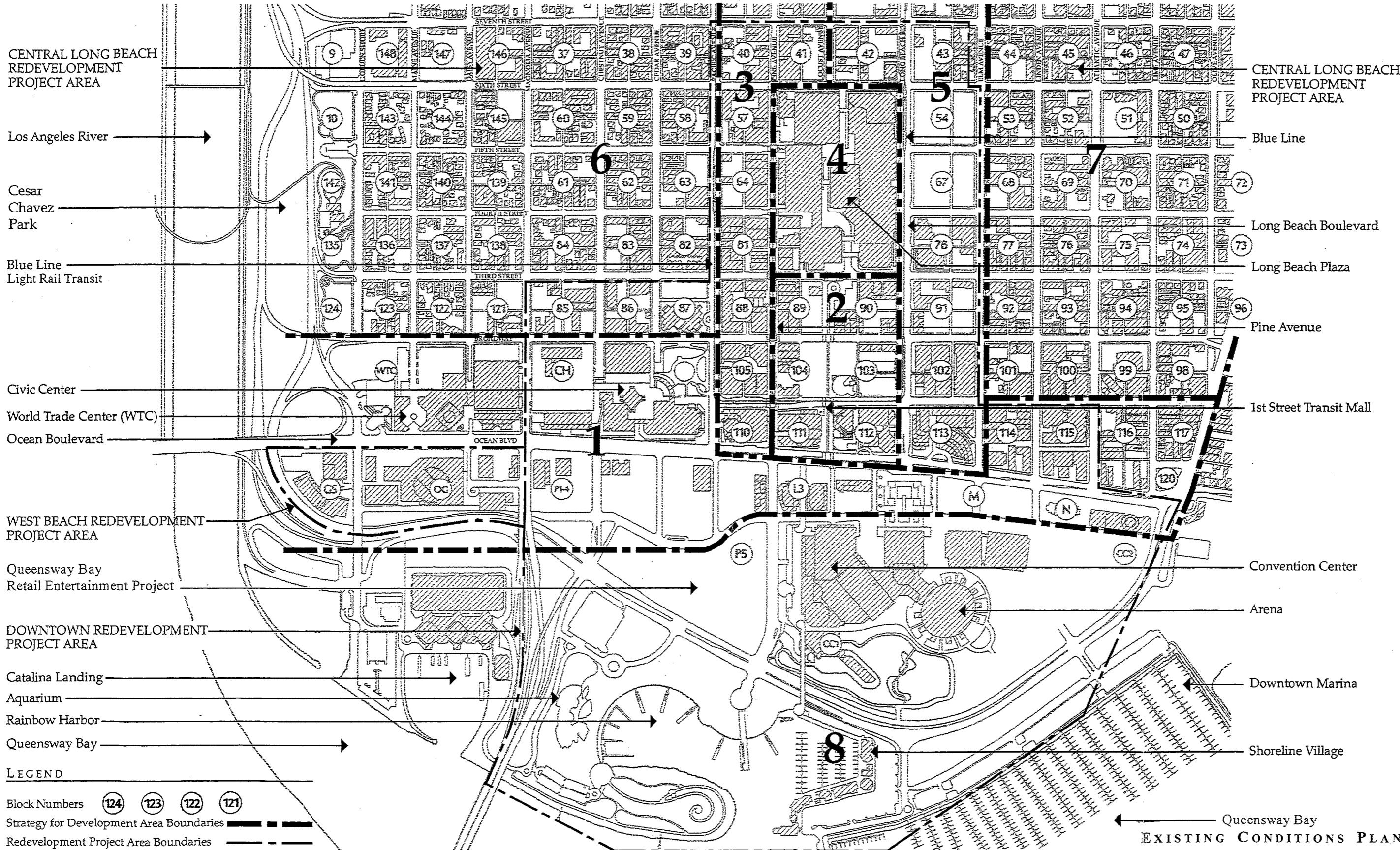
Greater Downtown Long Beach includes: the downtown core (Areas 1, 2, 3, 4, and 5), the waterfront, Queensway Bay (Area 8), and the neighborhoods to the west and east, West Gateway and East Village (Areas 6 and 7). The northern boundary of the Greater Downtown is Eighth Street. The boundaries between the eight Areas are not meant to be definitive separations; the boundaries are meant to serve as guides to distinguish parts of Greater Downtown that have quite different characteristics. All the projects presented in this Strategy for Development lie within the eight Areas and also lie within the Downtown, West Beach, and Central Long Beach Redevelopment Project Areas.



LAND USE DIAGRAM

The diagram illustrates primary land uses within major zones of the Greater Downtown.

DEVELOPMENT AREAS



CENTRAL LONG BEACH REDEVELOPMENT PROJECT AREA

CENTRAL LONG BEACH REDEVELOPMENT PROJECT AREA

Los Angeles River

Blue Line

Cesar Chavez Park

Long Beach Boulevard

Blue Line Light Rail Transit

Long Beach Plaza

Civic Center

Pine Avenue

World Trade Center (WTC)

1st Street Transit Mall

Ocean Boulevard

WEST BEACH REDEVELOPMENT PROJECT AREA

Convention Center

Queensway Bay Retail Entertainment Project

Arena

DOWNTOWN REDEVELOPMENT PROJECT AREA

Downtown Marina

Catalina Landing

Shoreline Village

Aquarium

Rainbow Harbor

Queensway Bay

LEGEND

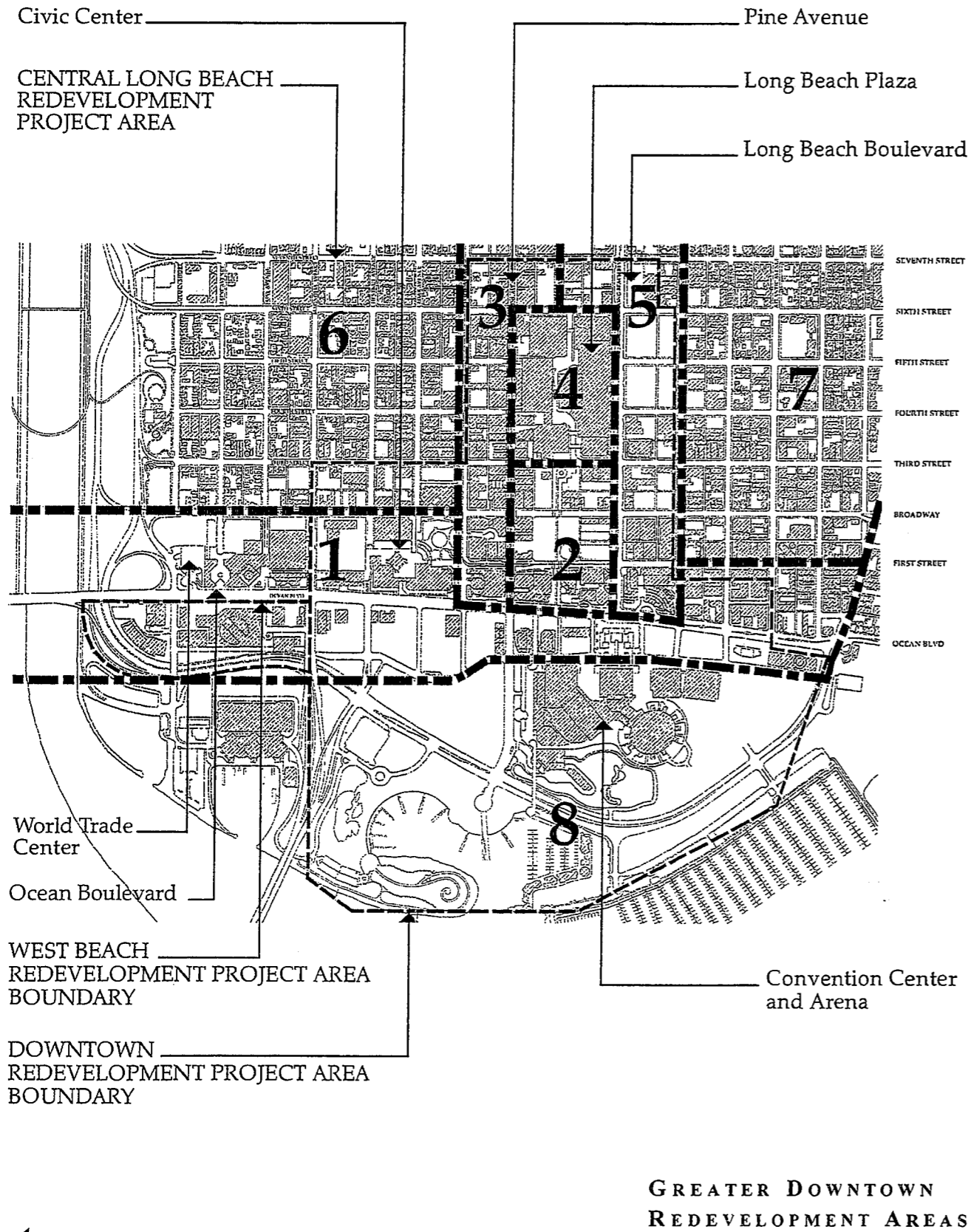
Block Numbers 124 123 122 121

Strategy for Development Area Boundaries

Redevelopment Project Area Boundaries

Queensway Bay EXISTING CONDITIONS PLAN

EXISTING CONDITIONS



GREATER DOWNTOWN REDEVELOPMENT AREAS

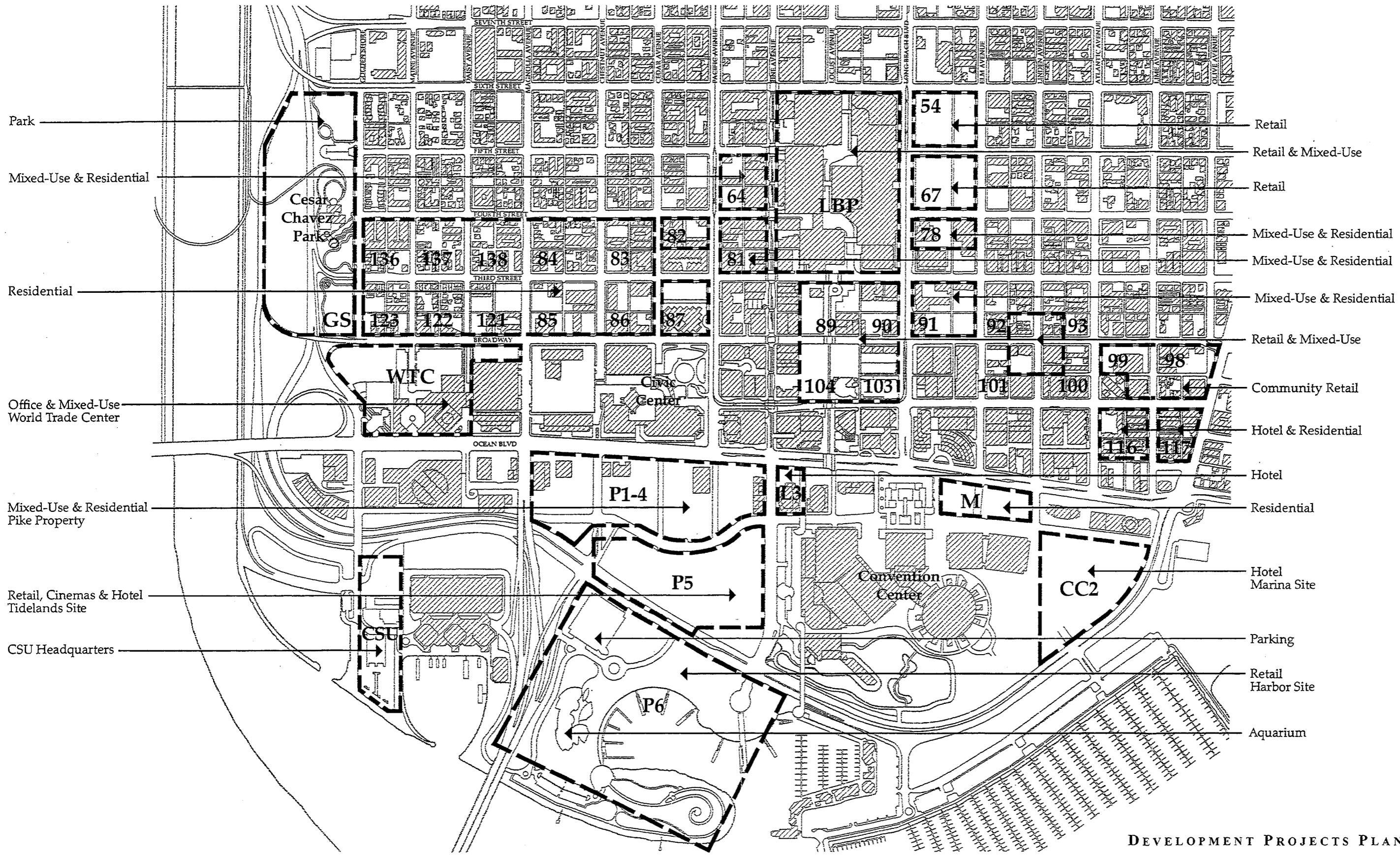
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DOWNTOWN OVERVIEW

DEVELOPMENT PROJECTS

Project Name	Status	Block	Type	Approximate Size
Convention Center	Completed	CC1	Expansion	391,000sq ft
Pine Square	Completed	88	Cineplex Retail Residential	16 screens 33,000sq ft 142 units
Rainbow Harbor	Completed	P6	Harbor/Park	157,000sq ft
Aquarium of the Pacific	Completed	P6	Entertainment	156,735sq ft
World Trade Center		WTC		
Phase 1	Completed		Office & Retail	558,000sq ft
Phase 2/Hilton	Completed		Hotel	400 rooms
Phase 3/4	Planned		Office	1,600,000sq ft
California State University	Completed	CSU	Office	165,000sq ft
Cesar Chavez Park	Phase 1 completed	GS	Recreation	13 acres
Block L3	Planned	L3	Hotel	430 rooms
Block 89	Planned	89	Hotel	162 rooms
Pike Property	Planned	P1-4	Office Residential	1000 units
Queensway Bay	Planned	P5 Hotel	Retail & Cinemas 300	325,000sq ft rooms
Queensway Bay Harbor Site	Planned	P6	Retail	200,000sq ft
Marina Site	Concepts	CC2	Hotel	500 rooms
Block 81	Concepts	81	Retail Residential	50,000sq ft 162 units
Long Beach Plaza	Planned	LBP	Retail Residential	450,000sq ft 200 units
Blocks 54 & 67	Planned	54 & 67	Retail	75,000sq ft
The Promenade	Concepts	90, 103 & 104	Retail	200,000sq ft
Block M	Concepts	M	Residential	556 units
Blocks 78 & 91	Concepts	78 & 91	Retail	27,000sq ft
Westgate	Concepts	82-87, 121-123,	Residential	1200 units
136-138				
East Village	Concepts	99	Retail	80,000sq ft
East Village	Concepts	116 & 117	Office & Residential	

DEVELOPMENT PROJECTS



DEVELOPMENT PROJECTS PLAN

Development projects in 2000 include Greater Downtown projects which are recently completed, under construction, planned and pending, or in conceptual design. In the chart on the facing page, the term “planned” is used to refer to projects which have been proposed by developers; “concepts” refers to conceptual programs formulated as part of this Strategy.

OFFICES

Office space is mainly concentrated along Ocean Boulevard. While this area is already intensely developed, substantial development potential remains on sites such as the World Trade Center and the Pike Property. Current plans for these sites would accommodate over three million square feet of offices. The blocks on the north side of Broadway west of Pacific offer additional sites for mid-rise offices and the upper floors of new developments along Pine and the Promenade could accommodate professional offices and other smaller uses.

HOTELS

Most hotels today are clustered around the Convention Center, in part to take advantage of the Convention Center’s proximity, and in part because of bay views. Substantial development capacity remains south of Ocean Boulevard; “Tidelands” and “Marina Site” could each add 300–500 new hotel rooms. Another 430 hotel rooms are proposed on L3, adjacent to the Convention Center, and smaller hotels are proposed for sites along Pine and the Promenade.

RETAIL

Over the past several years, Pine Avenue has been revitalized with Agency programs to improve parking, signage, building facades, and special events, as well as financial participation in key catalyst projects such as Pine Square, completed in 1994.

While a few development sites remain along Pine Avenue, most future retail growth in Greater Downtown Long Beach should be directed to the Promenade and Long Beach Plaza. The 1998 Master Plan of the Promenade includes both landscape improvements and a development strategy. The strategy targets midsize retailers, to complement the mix of shops and restaurants on Pine.

Long Beach Plaza, an enclosed shopping mall, is the only site in the Greater Downtown which can accommodate large retail stores. However, due to its inward focus the mall has no synergy with the rest of Downtown. The mall should be redeveloped to improve its relationship to Pine and Promenade in order to create an urban, pedestrian district with a full range of retail and mixed-use options.

HOUSING

More high-quality, high-density residential development would improve both the image of the Greater Downtown and expand its customer base. Ocean Boulevard east of the Promenade is already established as a prime location for luxury housing, such as the 556 units proposed for Block M. The Pike Property offers similar potential for a community of residential towers with ocean views.

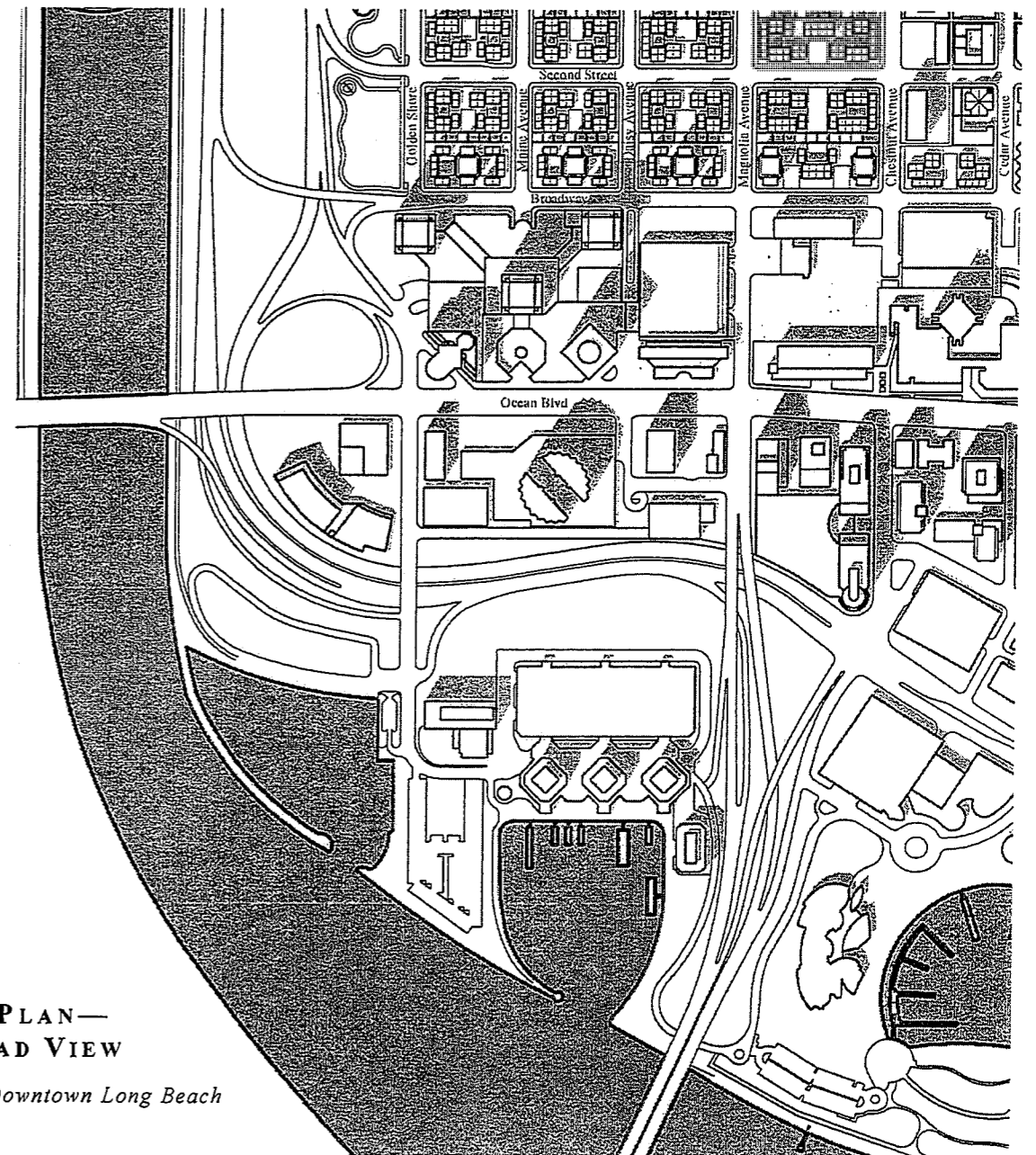
Other good locations for high-density housing are along Long Beach Boulevard and Pacific Avenue - the route of the “Blue Line” light rail line - and along 3rd and 4th west of Pacific. In these locations, high-density housing would buffer lower-density residential areas from adjacent commercial uses. Housing could also be encouraged on the upper floors of future mixed-use developments along Pine Avenue and the Promenade.

◀ please fold out for DEVELOPMENT PROJECTS PLAN

Urban Design: the Redevelopment Agency has a central role in improving the urban design and the visual quality of the Greater Downtown by:

- Actively promoting design quality for projects on key sites, through its powers of land assembly and financial subsidy.
- Reviewing the design of all new construction and renovation within redevelopment project areas.
- Improving strategic retailing streets with a coordinated package of programs, such as streetscape improvements and building facade renovation.

The visual image of Greater Downtown Long Beach should suit its stature as a city of international importance. The shape of the skyline should reinforce the identity of Ocean Boulevard as the premier location for corporate headquarters and other signature buildings; it should also mark the area defined by Pacific, Third, Long Beach and Ocean as the ‘heart’ of downtown.



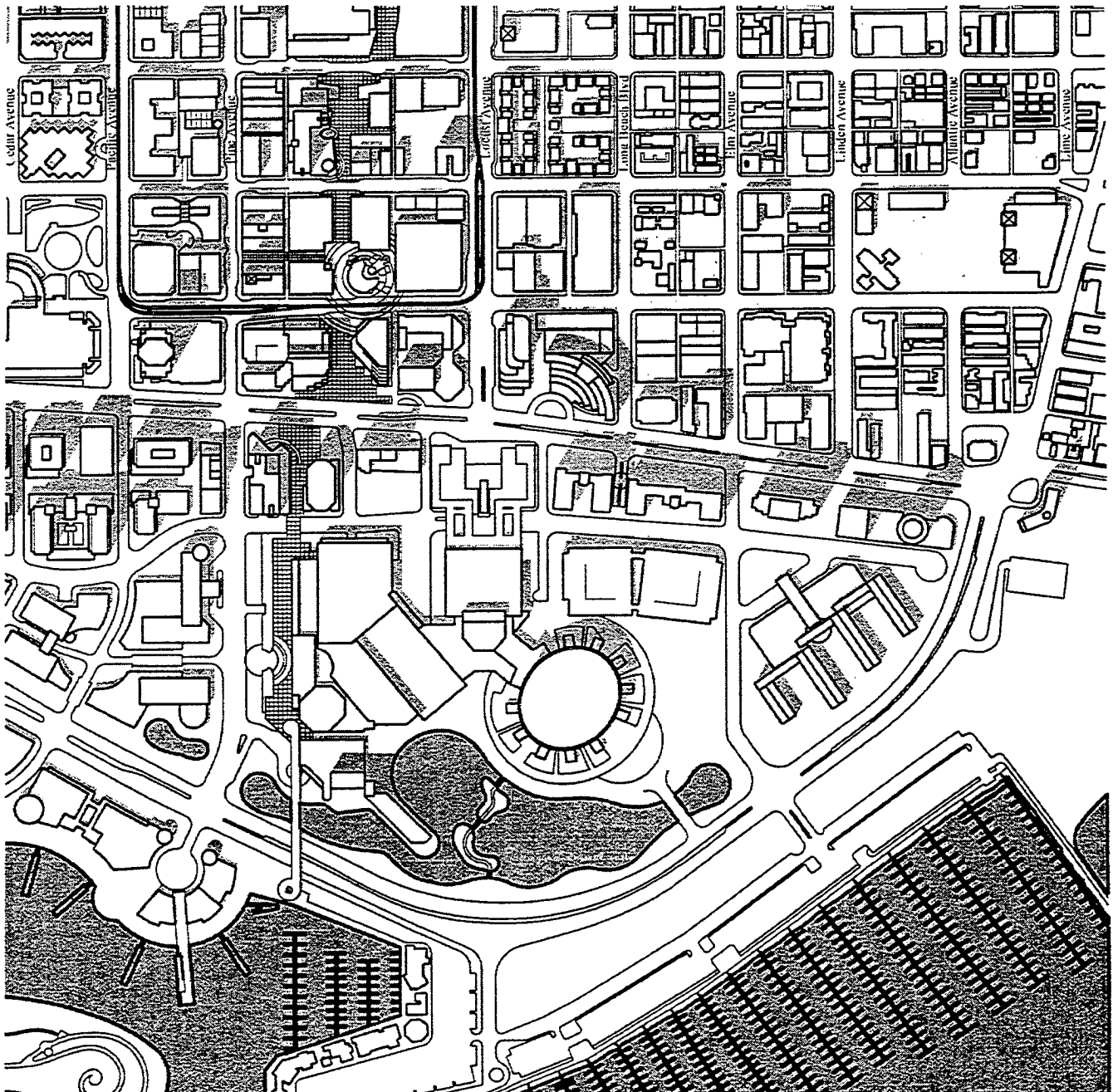
A VISIONARY PLAN—
OVERHEAD VIEW

*A vision of Greater Downtown Long Beach
circa 2010.*

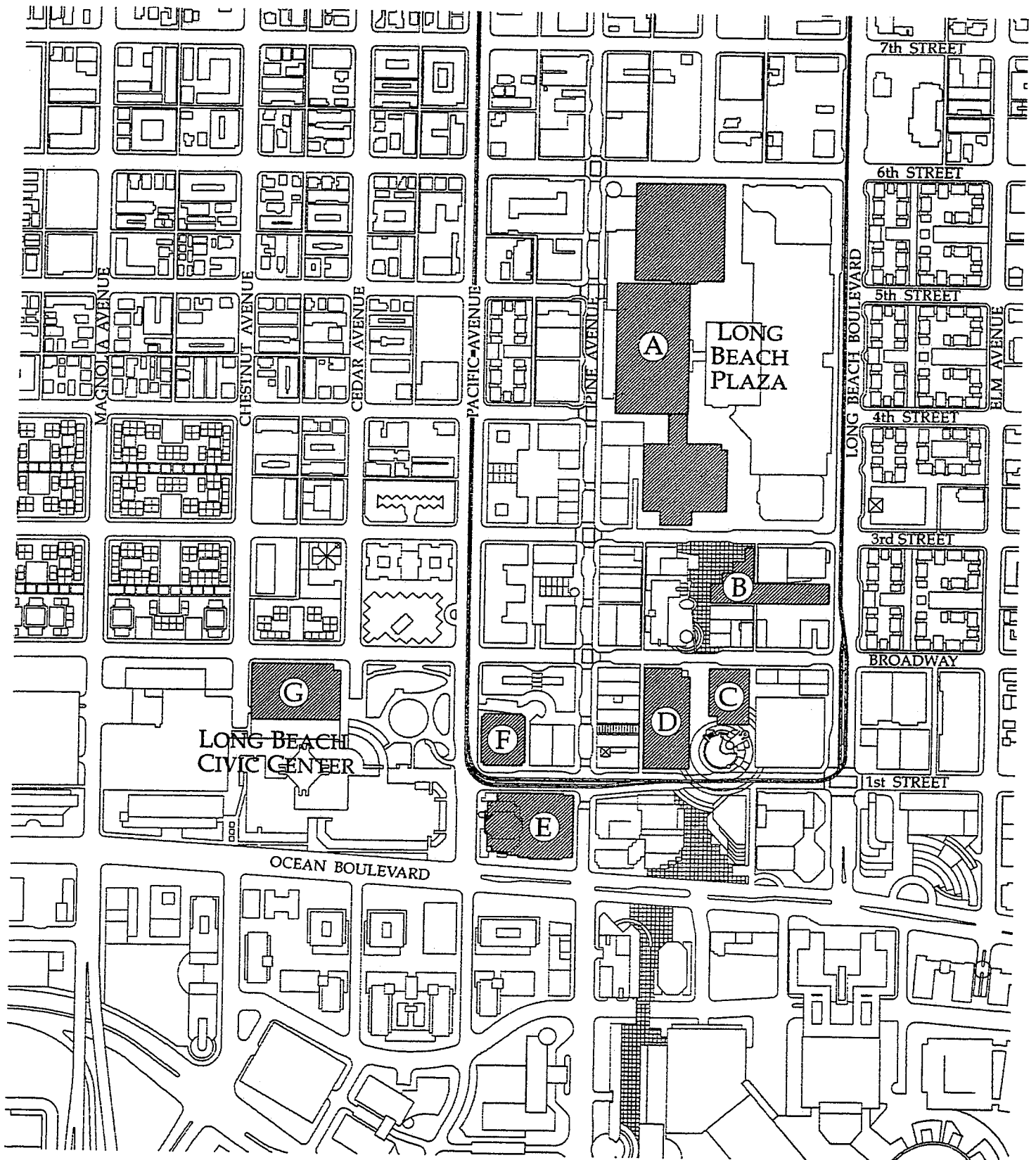
Tall buildings should be designed to enhance the city's bright, airy quality. They should be slender, and should be spaced and aligned to preserve sun and sky exposure, and views to the bay. Buildings should frame and define streets as active, secure, public spaces. Architectural design and materials should convey an image of elegance and permanence, and should respect the context of existing buildings, particularly those of architectural significance.

Development south of Seaside Way should have the character of an "urban resort". Water and land areas along the shoreline should be designed to encourage active, intensive use; they should not be simply ornamental. New development projects in this area should be designed to reestablish the city's historic link to the waterfront, by creating inviting pedestrian routes to the shoreline, and by incorporating natural water features into the landscape.

One possible outcome of these urban design concepts is depicted in the drawings entitled: "A Visionary Plan", which show Greater Downtown Long Beach as it might look around the year 2010. All the buildings shown are existing, currently planned, or proposed in a conceptual way in the "Strategy by Area" section of this document. Actual development proposals for these sites may, of course, differ considerably from those shown.



OVERVIEW



DOWNTOWN PARKING VALIDATION PROGRAM

A map of current downtown parking validation program.

Transportation assumptions for the Greater Downtown are contained in the Transportation Element of the City's General Plan. It was adopted in December 1991, and it is used as a basis for this Strategy. It reflects two underlying policy objectives: that most of the employment and residential growth would take place in the Greater Downtown; and that peak hour traffic on city roadways should not increase beyond 80-90% of their current capacity, reaching in the worst case a level of service "D".

The traffic model used for the analysis assumed levels of new development which were based upon projected amounts and uses predicted for the Greater Downtown in 1990. Since the projected amounts of development from 1990 were more than have actually occurred in the ensuing nine years, the Transportation Element and its proposed package of mitigation measures is an overestimate of needs for this Development Strategy. Most of the roadway improvements recommended in the transportation element would not be required until 50% of the projected growth in the city is realized. Since this is expected to occur after the year 2000, most of the improvements would not be required until well after the beginning of next year.

The transportation and urban design objectives for the Greater Downtown have included a pedestrian oriented development strategy. Ideas in the Strategy include considerations of pedestrian accessibility in transportation improvements, park once and walk (or ride a shuttle) strategies for people driving in the downtown core, parking management and provision of new parking areas, shuttle buses, buses and light rail trains.

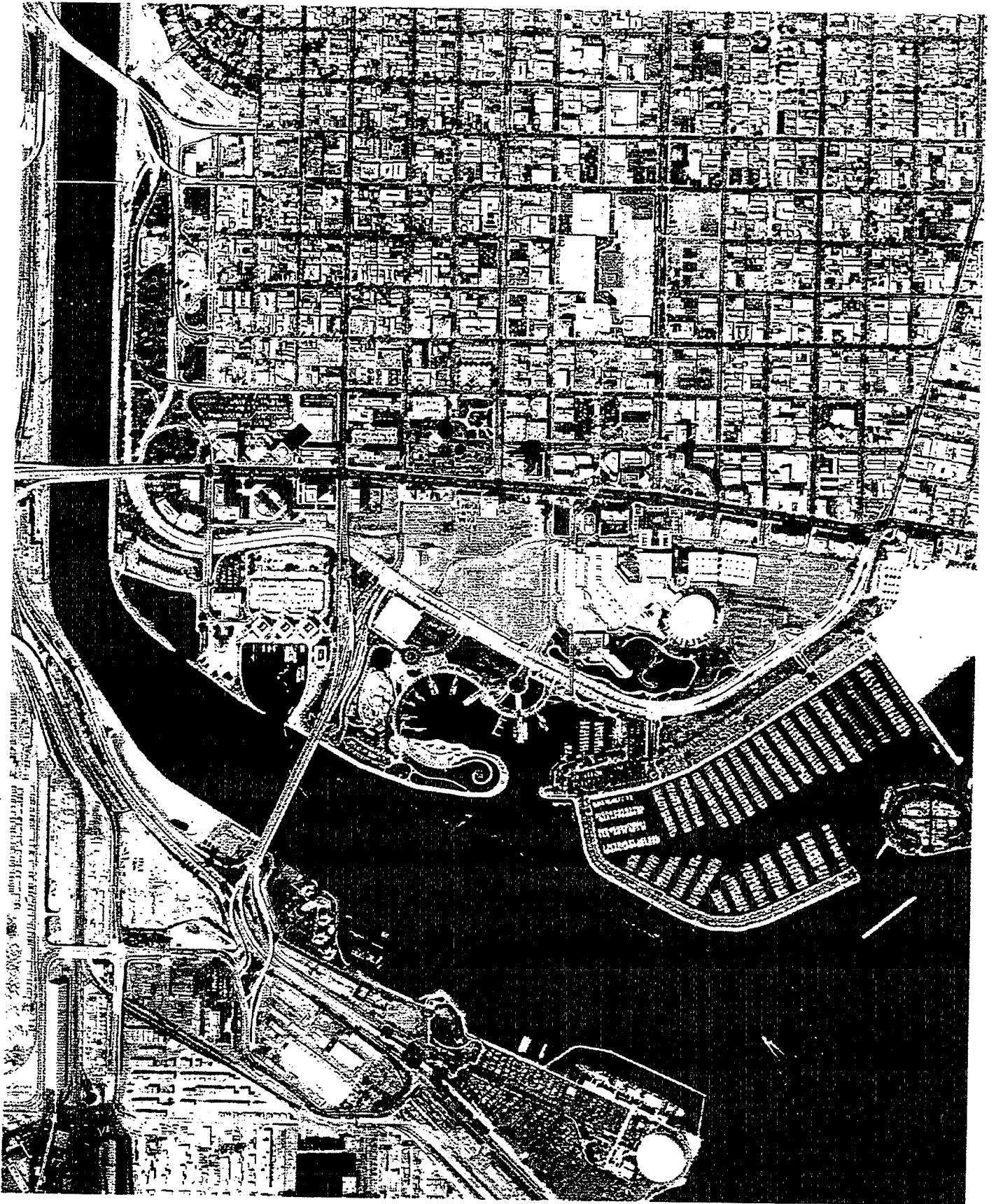
Implementation of the traffic portion of the Transportation Element includes three programs that directly affect the Greater Downtown. The first is the Transportation Improvement Fee for new construction in the entire city with higher rates for Downtown commercial development. The second is the Downtown Long Beach Parking Management Plan, which establishes a parking district to better manage the Downtown core parking resources. The third is the Pine Square Parking Validation Program, which helps insure that convenient, short-term parking is available for Downtown core commercial uses and enables eligible businesses to validate their customers' parking. All these programs share the objective to make the Greater Downtown more pedestrian oriented.

Transportation improvements which are currently being studied by the City include:

- Widening of Alamitos Avenue and an underpass for Alamitos at Ocean Boulevard,
- Broadway and Third Street as two-way streets instead of the existing one-way couplet,
- New I-710 routing south of 7th Street west of Cesar Chavez Park,
- New I-710 ramps at Broadway and Third Street, and
- New parking structure at First Street and Long Beach Boulevard.

DOWNTOWN PARKING VALIDATION PROGRAM LEGEND

- (A) Long Beach Plaza Garages (3 hours free – no validation needed)
- (B) Parking Lot B (day and night)
- (C) Parking Lot C (day and night)
- (D) Parking Lot D (day and night)
- (E) Landmark Square Garage (day and night)
- (F) 100 Broadway Garage (evenings and weekends only)
- (G) Civic Center Garage (evenings and weekends only)

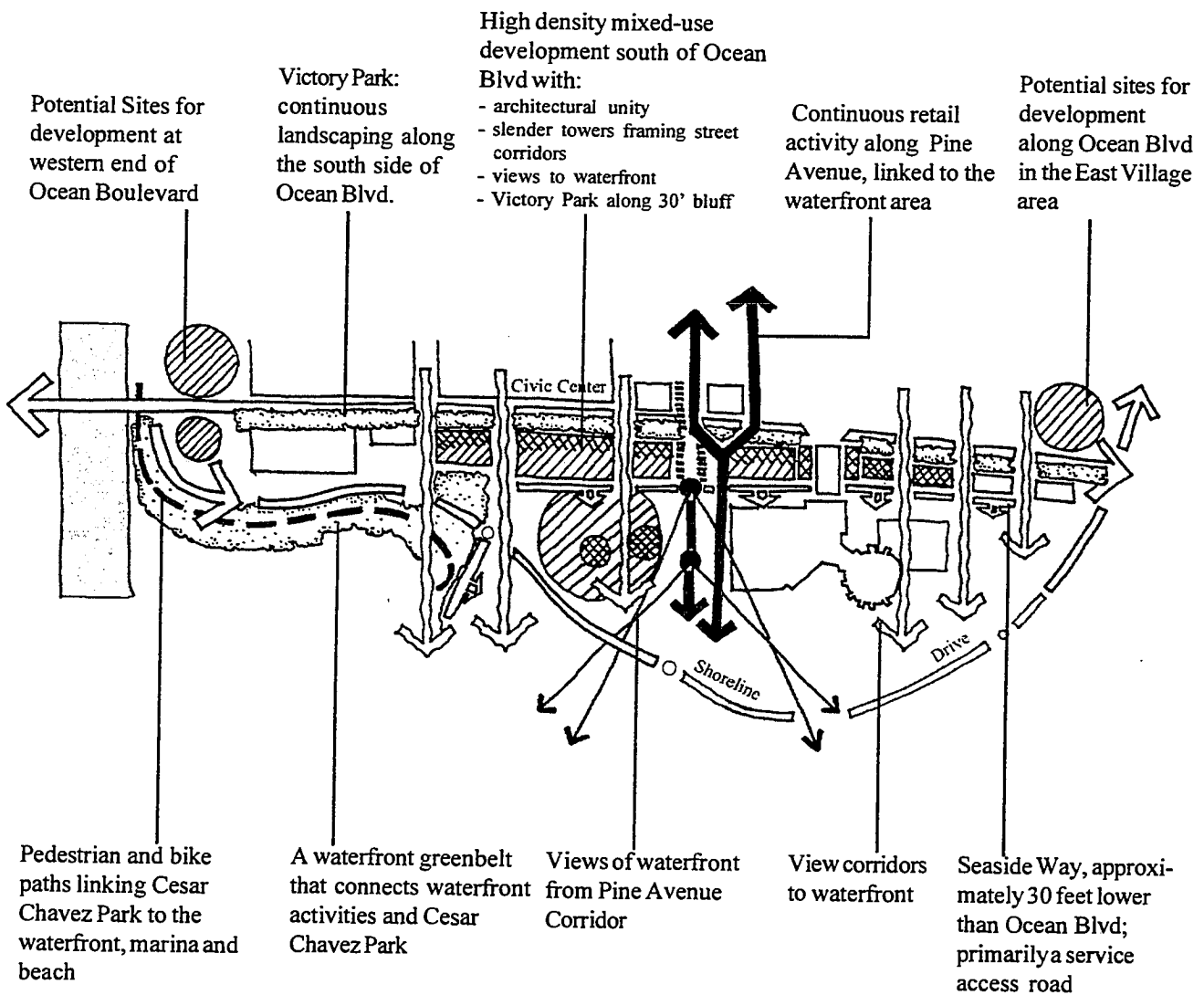


AERIAL PHOTOGRAPH

Aerial view of Greater Downtown Long Beach circa 2000.

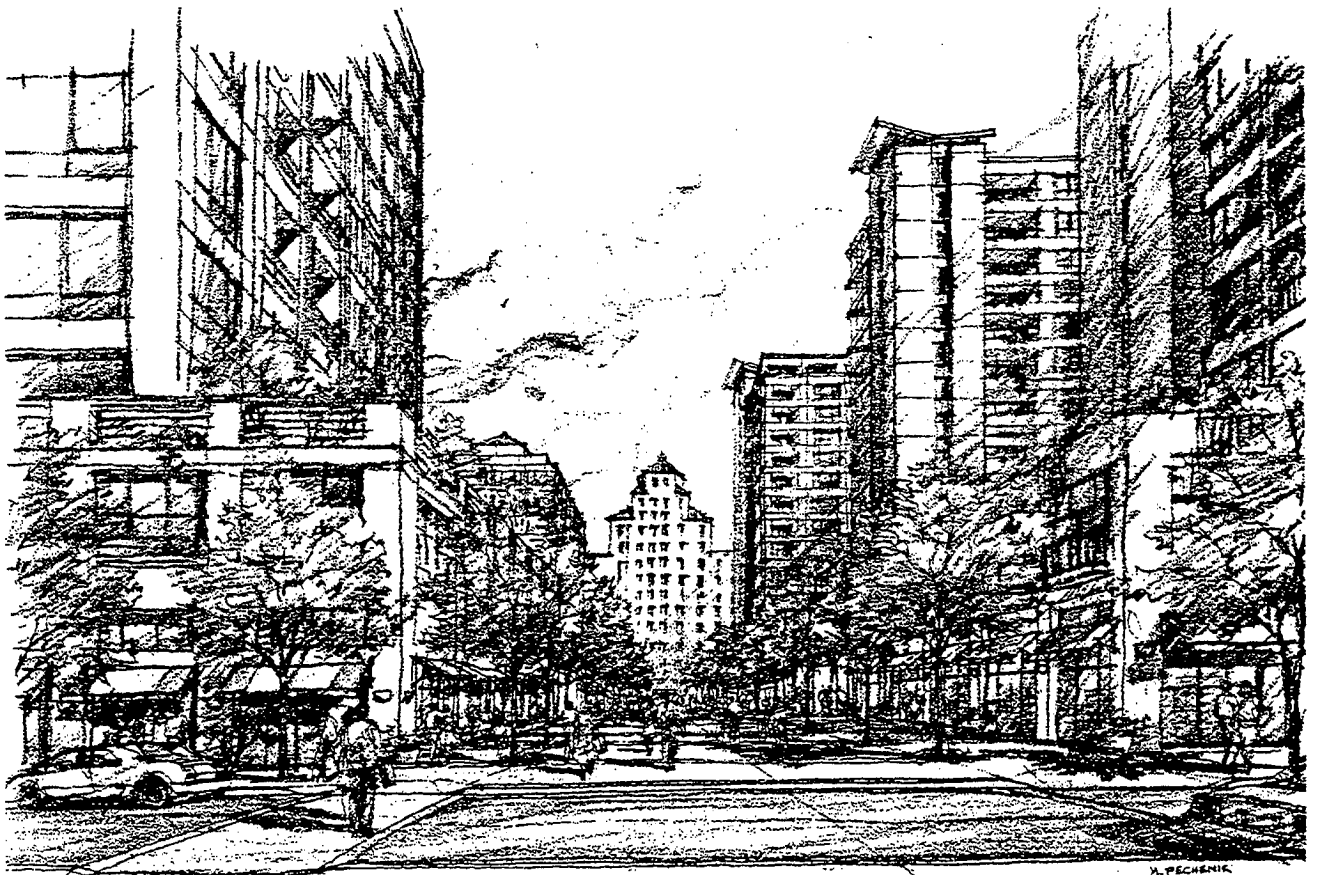
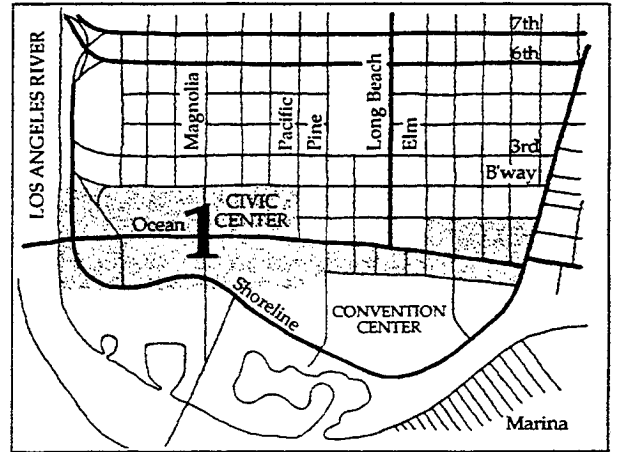
STRATEGY BY AREA

AREA 1 — OCEAN BOULEVARD



DESIGN CONTROL DIAGRAM - AREA 1

1 includes the blocks fronting on Ocean Boulevard. The area today is characterized by large, high-profile buildings housing corporate offices, hotels, apartments and condominiums, and the Civic Center. While much of Area 1 along Ocean is already intensively developed, several vacant parcels exist on the south side, on which a variety of large mixed-use and hotel projects are planned.



View of the Pike looking East toward Ocean Center Building

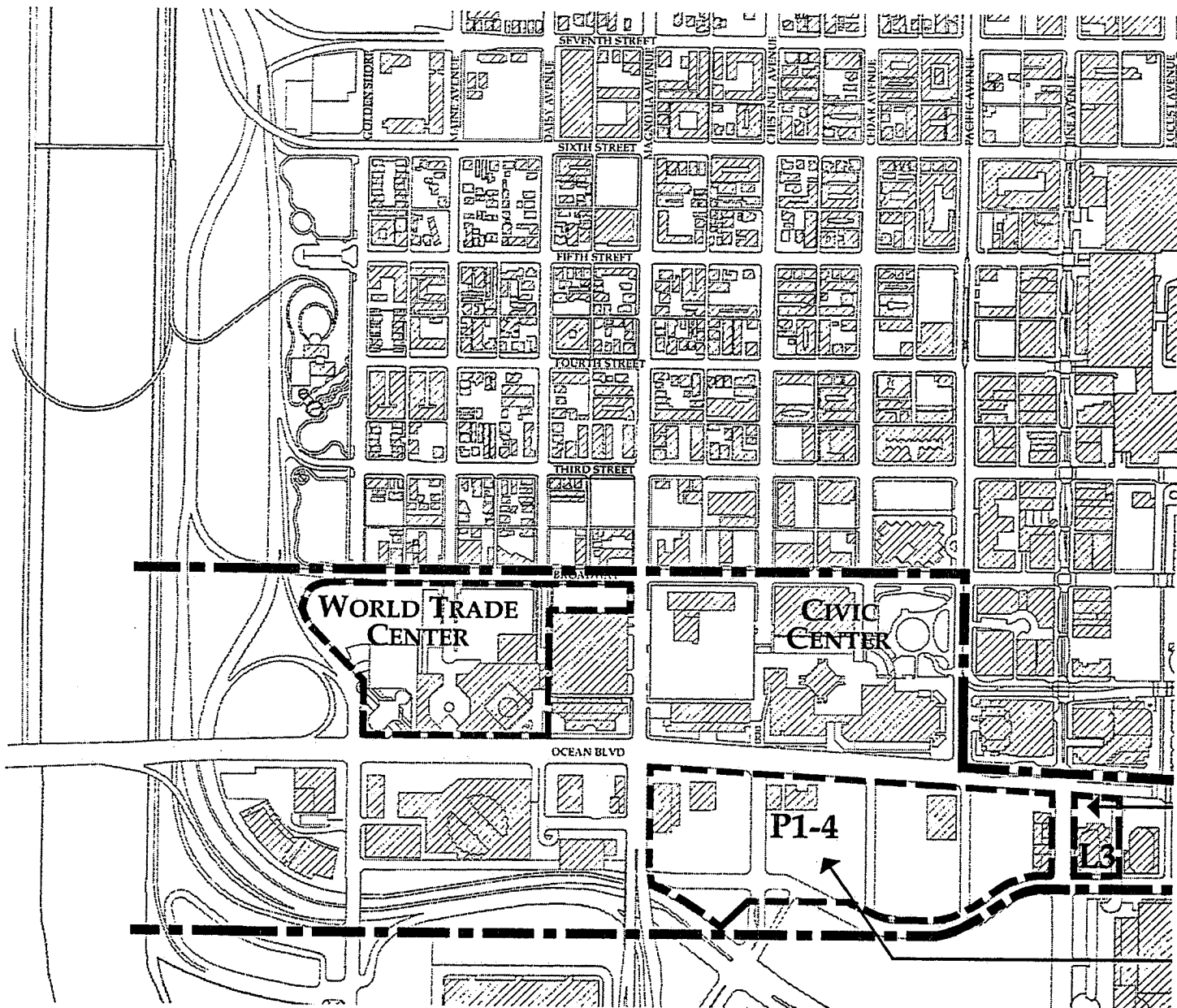
STRATEGY BY AREA

AGENCY STRATEGY

Area 1 should continue as the City's premier location for corporate headquarters and other large-scale office projects, visitor and convention-oriented hotels, major civic offices and facilities, and high-density residential projects. Area 1 is already established as a desirable location for these uses; the Agency's role should be to make sure the features which make it desirable are retained and reinforced.

VIEWS

Since most new development in Area 1 must occur south of Ocean, care should be taken to preserve the most important bay views from north of Ocean, particularly those from pedestrian level along primary north-south streets. Tall buildings in Area 1 should be slender, should align with the downtown street grid and should not be placed in street view corridors, thus maintaining an openness in the Greater Downtown with bay views of the waterfront.



AREA 1 — OCEAN BOULEVARD

TOPOGRAPHY

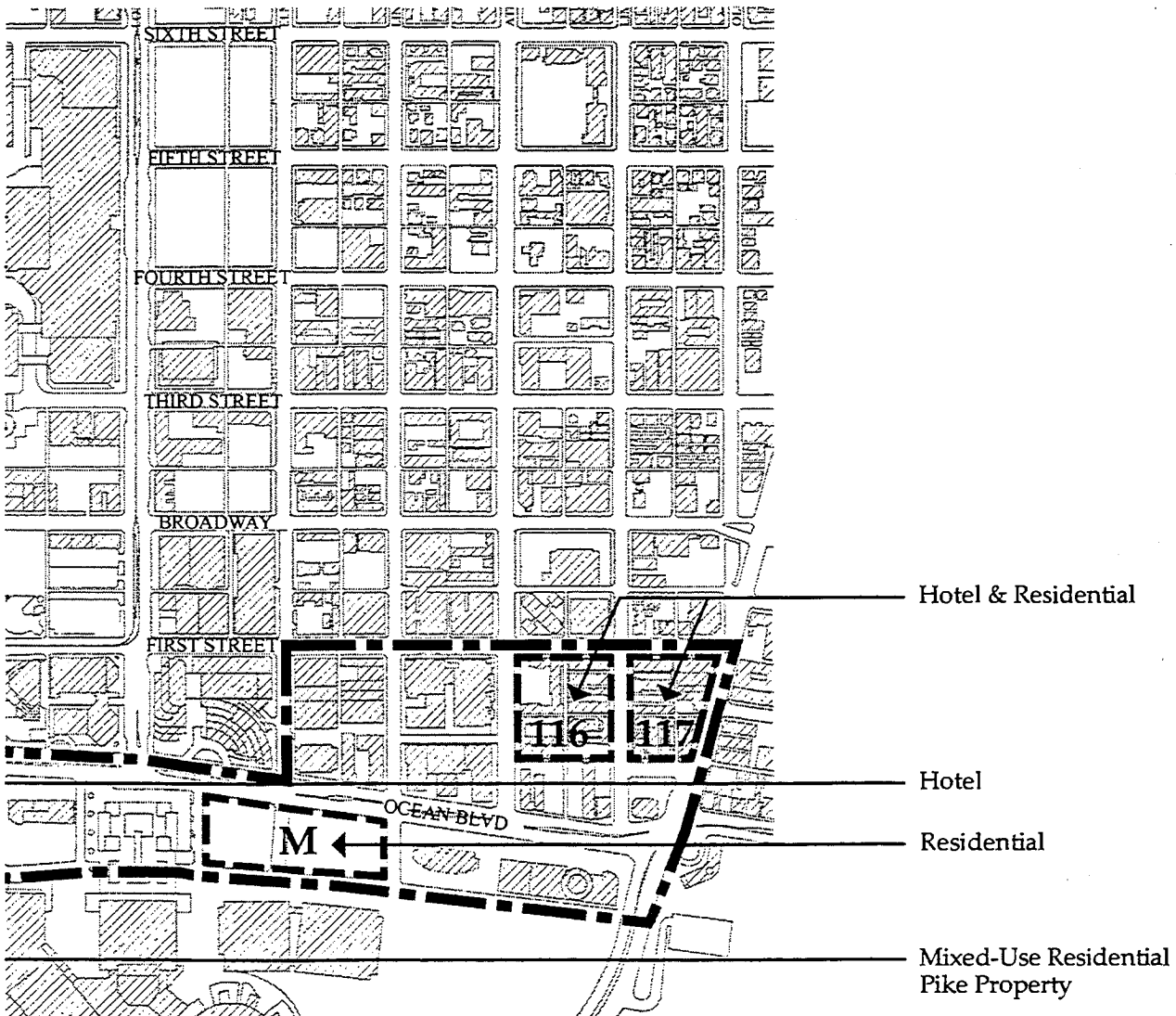
Ocean Boulevard is roughly 30 feet higher in elevation than the waterfront property south of Seaside Way. The Pike and other new developments south of Ocean should negotiate this drop in elevation in a way which preserves the continuity of pedestrian access from Ocean to the waterfront.

VISUAL IMAGE

Existing new buildings vary in quality and many are quite distinct in their architectural style. Historic buildings should be saved to the maximum extent possible, and integrated into new projects. Design review of new developments should not only encourage quality in individual buildings; it should also create a harmonious composition for Area 1.

WATERFRONT

The development of parcels south of Ocean should be designed to re-establish the Greater Downtown's historic link with the waterfront. Of particular importance is the pedestrian route from Downtown to the waterfront along Pine Avenue. Retail shops, restaurants and other active uses should be continuous along Pine, and the street landscape should create a pleasant pedestrian environment.



DEVELOPMENT PROJECTS PLAN — AREA 1

AREA 1 — OBJECTIVES

NEAR-TERM (2000 - 2001):	MID-TERM (2002 - 2003):	LONG-TERM (2004 - 2008):
Finalize plan for Pike Property.	Begin Pike Property phase 1. Complete hotel on block L3.	Complete Pike Property phases 1 & 2.
Finalize residential plans for Block M.	Complete residential project on block M.	Plan mixed-use projects for blocks 116 & 117 with hotel and residential. Complete World Trade Center phase 3.

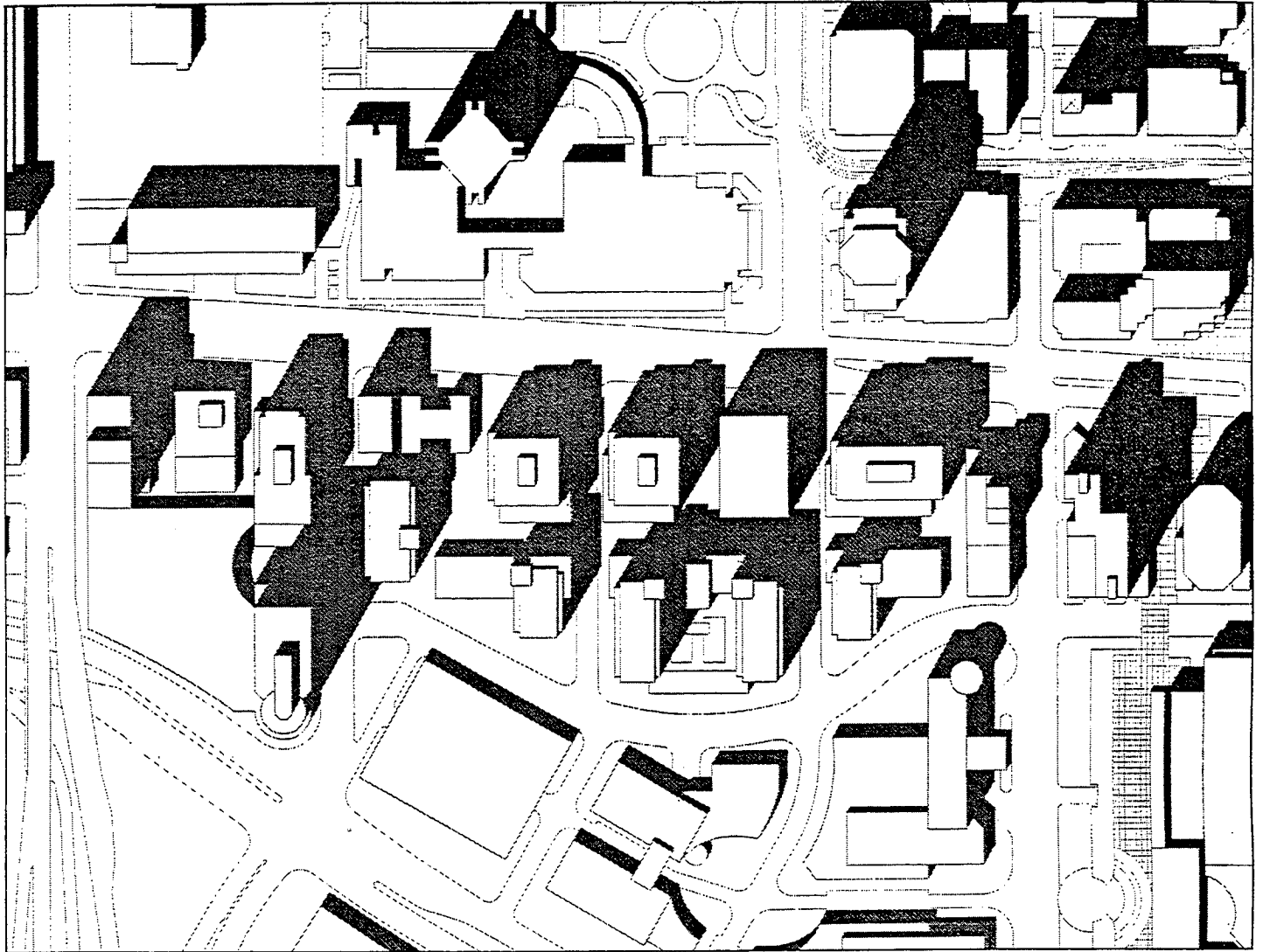
NOTES ON NEAR-TERM OBJECTIVES

FINALIZE PLAN FOR PIKE PROPERTY AND BEGIN PHASE 1.

Given the size and importance of this site to Downtown, the Agency should play a strong, proactive role to ensure its development is compatible with the Strategy for Greater Downtown as a whole.

Moreover, considering the site has both, magnificent water views and an Ocean Boulevard frontage, it could be developed either as a community of residential towers, or as a mix of office and residential. In the latter case, the offices should be located along the Ocean Boulevard frontage, to reinforce its identity as a prime headquarters address.

The project should create a graceful pedestrian transition from Ocean Boulevard down to the Tideland and Waterfront. Towers should be slender and should be placed to preserve views through the project to the bay and ocean. "Pike Property - Conceptual Plan" shows one potential future use for the site that reflects the goals of this Strategy.

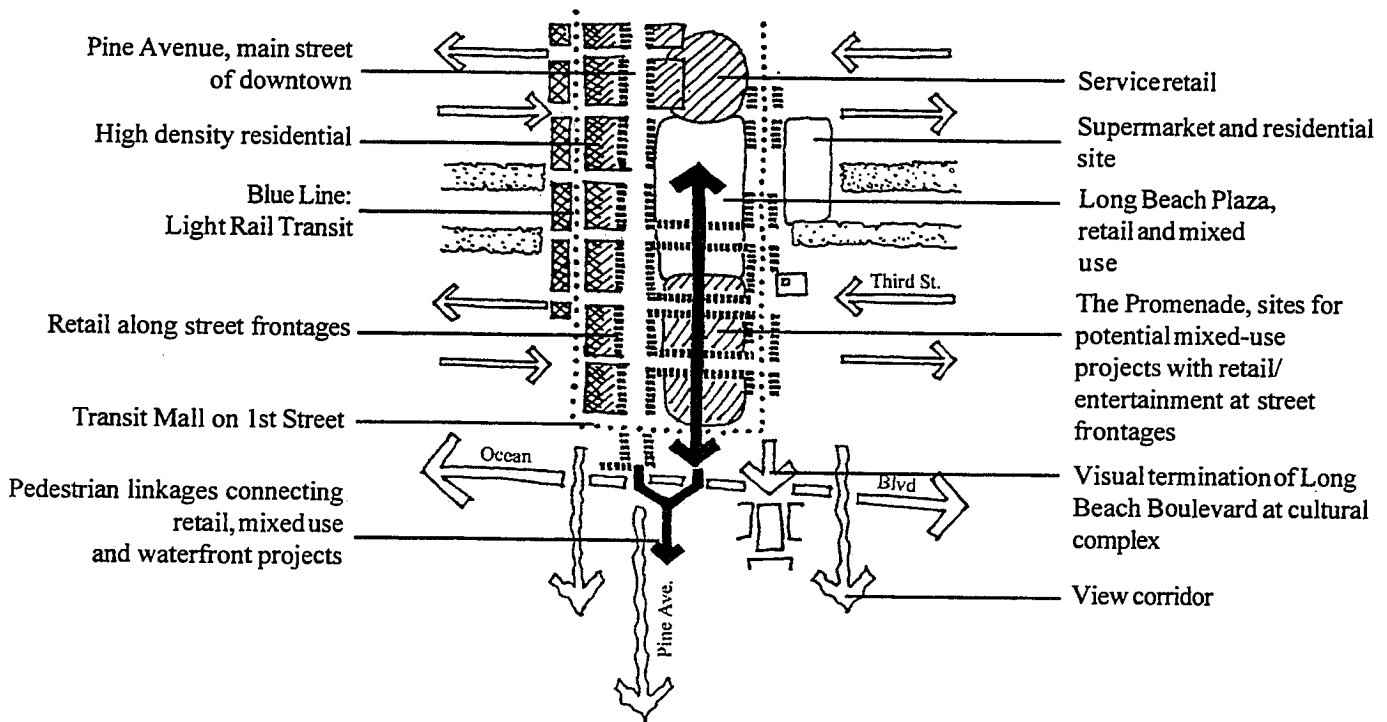


THE PIKE — CONCEPTUAL PLAN

OFFICES: 900,000 SQ FT
HOUSING: 900 UNITS

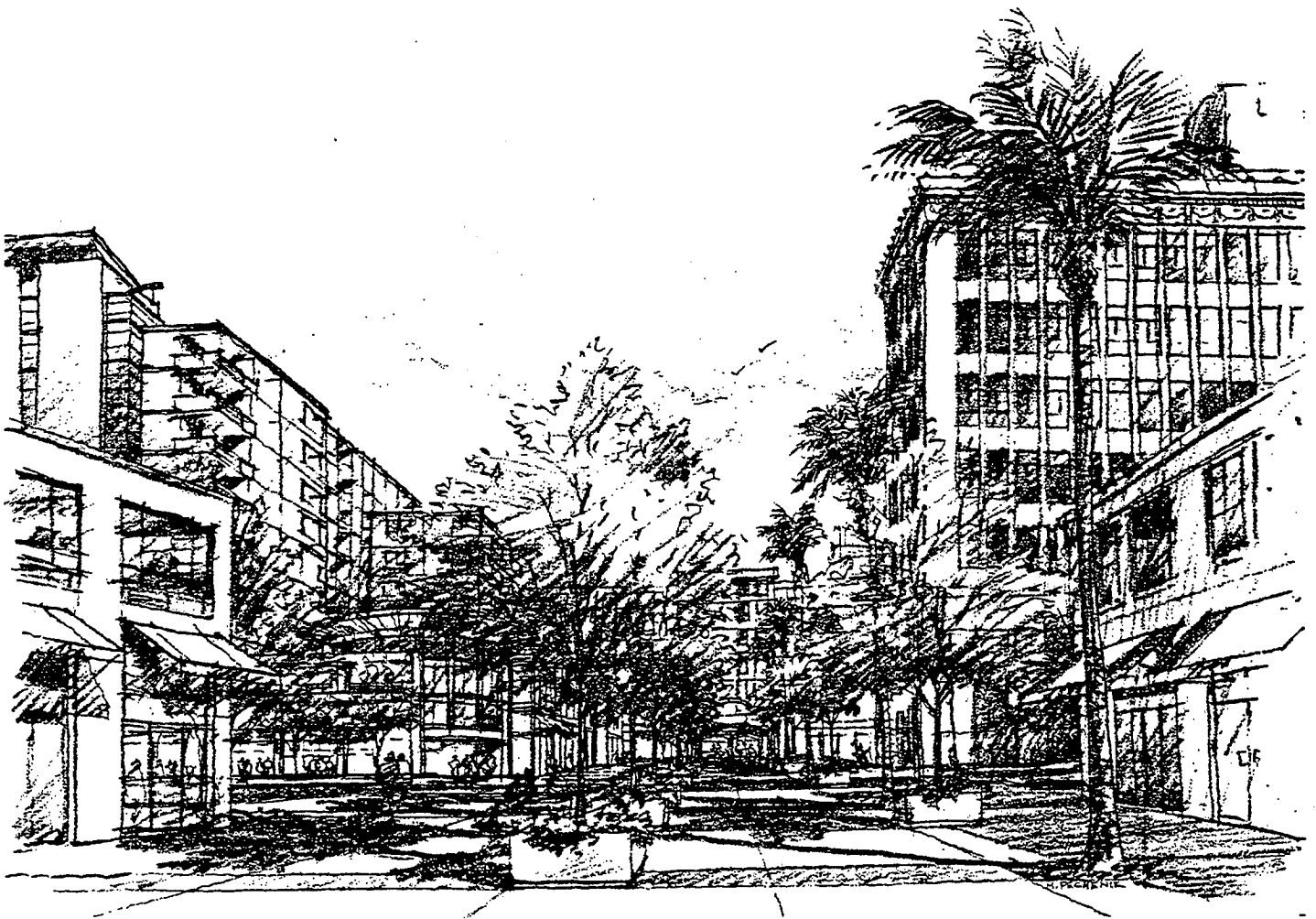
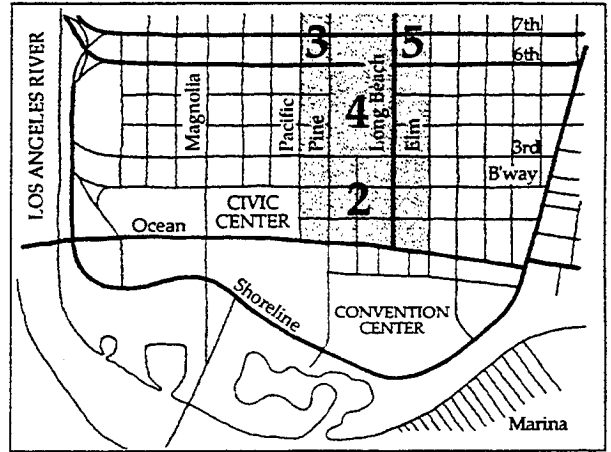
This concept for the Pike, one of many possible concepts, emphasizes slender towers to preserve bay views from north of Ocean Boulevard. It also provides a graceful descent from Ocean down to the Waterfront. Offices are concentrated along Ocean to reinforce its identity as a prime corporate address. Office and residential buildings should be harmonious in form and design to help unify the disparate mix of styles along Ocean.

AREAS 2/3/4/5 — MIXED-USE DISTRICT



DESIGN CONTROL DIAGRAM - AREAS 2/3/4/5

2/3/4/5 comprise the historic retail heart of Greater Downtown Long Beach. Since the 1960's Downtown Long Beach has lost much of its retail customer base to suburban regional malls. The future of Downtown retail lies not in trying to replicate the suburban mall experience, but rather in creating a unique mix of stores and other uses. The appeal for conventioners, tourists, downtown workers and residents in Areas 2, 3, 4 & 5 will be a vibrant mixed-use district, rather than a disparate set of discrete destinations.



View of The Promenade at Broadway looking north.

AGENCY STRATEGY

The most promising development strategy for areas 2, 3, 4 and 5 is to consider them as a single mixed-use district comprised of complementary elements.

PINE AVENUE

In the early 1990's, market forces and Agency programs combined to revitalize Pine Avenue into a lively mix of restaurants, specialty shops, and entertainment, anchored by the 16-screen cinema Pine Square, completed in 1992. While the Agency should continue to encourage renovation and mixed-use infill development along Pine, its primary retail focus should now shift to The Promenade and Long Beach Plaza.

PROMENADE

In the 1970's, the Promenade was redeveloped as a pedestrian mall with decorative paving, lamps, and furniture. The anticipated private investment along its frontages, however, never materialized. Today, the area from First to Third is comprised almost entirely of vacant sites used as surface parking. In 1998 the Agency completed a new master plan for the Promenade, which includes design guidelines, landscape improvements, and phased private development. The master plan targets midsize retailers, to complement the mix of specialty shops and restaurants along Pine, while enhancing the unique character of the Promenade as a pedestrian-only zone.

LONG BEACH PLAZA

In its present form Long Beach Plaza is an enclosed, inward oriented retail mall on six city blocks. The few storefronts facing the street on their exterior are unrelated to the mall inside. Pedestrian linkages to Pine Avenue, The Promenade and Long Beach Boulevard are awkward and unpleasant. Parking structures hinder pedestrian access and views in and out of the Plaza. While the Plaza is the only site in Downtown which can accommodate large retail stores, due to its current inward focus the mall provides little synergy with the rest of Downtown. The six blocks should be redeveloped to create an urban, pedestrian district with a full range of retail options mixed with other uses. 4th and 5th Streets should be reestablished as public through streets, linking the West Gateway and East Village to the Plaza and each other.

LONG BEACH BOULEVARD AND PACIFIC AVENUE

Both are wide streets with the "Blue Line" light rail in the median, lined with a mix of buildings of various types, sizes, and ages. Both also serve as the transition from the mixed-use district to lower-density residential areas. The most promising long-term future for Pacific is as a high-density residential boulevard. Quality residential projects would improve the Downtown's image and contribute a customer base of downtown residents. Long Beach Boulevard is also a potential location for high-density, transit-oriented housing. However, such projects should not be pursued until a demonstrable market exists.

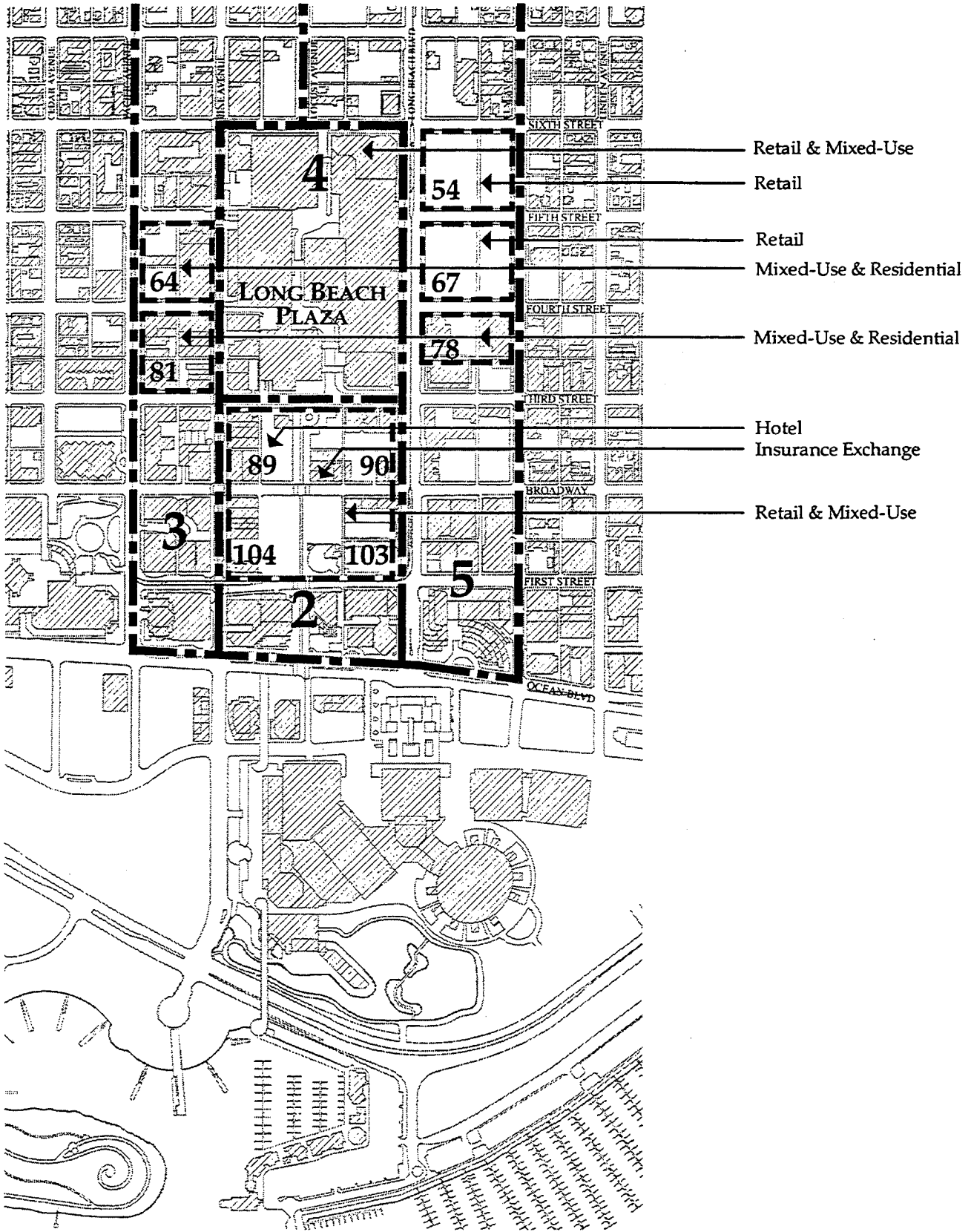
A more near-term alternative for blocks 54 and 67 is community-oriented retail uses, including a supermarket and drug store/pharmacy, developed as part of the redevelopment of Long Beach Plaza. While such a project would be of real value to residents of East Village and West Gateway, the Agency must insist on a design that respects the visual importance of Long Beach Boulevard.

DOWNTOWN HOUSING

Renovation of the upper floor spaces of older buildings into housing and live/work units has made a small but valuable contribution to the image of Downtown. More such projects are planned, and should be encouraged, not only to increase the downtown population, but to restore and reuse historic buildings such as the Insurance Exchange Building.

However, the quality of new residential projects Downtown is a concern. Even in Area 1, where there is an established market for luxury units with ocean views, residential development is subject to severe economic constraints. The Agency's design review process should be particularly vigilant for residential projects, and the desirability of new units must be weighed against the long-term negative impact of a large and perhaps poorly designed and constructed project.

AREAS 2/3/4/5 — MIXED-USE DISTRICT



DEVELOPMENT PROJECTS PLAN — AREAS 2/3/4/5

STRATEGY BY AREA

AREAS 2/3/4/5 — OBJECTIVES

NEAR-TERM (2000 - 2001):	MID-TERM (2002 - 2003):	LONG-TERM (2004 - 2008):
Repositioning of Pine Court		
	Complete Promenade plans & landscape improvements (Broadway to Third).	Complete Promenade landscape improvements (Ocean to Broadway).
	Complete block 89 hotel.	
	Complete plans & select developer for Promenade parcels between 1st & Broadway.	Complete Promenade development.
Complete renovation of block 103 buildings along Broadway.	Complete renovation of Insurance Exchange.	Complete parking structure, block 103.
	Complete plans & select developer for block 81, begin construction.	Complete block 81.
Finalize redevelopment plan for blocks 54 & 67.	Complete blocks 54 & 67.	
Finalize redevelopment plan for Long Beach Plaza, begin construction.	Complete Long Beach Plaza blocks.	
Continue upgrading visual image of public ways.		
Continue parking mgmt. program, expand validation program, develop strategy for new parking facilities.	Continue parking mgmt program, update as required.	Continue parking mgmt program, update as required.

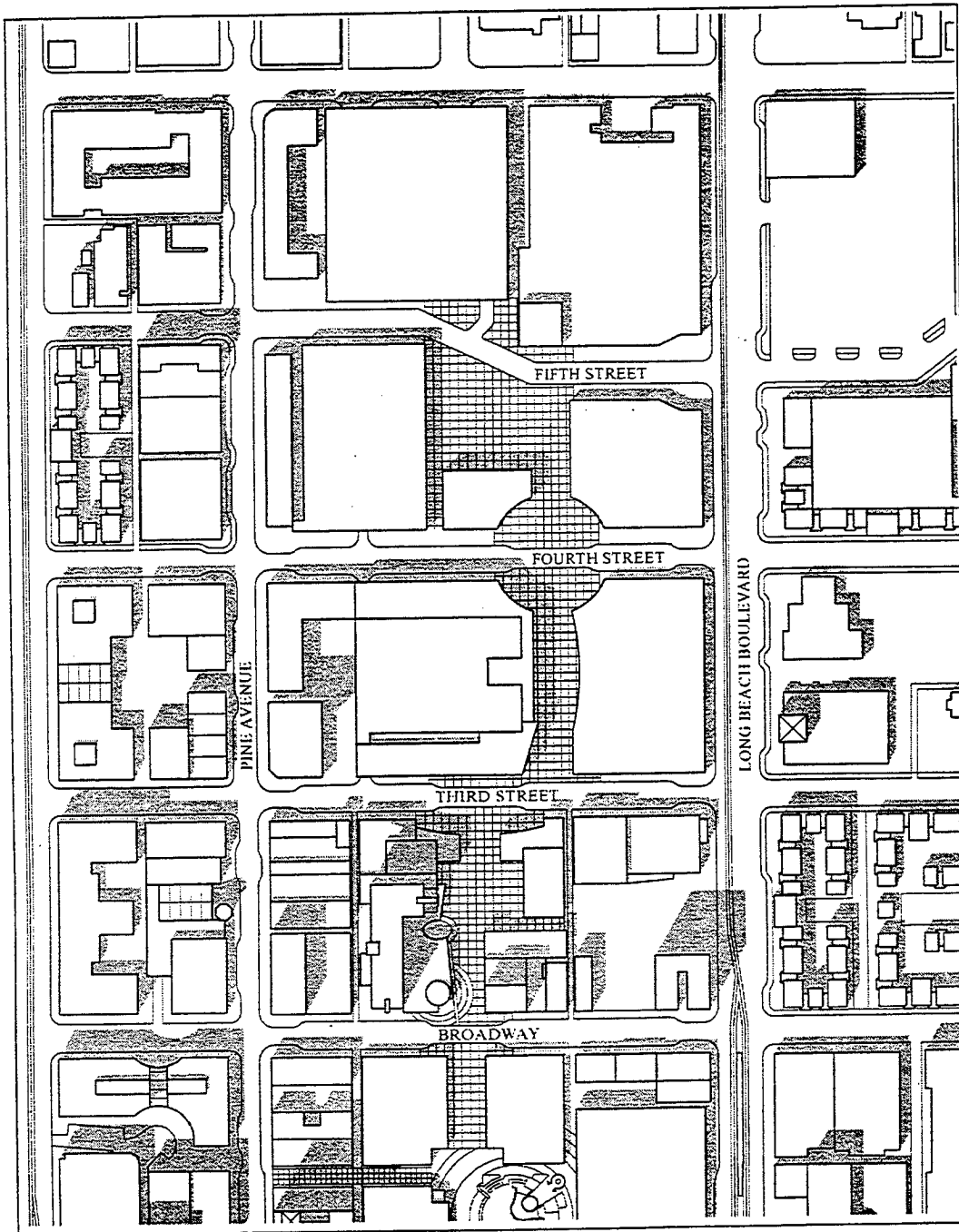
NOTES ON NEAR- AND MID-TERM OBJECTIVES

FINALIZE REDEVELOPMENT PLAN FOR LONG BEACH PLAZA & BLOCKS 54 & 67.

A development team in coordination with the Long Beach Redevelopment Agency is proposing to redevelop the six blocks of the Long Beach Plaza mall and blocks 54 & 67 on the east side of Long Beach Boulevard. These eight blocks are critical to the vitality of downtown; the retail and other uses in a new plan need to be economically successful and synergistic with the surrounding commercial and neighborhood areas of the Downtown. A suburban pattern of surface parking and blank, warehouse-like retail structures could be even more destructive to Downtown than the present enclosed mall. The design solution for these blocks must enhance, rather than degrade, the visual quality and pedestrian character of the Downtown. Some characteristics of the redevelopment plan should be:

- A mix of retail stores from large anchors to street oriented shops.
- Hotel, office and residential uses, in new and existing buildings, incorporated into the plan.
- Linkages created with Pine Avenue, The Promenade & Long Beach Boulevard; the West Gateway and East Village.
- The six Plaza blocks as downtown retail and mixed-use area, blocks 54 & 67 as more community retail and residential.
- 4th and 5th Streets reestablished through the project with full rights-of-way and pedestrian access.
- Parking structures modified to provide adequate parcel depths and street corridors at full width.
- Retail stores placed along street frontages, in front of parking structures and service areas wherever possible.
- The Promenade extended into the project and a visible, active, urban plaza created between 4th and 5th Streets.

AREAS 2/3/4/5/ — MIXED-USE DISTRICT



PROMENADE AND LONG BEACH PLAZA — CONCEPTUAL PLAN

THE PROMENADE

RETAIL: 200,000 SQ FT
HOTEL: 160 ROOMS

LONG BEACH PLAZA

RETAIL: 350,000 SQ FT
HOTEL: 300 ROOMS
RESIDENTIAL: 300 UNITS

In this concept, the existing enclosed mall is replaced with retail stores of varying sizes. It is one of many possible solutions for the Plaza and The Promenade area. The largest anchor stores are located along the Long Beach Boulevard frontage. The three parking structures within the Plaza are modified to restore 4th and 5th Streets, extend The Promenade and create a retail plaza at its terminus. The Plaza redevelopment includes hotels, office space and residential units.

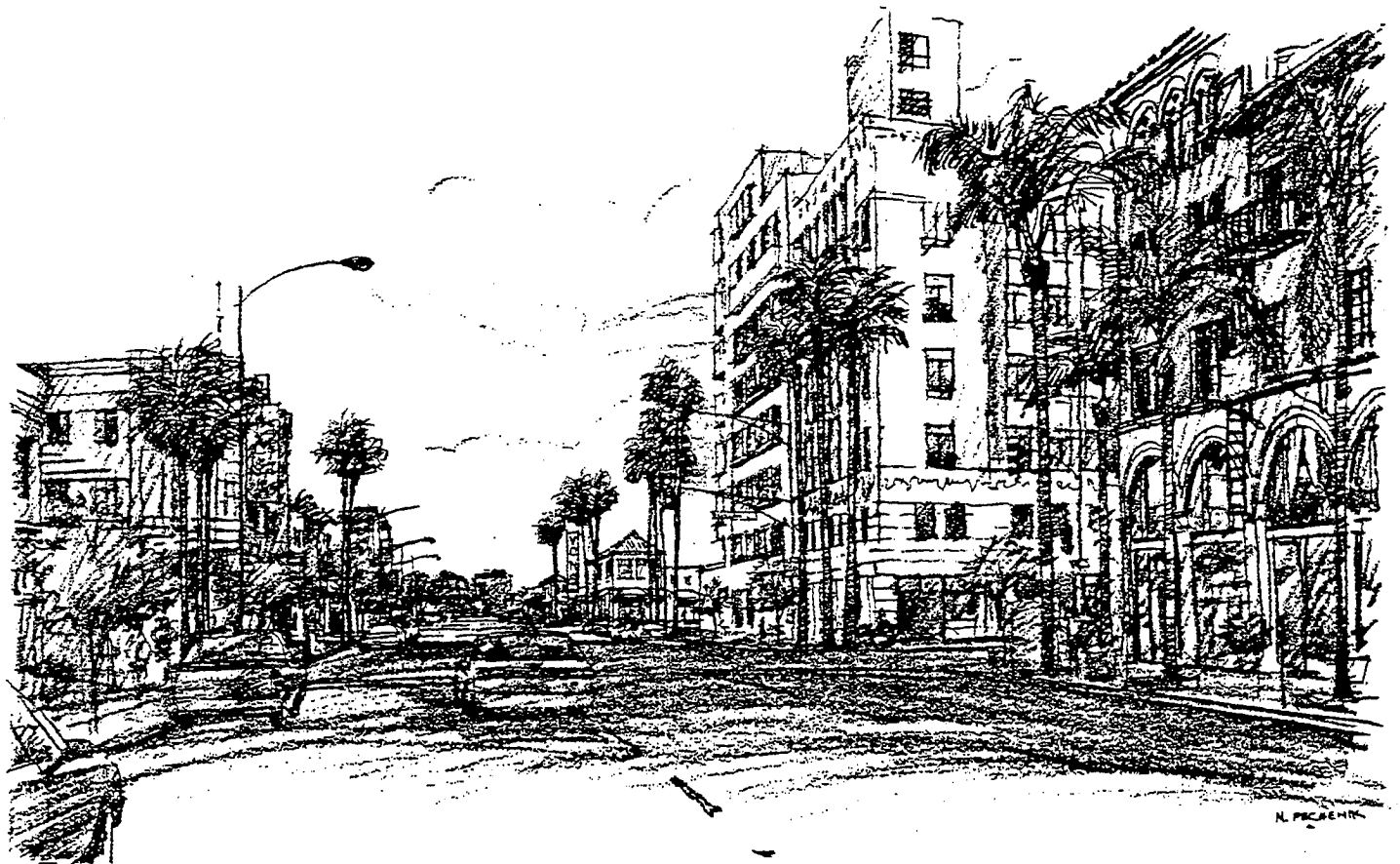
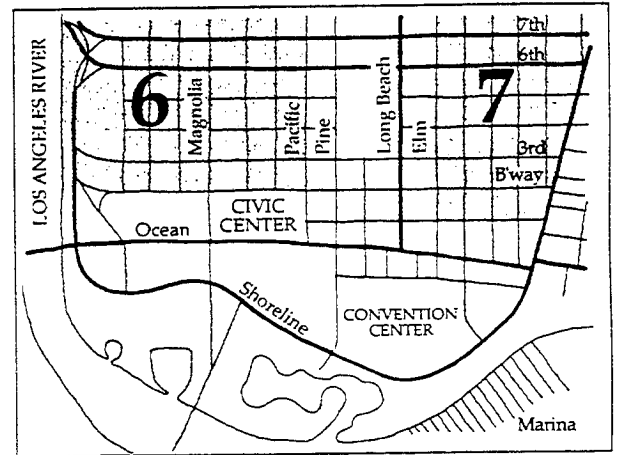
Pine Avenue is lined with retail and has several links to the redeveloped Plaza blocks. The Promenade has a new streetscape and The Promenade blocks are developed with a mix of mid-size retailers, restaurants, a theater, and a new hotel, as envisioned in The Promenade Design for Development.

AREAS 6 & 7—WEST GATEWAY & EAST VILLAGE



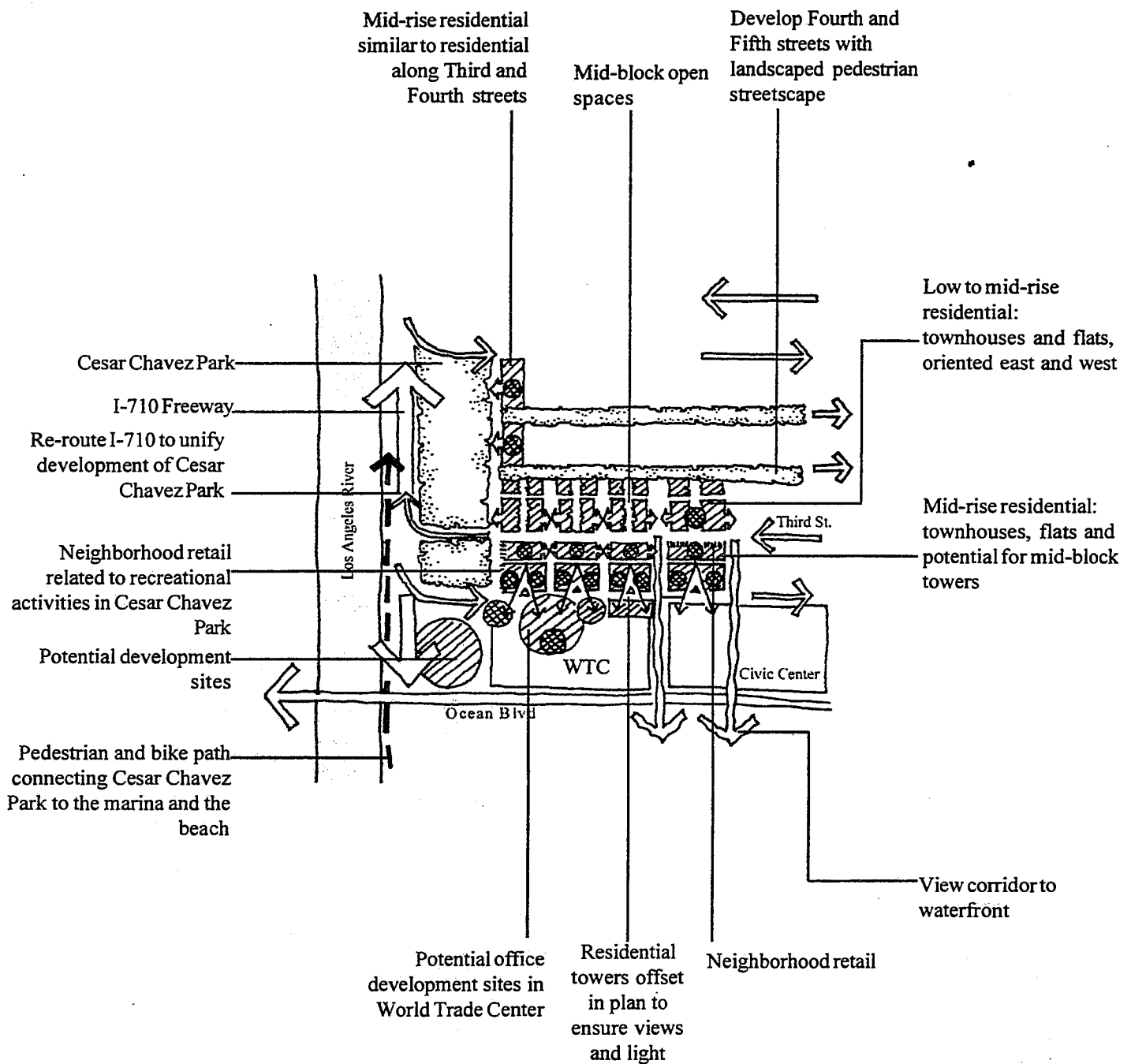
View in West Gateway looking east on Third Street.

6 & 7 are both residential districts adjacent to the Downtown core, but differ in character. Area 6 – West Gateway – is a mix of single-family homes and low-rise apartments, while area 7 – East Village – is a more varied mix of single-family and multi-family residences, live-work spaces, and retail uses. East Village, home to a growing number of artists and arts activity, is emerging as the City's arts district.

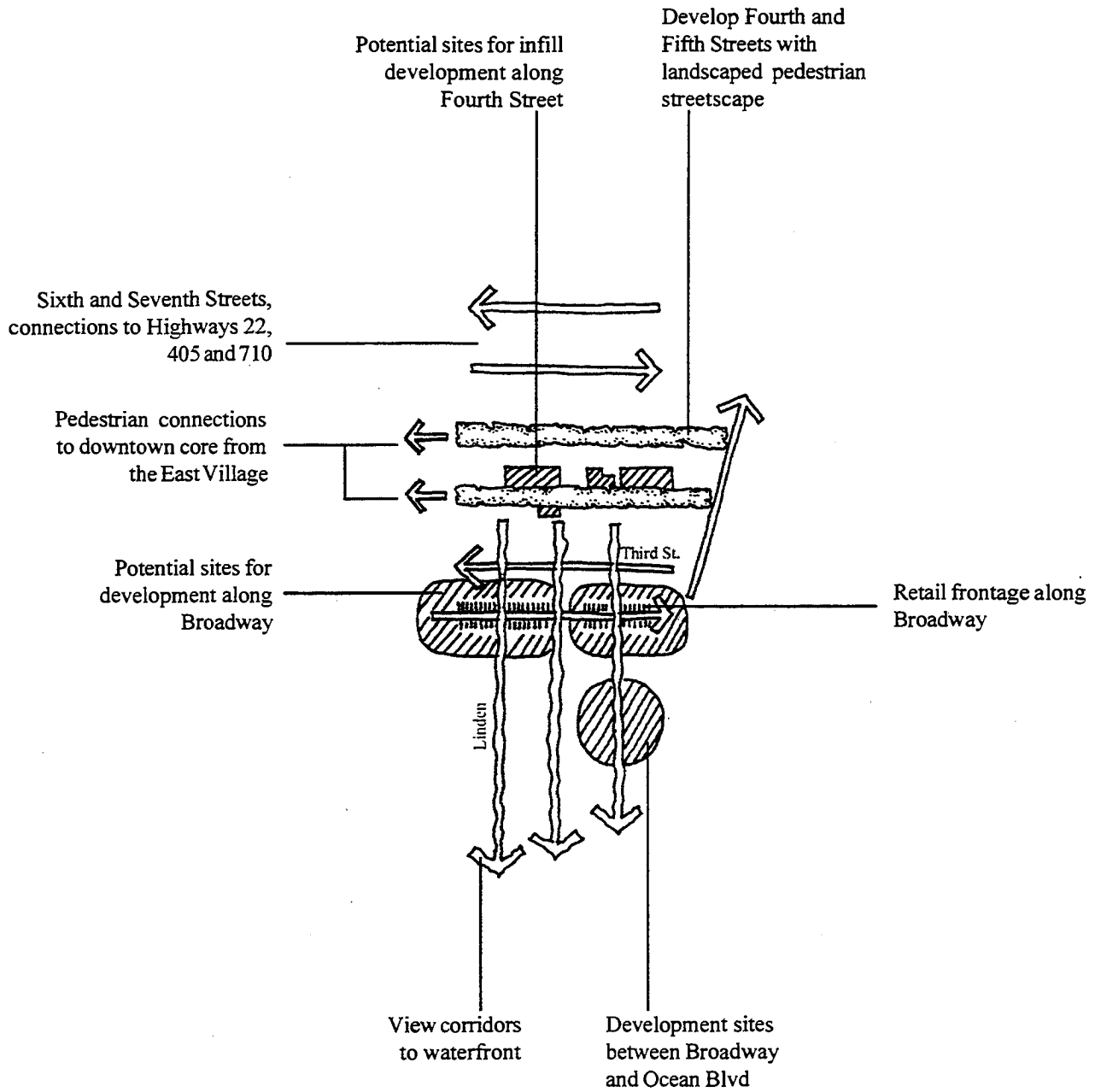


View in East Village looking east on Broadway.

STRATEGY BY AREA



DESIGN CONTROL DIAGRAM— AREA 6



DESIGN CONTROL DIAGRAM — AREA 7

STRATEGY BY AREA

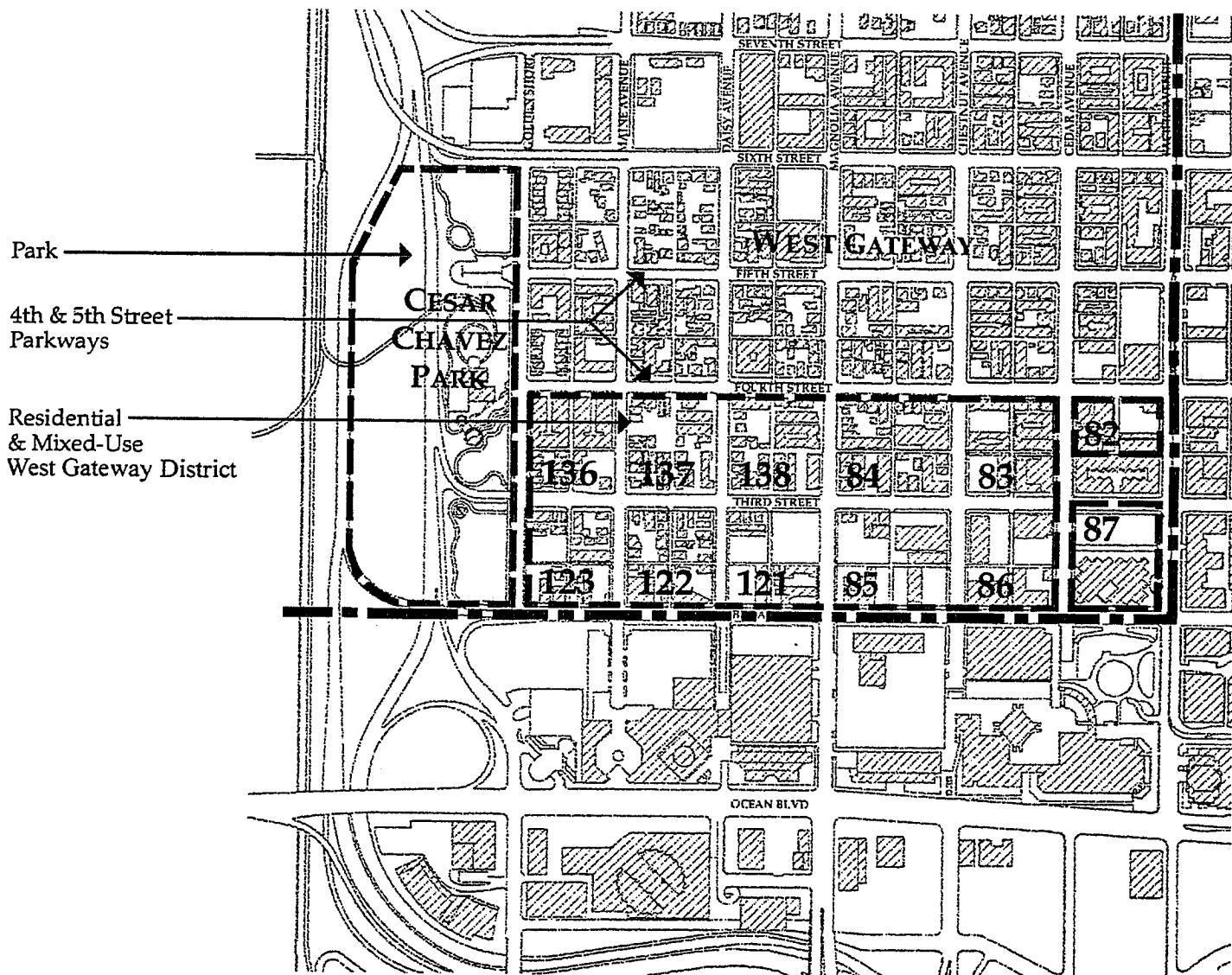
AGENCY STRATEGY

Areas 6 and 7 (outside the Downtown Redevelopment Area, but within the Central Redevelopment Area) are important to the Greater Downtown's future. Not only do they provide a close-in customer base for downtown merchants, but their physical and social condition influence the image of Downtown itself.

EAST VILLAGE GUIDE FOR DEVELOPMENT

The East Village Guide for Development, completed in 1996, includes a detailed program of near-, mid- and long-term improvements. The City and Agency should continue to pursue this program and align it with Downtown objectives.

Within the East Village, City and Agency actions should foster its evolution as a vital and diverse center of the arts community. Developments should focus on adaptive re-use of existing buildings for live-work, cultural and retail spaces. Public improvement should focus on enhancing the pedestrian experience, particularly along Broadway.



DEVELOPMENT PROJECTS PLAN—AREA 6

AREAS 6 & 7 — WEST GATEWAY & EAST VILLAGE

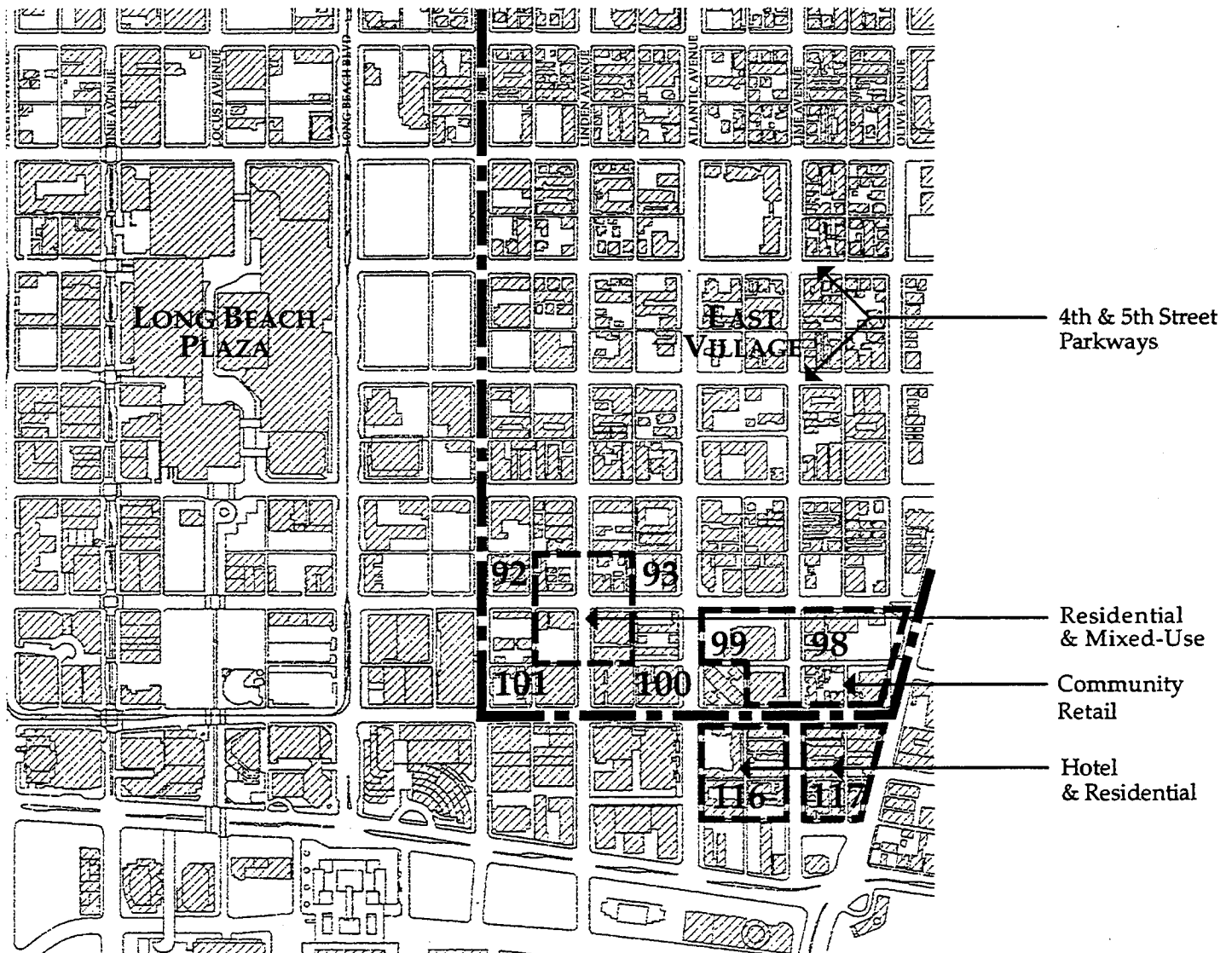
WEST GATEWAY

West Gateway has experienced years of overscaled and cheaply constructed apartments with few or no on-site amenities. The City now has regulations in place to prevent such projects, but their impacts remain.

Future City and Agency actions should focus on increasing public open space to compensate for the deficiencies in private open space, and on developing new, quality residential projects on the West Gateway blocks to buffer lower-density areas to the north from more intensive mixed-use areas to the south.

FOURTH AND FIFTH STREETS

Phase I of Cesar Chavez Park, completed in 1999, provides a large active open space for the entire community. There is also a need for more intimate, social open spaces in the West Gateway. Fourth and Fifth Streets should be reconstructed as narrower roadways with landscaped, linear parkways for strolling and sitting. Ultimately, the 'parkways' should continue through the redeveloped Long Beach Plaza and East Village.



DEVELOPMENT PROJECTS PLAN — AREA 7

AREA 6 — OBJECTIVES

NEAR-TERM (2000 - 2001):	MID-TERM (2002 - 2003):	LONG-TERM (2004 - 2008):
Cesar Chavez Park phase 1 completed.		
Fund & design Cesar Chavez Park, phase 2.	Complete Cesar Chavez Park, phase 2.	
	Develop plan for 4th & 5th Street parkways.	Fund & design 4th & 5th Street parkways.
Prepare development plan for West Gateway district, defined by Broadway, Cedar, Fourth and Golden Shore.	Complete phase 1 residential project.	Complete phase 2 residential project.
Encourage programs for rehabilitation of residential properties.	Encourage programs for rehabilitation of residential properties.	Encourage programs for rehabilitation of residential properties.

NOTES ON NEAR-TERM OBJECTIVES

While areas 6 and 7 lie mostly outside the Downtown Redevelopment Project Area, many of the development projects proposed in areas 1 and 5 border on or extend into them. These projects should be designed to create a graceful transition in use and scale from the downtown core to the residential districts of the East Village and West Gateway.

During formulation of the East Village Guide for Development, residents cited the lack of modern grocery and office supply stores as two major unmet needs. The development of blocks 98 & 99 as a community retail center anchored with these two uses would be a real asset to East Village. However, the Agency must insist on a design that respects the urban character of the East Village and the importance of retail continuity along the Broadway frontage.

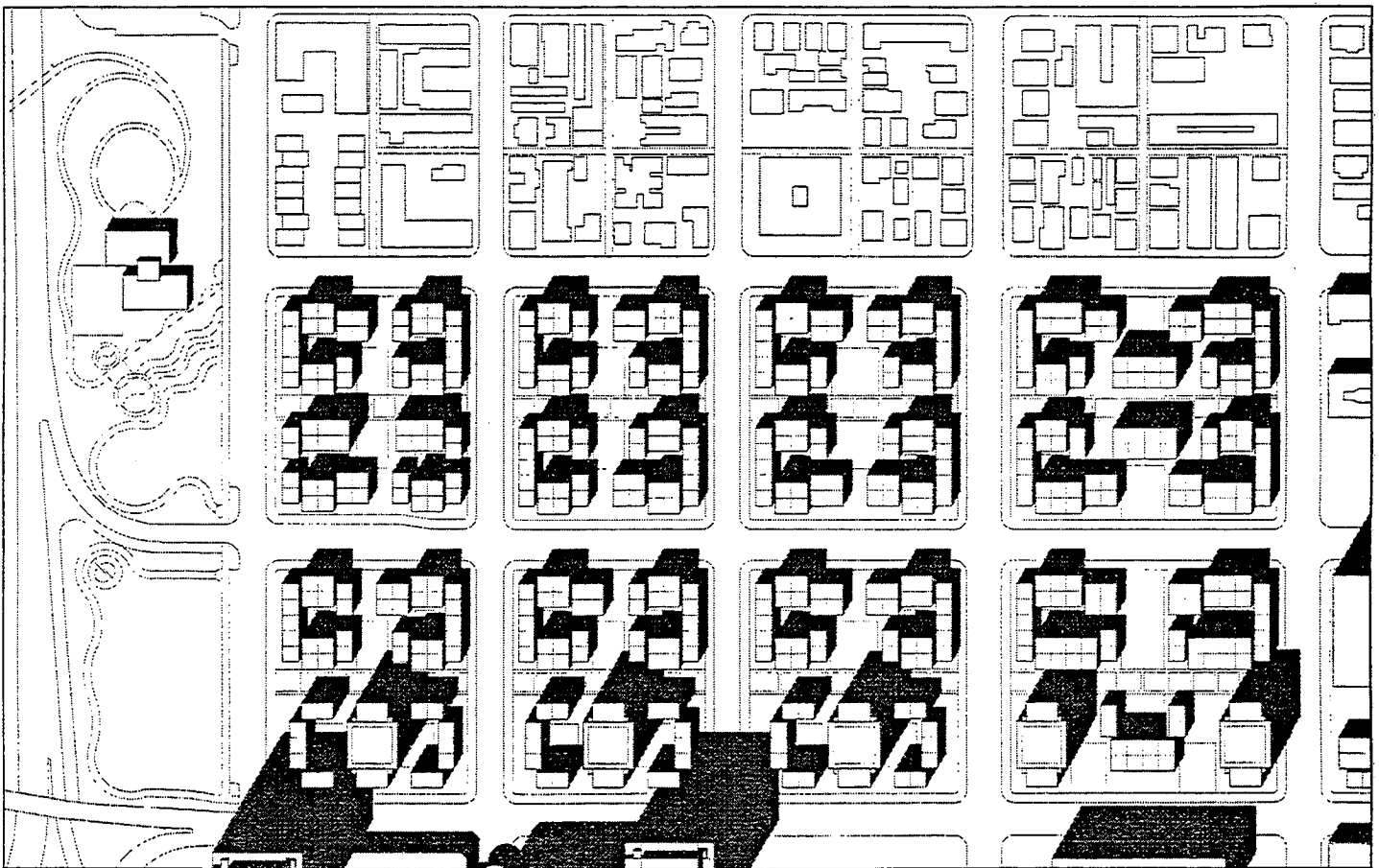
PREPARE DEVELOPMENT PLAN FOR TEN BLOCK WEST GATEWAY DISTRICT

While the parcels north of Third should be residential, the blocks south of Third could be developed in any of several ways: as all residential, as shown in "West Gateway - Conceptual Plan", or as a mix of office and housing, with offices fronting on Broadway and housing on Third. In any case, the blocks should be developed under a single, integrated master plan, to ensure the two uses exist compatibly.

While both residential and office projects should be timed with the market in mind, this is particularly important for offices. This is not an established office location, and the Agency should time projects in this area so they do not coincide and compete with other projects.

AREA 7 — OBJECTIVES

NEAR-TERM (2000 - 2001):	MID-TERM (2002 - 2003):	LONG-TERM (2004 - 2008):
Collaborate with City to implement East Village Guide for Development.	Collaborate with City to implement East Village Guide for Development.	Collaborate with City to implement East Village Guide for Development.
	Develop plan for 4th & 5th Street parkways.	Fund & design 4th & 5th Street parkways.
	Complete plans for retail & mixed-use for blocks 92, 93, 100 & 101.	Implement phase 1 of plan for four blocks.
Complete plans for retail center on blocks 98 & 99.	Complete development of blocks 98 & 99.	

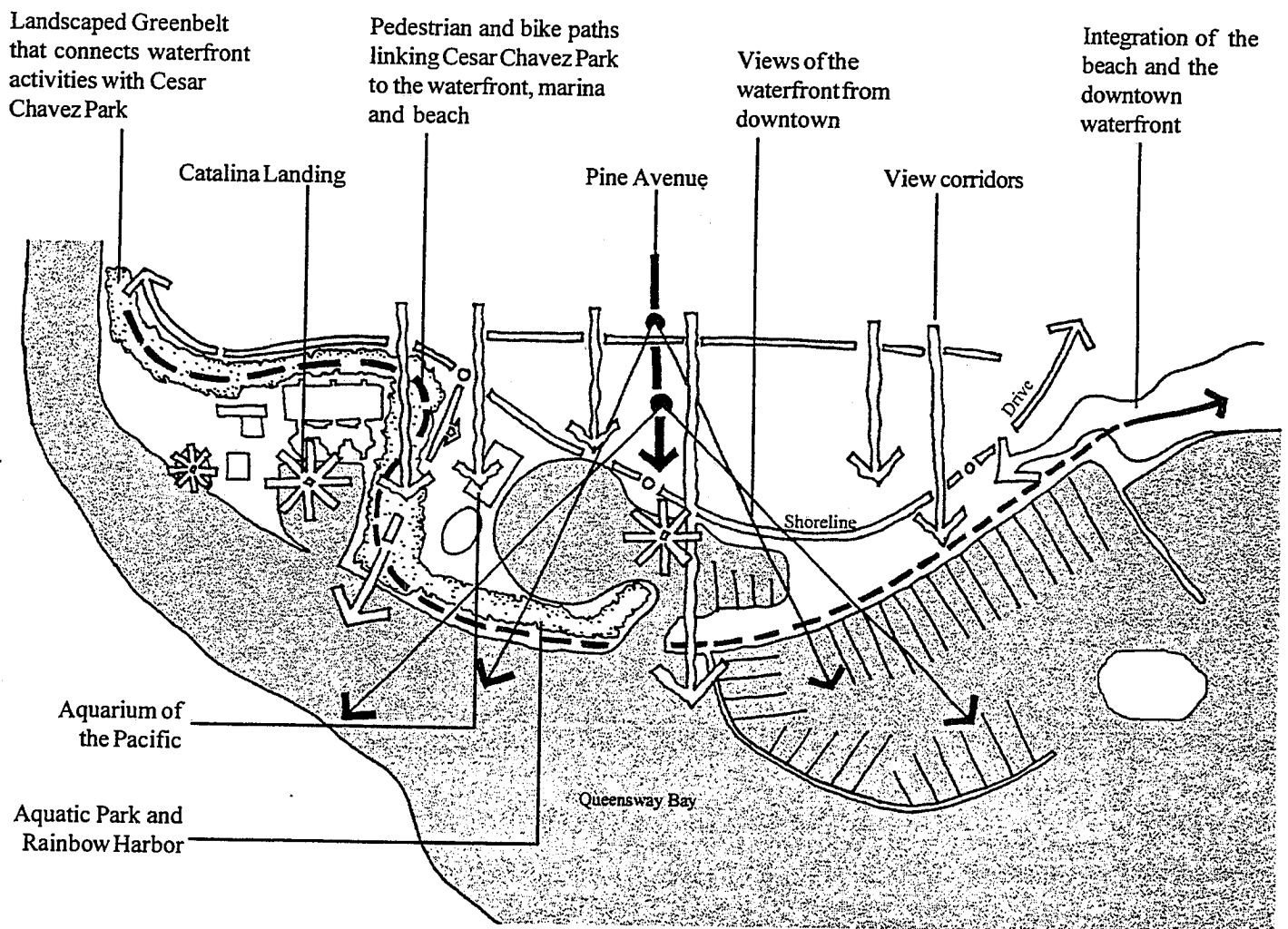


WEST GATEWAY-CONCEPTUAL PLAN

HOUSING: 1200 UNITS

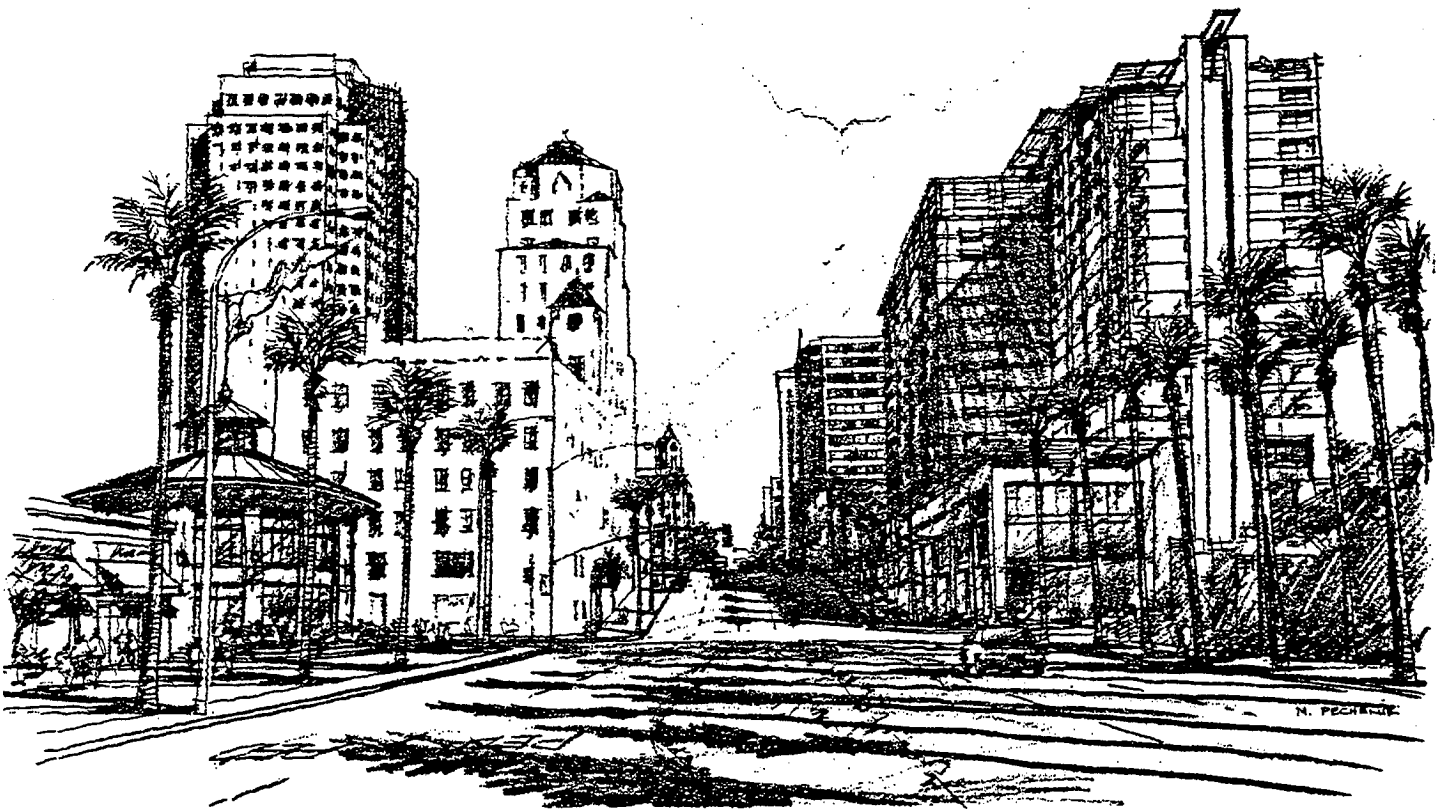
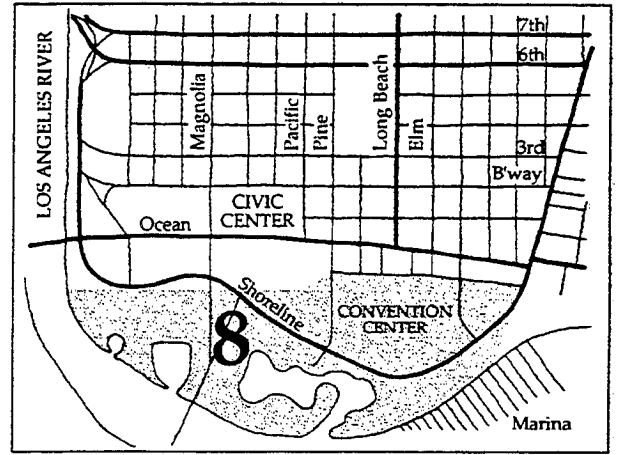
This concept, one among many possible concepts, shows low-rise housing fronting on Third and Fourth, with a mix of low- and mid-rise along Broadway. Parking is one-half level below grade, but at-grade greenways run through each residential block to provide secure, observable common openspace for the residents.

AREA 8 — QUEENSWAY BAY



DESIGN CONTROL DIAGRAM - AREA 8

8 spans the entire waterfront area south of Seaside Way, and includes the Convention Center, the Marina, the new Aquarium of the Pacific, and Rainbow Harbor, as well as several large vacant sites. The recent expansion of the Convention Center and the completion of the Aquarium have significantly increased the potential for tourism; the focus of the Agency now should be on hotel and retail development to build on this potential.



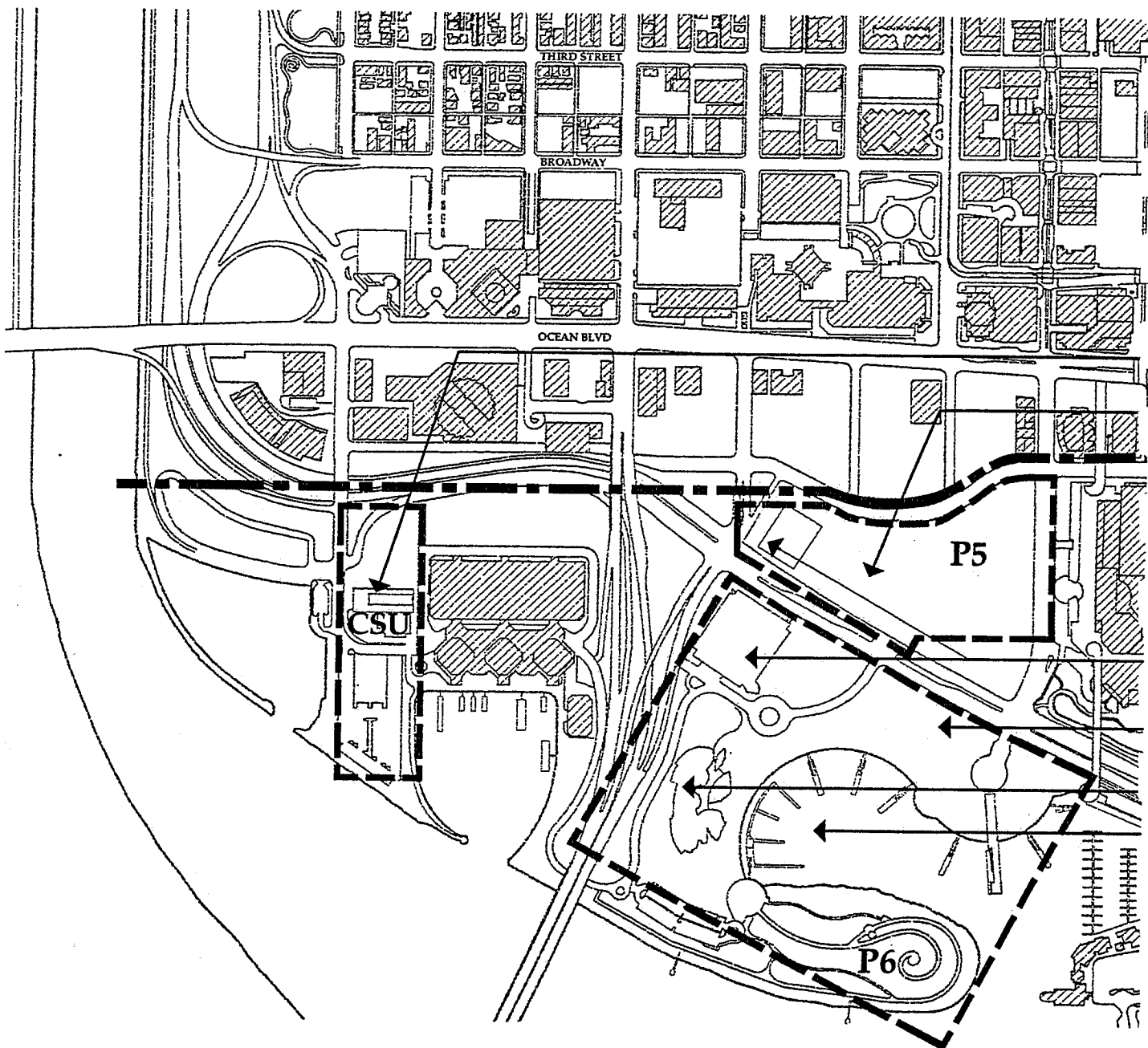
View to the North on Pine Avenue from Queensway Bay.

AGENCY STRATEGY

The recent expansion of the Convention Center and the completion of the Long Beach Aquarium of the Pacific have significantly increased the potential for tourism in area 8. The focus of the Agency now should be on hotel and retail development to build on this potential, and to create a true "urban resort" on Queensway Bay.

WATERFRONT

Area 8 development should be designed to re-establish the Greater Downtown's historic link to the waterfront. Water should be incorporated into the design of new projects, and buildings should be low-to-mid rise to preserve views of the water from Downtown. Views of Downtown from the water should be considered in the perception of Long Beach as a maritime city.



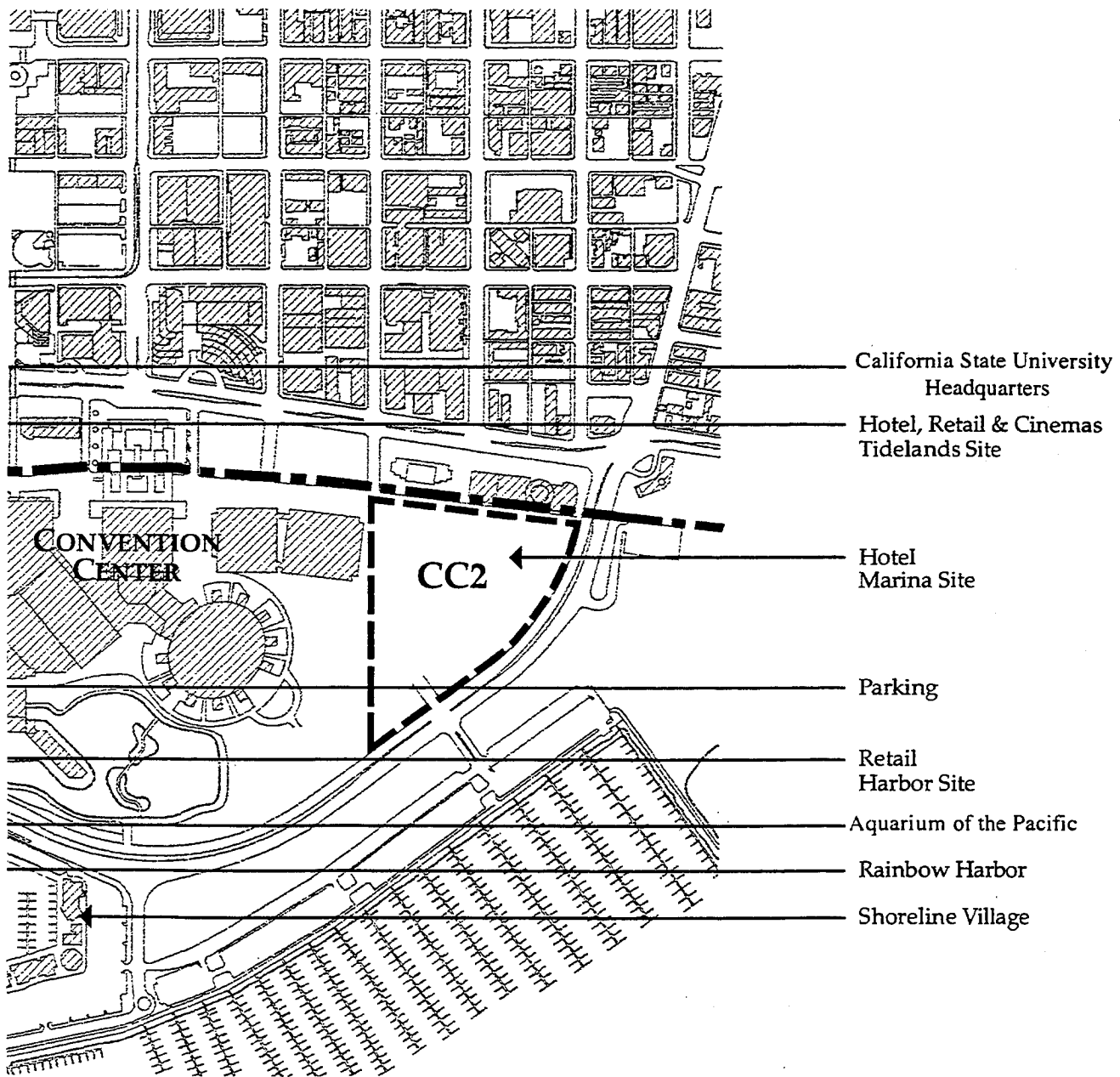
AREA 8 — QUEENSWAY BAY

RELATIONSHIP TO DOWNTOWN CORE

The Strategy for Development of Area 8 must be planned with care in order to avoid a destructive competition with the Downtown core, particularly Pine Avenue. Before approving new retail projects in area 8, the Agency and City should be sure the new projects are oriented toward compatible markets, not toward those markets that might be detrimental to Pine Avenue.

PEDESTRIANS

Area 8 should be developed as a magnificent pedestrian environment. Individual projects should be designed so they link major destinations, such as the Harbor and Tideland retail sites, with clear, pedestrian-friendly routes. A continuous bike and pedestrian path should run the entire length of the waterfront, from Cesar Chavez Park to the waterfront, marina, and beach.



DEVELOPMENT PROJECTS PLAN — AREA 8

AREA 8 — OBJECTIVES

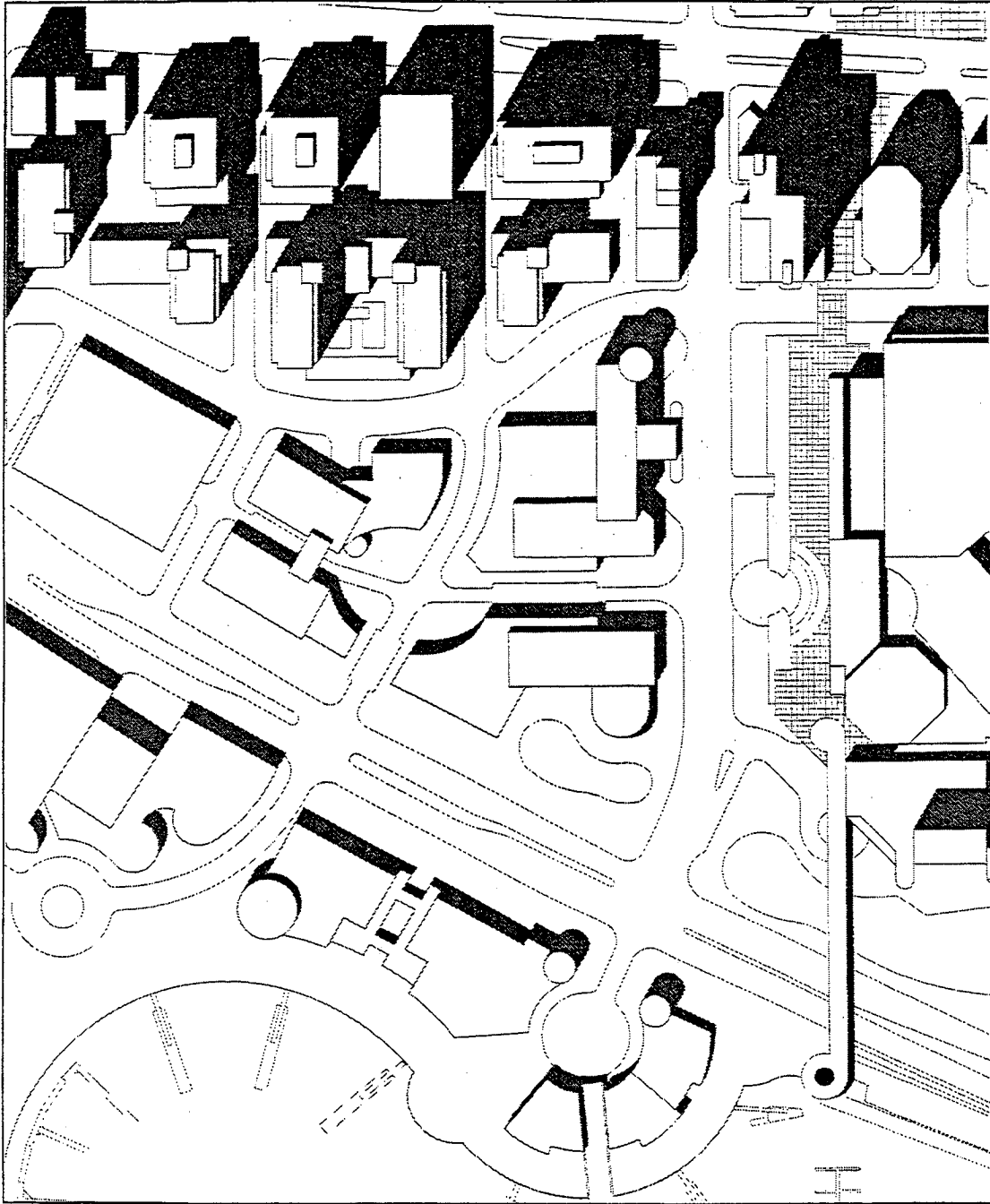
NEAR-TERM (2000 - 2001):	MID-TERM (2002 - 2003):	LONG-TERM (2004 - 2008):
Convention Center expansion completed.		
Rainbow Harbor completed.		
Aquarium of the Pacific completed.		
Complete plans for Harbor site — retail on block P6: begin phase 1.	Complete Harbor site retail project.	
Complete plans for Tidelands site — retail on block P5: begin phase 1.	Complete Tidelands site retail project.	
Complete expansion of California State University Headquarters at Catalina Landing.		
		Initiate development of hotel on Marina site — block CC2.

NOTES ON NEAR-TERM OBJECTIVES

HARBOR AND TIDELAND SITES

The completion of the Aquarium of the Pacific and Rainbow Harbor, and their proximity to the Tidelands and Harbor sites, gives those sites great potential for retail/entertainment development. However, Agency participation in these projects should have the objective of creating projects that complement, rather than compete with, Pine Avenue and the future of The Promenade.

The projects on the Tidelands and Harbor sites should be designed so they create continuous and pleasant pedestrian routes, not only to the Aquarium, but also to the Convention Center, the Pike Property, and up Pine Avenue to the Downtown core.

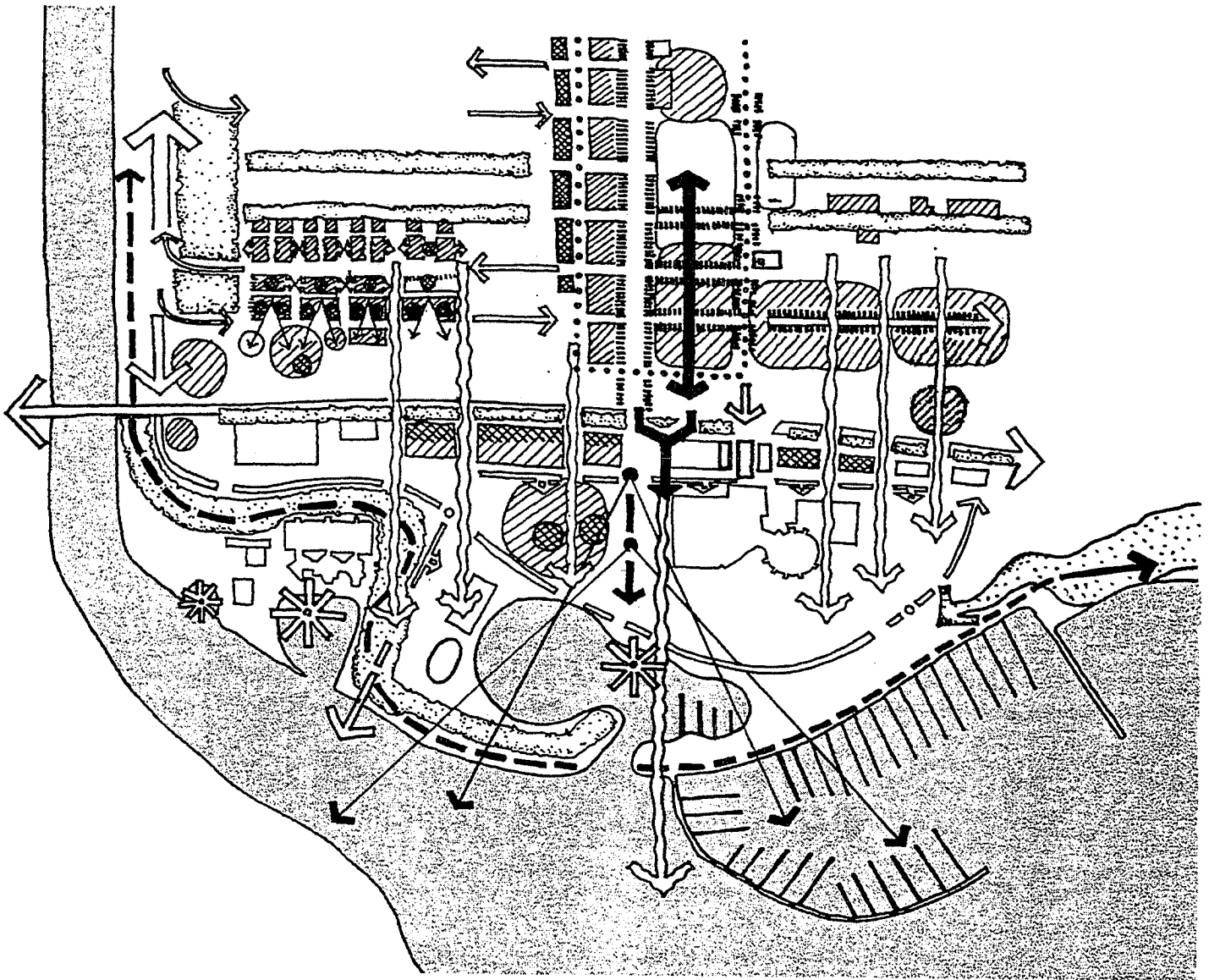


TIDELANDS AND HARBOR — CONCEPTUAL PLAN

RETAIL: 520,000 SQ FT
HOTEL: 300 ROOMS

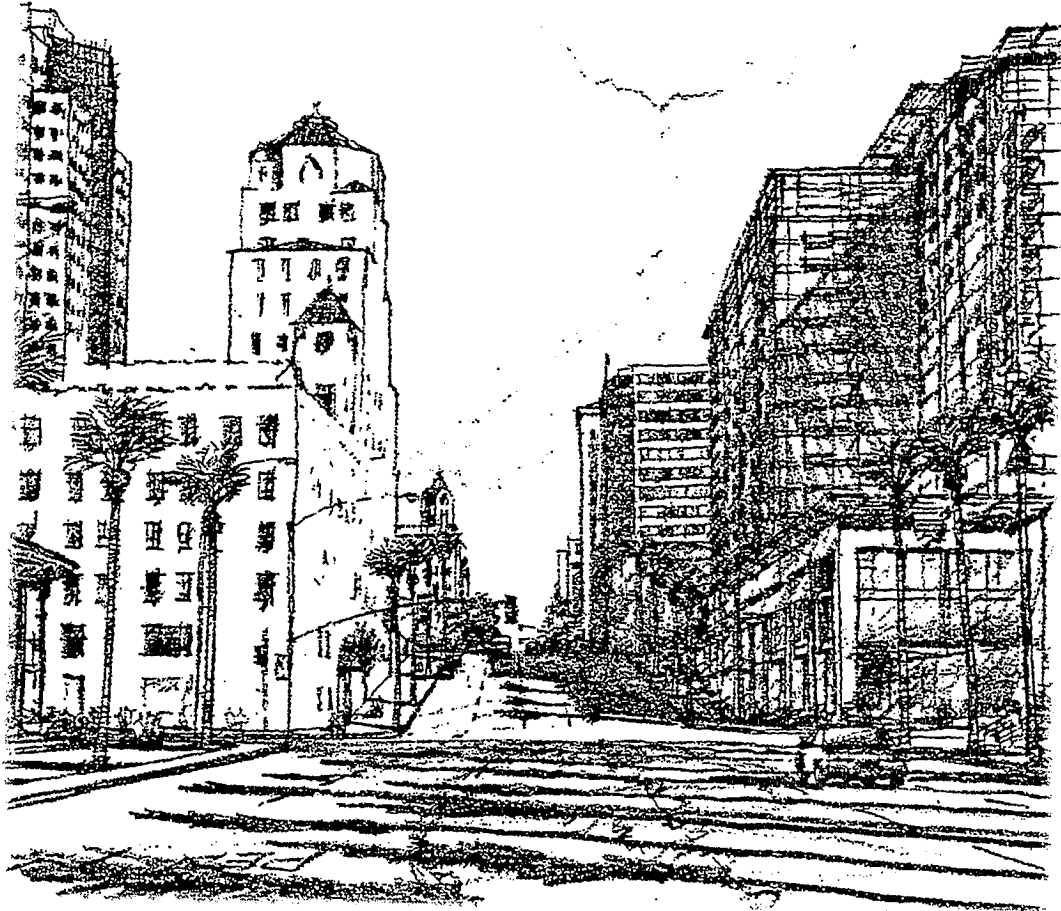
The retail and entertainment projects developed on these sites under the Queensway Bay Plan should complement, rather than directly compete with Pine Avenue and the Promenade.

This concept shows low to mid-rise development that preserves the potential view of the hotel, residential and office sites along Ocean Boulevard, and creates pedestrian links to areas north of Ocean Boulevard.



COMPOSITE DESIGN CONTROL DIAGRAM—AREAS 1-8

DESIGN GUIDELINES



View to the north on Pine Avenue.

The Agency has a central role in improving the visual quality of Greater Downtown Long Beach by:

- Actively promoting design quality projects on key sites, through its powers of land assembly and financial subsidy, and
- Reviewing the design of all new construction and renovation within the Greater Downtown.

The design guidelines set forth in this Strategy apply to all new construction and renovation within the areas covered by the Strategy. As the term implies, they are meant to *guide* developers and their architects toward design solutions which improve the visual quality of Greater Downtown Long Beach, and enhance its image as a place to work, live, shop and invest. A few of the guidelines prescribe quantitative standards, but more often they are qualitative and require judgement by the reviewers.

The guidelines in this Strategy are general and address the greater downtown as a whole. For Pine Avenue and The Promenade, the Agency has prepared Designs for Development, which prescribe more specific guidelines that address the unique conditions of these two areas.

For key individual sites, the Agency may also prepare conceptual development programs in order to assess the sites' potential and identify key design issues. These conceptual programs may, in turn, serve as the basis for site-specific guidelines to be incorporated into a development agreement. For such projects, the Agency should also ensure that selected development teams include design professionals with a demonstrated capacity for excellence.

The Agency performs design review of all projects within the Greater Downtown, including the Central, West Beach, and Downtown Redevelopment Project Areas, whether or not the Agency is a participant in the project.

Many cities conduct design review as a one-time event, prior to the issuance of a building permit. There are two inherent problems with this approach. First, by the time design review takes place, the developer may already have made a sizeable investment of time and money in the plans, and is understandably reluctant to change them. Second, the reviewers often have no control over changes made by the developer after the review takes place. Yet such changes are nearly inevitable, particularly in large, complex projects.

The design review procedures adopted by the Agency run from the earliest conceptual designs, at which point the developer is most receptive to input, all the way through construction, to make sure what was approved is actually built. The sequence consists of five stages of review, with a milestone approval at the end of each stage, as described below. The stages correspond to phases of architectural design practice.

Redevelopment projects are also subject to the same review by City departments as other projects, with one difference--the Redevelopment Agency represents the project in departmental reviews. As described on the next page (*in italics*) and in the PD-30 Downtown Planned Development Ordinance, departmental reviews are timed to coincide with the Planning Commission and Agency review process.

REVIEW PROCESS

STAGE 1: CONCEPTUAL REVIEW occurs at approximately 50% completion of schematic design. Projects required to participate in the public arts program should have received approval of their artistic selection process and consultants or advisors prior to submittal.

*For major projects *, Joint Conceptual Review is required by the Joint Review Authority, comprised of the Agency Board and the Planning Commission. Prior to Joint Conceptual Review, the project must be reviewed by the Technical Advisory Committee comprised of City department representatives.*

STAGE 2: PRELIMINARY REVIEW requires a complete submittal of schematic design drawings, a model to fit into the Agency's model of the Downtown, and the schematic design of public art. If the project involves a development agreement, the approved schematic design is included as part of the agreement. If the project requires environmental review, the Agency will exercise authority of certification.

At this stage, major projects require both Agency review and Site Plan Review by the Planning Commission. The Planning Department then processes the proposed project through all City approvals, including preliminary environmental review, when applicable. The Planning Department coordinates with the Agency for all City approvals.*

STAGE 3: FINAL REVIEW occurs at the end of the design development phase, at which time all major design and cost decisions for a project and its public art (if required) should be resolved.

STAGE 4: DESIGN CHECK precedes the issuance of building permits. Construction documents are first received and reviewed by the Agency for conformance with Stage 3 approval. Changes to the documents from Stage 3 are reviewed and, upon approval, the documents are given to the Department of Planning and Building for plan check and issuance of permits. Documents must include necessary provisions for public art.

STAGE 5: CONSTRUCTION CHECK and approval of public art is required before a Certificate of Completion by the Agency or any Certificate of Occupancy is issued by the City. Change orders are reviewed and site visits are made by Agency reviewers to ensure conformance with the Stage 4 approvals.

** Major projects are defined as those which meet one or more of the following criteria:*

- *new buildings of 50,000 sq ft or greater*
- *new buildings greater than 45' in height*
- *residential projects of more than 50 units*

PUBLIC ART

Public art must be integrated into the design of each new project, and any renovation project costing over \$250,000. A minimum of 1% of total development costs must be expended for public art. Art works must be approved in accordance with the Long Beach Percent for Public Art Program.

This obligation is required when a contractual agreement with the Agency, such as an Owner Participation Agreement, a Disposition and Development Agreement, or new construction requiring a Parking Management Agreement, is entered into. The 1% obligation excludes both low and moderate income housing and tenant improvements to the interior, non-public spaces of existing buildings.

BUILDINGS OF ARCHITECTURAL MERIT

To the extent possible, existing buildings of architectural merit should be preserved and restored to their original condition. Proposals to alter or demolish buildings of architectural merit should be considered only after restoration has been investigated and determined to be infeasible.

DETERMINE CONDITION OF ORIGINAL BUILDING. While many buildings of potential architectural merit have undergone some remodeling or face-lifting over the years, in many instances the original facades were not replaced, but merely covered. If no conclusive evidence exists to prove the original facades have been destroyed or damaged beyond repair, the owner should remove the non-original elements in order to assess the extent and condition of the original facades.

DETERMINE FEASIBILITY OF RESTORING ORIGINAL BUILDING. Some buildings may be in such poor condition that restoration is infeasible. Where the owner can show this to be the case, renovation or new construction consistent with these guidelines may be considered.

RESTORE ORIGINAL BUILDING WHERE FEASIBLE. Restoration of the building should include removing non-original materials that do not enhance the original character; repairing or replacing damaged elements; and cleaning and/or refinishing the original materials.

OPEN SPACE

GENERAL

Plazas and courtyards require strong edges, not only to protect users from wind and other elements, but also to demarcate the space itself. The most successful open spaces are those defined by facades, walls, arcades and/or landscaping, and furnished with ample seating.

Buildings should be configured to enclose and define open space and the public, active and habitable interiors should face and observe the open space. Public open spaces should be visible and accessible from a public street.

In the Mixed-Use District, the continuity of retail frontages should not be broken by large open spaces. In general, courtyards open to a retail street should be no wider than 25 feet along the street frontage.

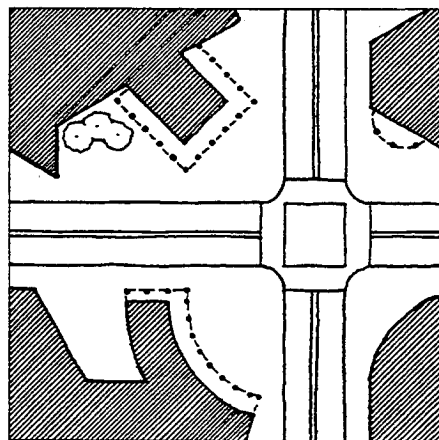
RESIDENTIAL

There are two categories of open space in residential developments. Private open space includes decks, patios, balconies, and other spaces accessible from a single unit. Common open space includes yards, courts, podium decks, and other spaces shared by more than one unit.

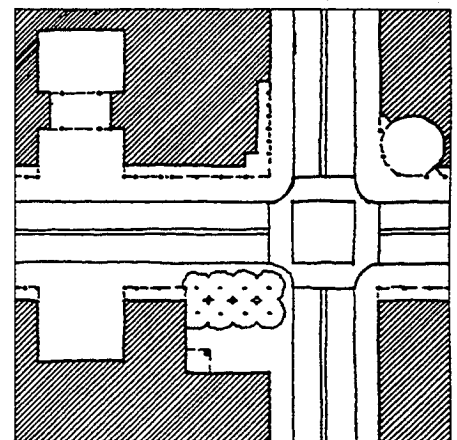
Private open space should be accessed from 'primary' (living, dining, and family) rooms. Projects which orient private open spaces to front and rear yards and/or to interior courtyards should be strongly encouraged.

Buildings should enclose and define common open spaces, and should face and observe these spaces. Internal courts should be designed to maximize sun exposure; such courts should be aligned on an east-west axis, if feasible, and buildings on the east side should be low enough to admit morning sun. All units facing internal courts should have at least partial sky views.

Common open space is often placed on the podium formed by the garage roof; such spaces can be desolate and unusable unless properly designed and landscaped. Exposed garage roofs should have at least 40% plant cover. Trees should be placed in planters with soil depths of at least 3 ft to permit mature growth. Paving materials with natural variations in color and texture, such as brick or clay tile, should be encouraged.



UNDESIRABLE



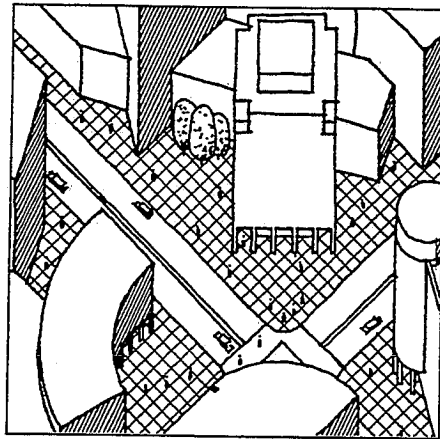
DESIRABLE

Buildings should be configured to enclose and define open spaces.

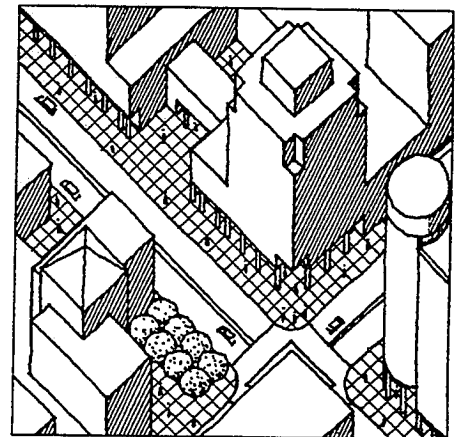
FRONTAGES

Buildings should frame and define streets as active, secure public spaces. Large variations and gaps in ground floor frontages should be discouraged. Major building entrances should face the street, and habitable spaces should be oriented so windows face and observe the street.

As a general rule, buildings within 10 feet of the property line should occupy at least 75% of each site frontage. Retail storefronts should occupy ground floor spaces where they are feasible; where they are not, ground floor facades should be enhanced with landscaping, display windows, and public art. Parking structures which occupy frontages with substantial pedestrian traffic should be given added attention to avoid long blank sections of wall. Cars parked within the structure should not be visible from outside the structure at ground level.



UNDESIRABLE



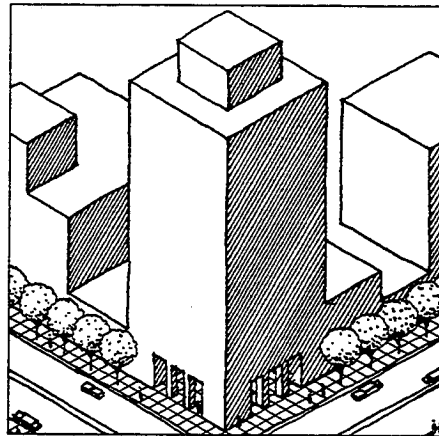
DESIRABLE

Buildings should frame and define streets as active, secure public spaces.

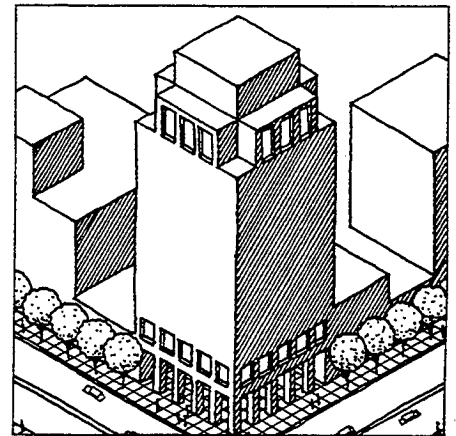
COMPOSITION

Each building over 3 stories in height should have a clearly defined base. The base of a building is experienced by pedestrians at close range, and should be the most articulated and richly detailed part of the building. The base itself may consist of one or more stories, depending on the size of the building, but should be no greater than 40 feet in height.

Each building over 10 stories in height should have a clearly defined base, middle, and top; the middle part should comprise at least half the building's height. Building tops should meet the skyline in a graceful, elegant manner. While alternatives to flat roofs should be encouraged, the top of each building should be designed in a way suitable to its relative scale and importance. Elaborate roof treatments should be reserved for a few 'signature' buildings.



UNDESIRABLE



DESIRABLE

Each building over 10 stories in height should have a clearly defined base, middle, and top.

TOWER FORM

Towers should preserve and enhance the image of Long Beach as a bright, airy coastal city. They should be slender, and should be spaced and aligned to preserve sun and sky exposure and views to the bay.

ALIGNMENT

The major facade planes of towers north of Seaside Way should align with the downtown grid. In general, towers south of Ocean Boulevard should be oriented so the longer plan dimension is on a north-south axis, in order to maximize views of sky and bay from points north of Ocean Boulevard.

BULK

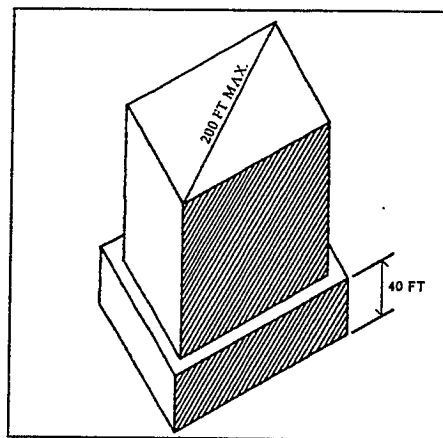
The portions of buildings over 40 feet in height should have a diagonal dimension no greater than 200 feet. Bulk should be further de-emphasized by using changes in surface plane and other architectural means.

SPACING

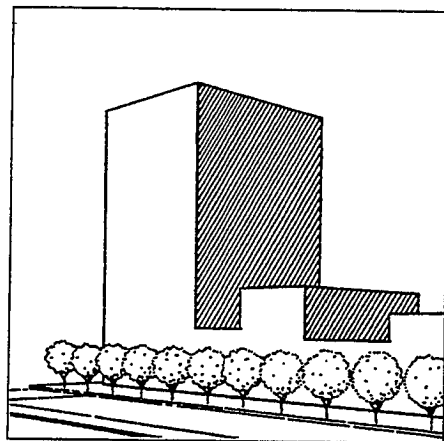
Towers south of Ocean Boulevard should be spaced an average of at least 100 feet apart; however, the spacing of individual buildings may be adjusted to respond to major views, parcel dimensions, and other site-specific conditions.

PLACEMENT

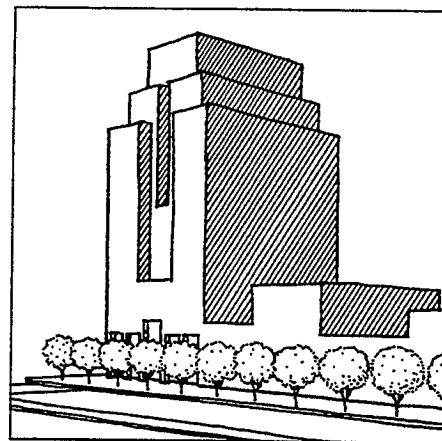
Towers should be designed and placed so that no more than 50% of the opposite sidewalk is in shadow during the hours of 10am to 2pm, from March first to October first.



The diagonal dimensions of towers should be no greater than 200 feet.



UNDESIRABLE



DESIRABLE

Tower bulk should be de-emphasized by using changes in surface planes and other architectural means.

HEIGHT

The shape of the Long Beach skyline should reinforce the importance of Ocean Boulevard as the premier location for corporate headquarters and other signature buildings. It should also help identify the area defined by Pacific, 3rd, Seaside and Elm as the 'heart' of downtown and the locus of its most intensive activity.

South of Seaside Way, buildings should become lower and more spread out, to form a closer relationship to the waterfront and create the image of an 'urban resort', and also to preserve bay views from the north. Tall buildings should be slender point towers, located out of view corridors.

The visible portions of parking structures should be no greater than 55 feet above grade, except for light fixtures, stair and elevator towers. Each parking structure over two stories in height should have a clearly defined base. The base of a building is experienced by pedestrians at close range, and should be the most articulated and richly detailed part of the building. The base itself may consist of one or two stories, depending on the size of the building, but should be no greater than half the height of the parking structure.

CONTEXT

Where new buildings are built adjacent to existing buildings, they should employ architectural devices which provide a graceful transition from old to new: for example, by matching the rhythms and proportions of horizontal and vertical facade elements.

FACADES

Style, details and materials should be consistent on all building facades. Where a parking garage is visible, it should be designed as an integral part of the project, and should conform in style, details and materials to the balance of the project.

Facades should incorporate three-dimensional elements which break up large surfaces, and create a visual play of light and shadow. Such elements may include balconies; cornices at a building's base and parapet; piers at corners and structural bays; and inset windows.

While neighboring facades should be *compatible* in design, they need not be uniform. On facades longer than half a block, variations should be encouraged to create visual interest.

ROOFSCAPE

Views are an important amenity in downtown Long Beach, and the roofs of buildings and garages are conspicuous elements of those views. All rooftop equipment should be enclosed and concealed; and the various rooftop components should be designed as an integral part of the project. On garage roofs, planting, paving, painting and shade structures should be utilized to improve their visual quality.

MATERIALS AND COLORS

The use of colors and materials should relate directly to the form and composition of the facade; surface patterns of colors and/or materials should not be used as an inexpensive substitute for three-dimensional articulation.

MATERIALS

Materials and workmanship should convey an image of quality, durability, and permanence, and should enhance the stature of Long Beach as a city of international significance. Stone, terra cotta, masonry, and architectural grade precast concrete should be encouraged for major surfaces. Cement plaster may be used on facades above the base portions of buildings only, and only if finely textured and detailed. Glazing should be clear or lightly tinted, and nonreflective.

COLORS

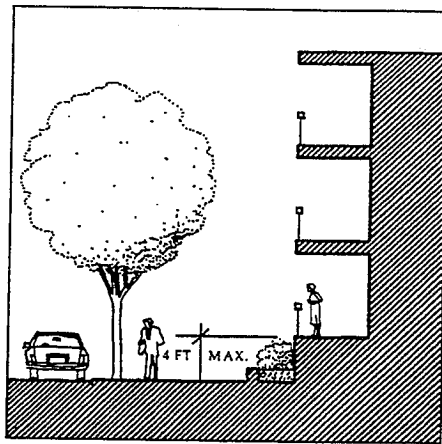
Dark buildings absorb light and increase heat gain, and large dark buildings have an ominous presence on the skyline. Light to medium values of warm, muted hues should be used on major building surfaces. Strong, bright colors tend to become dated far more quickly than subtler tones, and should be used sparingly as accents.

ENTRANCES

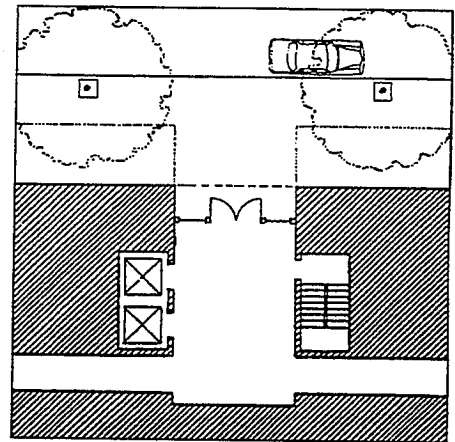
Entrances to individual projects should contribute positively to the street. Entrances to major projects should be grand, inviting, and clearly identifiable. Lobby interiors should be visible and accessible from the street. Long access ramps for the disabled should be discouraged in favor of direct lobby access.

In residential projects, there should be an interactive relationship to the street, yet a respect for the privacy and security needs of residents. The lowest residential units facing the street should be no more than 4 feet above grade, except when located above retail or other habitable space.

Entrances directly from the street to individual residential units or clusters of units should be strongly encouraged. Porches and terraces which face and observe the street should be encouraged for units on the lowest residential floor. Where common entrances and lobbies are used, they should face the street, be observable from the street, and should be clearly identifiable. Concierge units should be encouraged for larger projects.



The lowest units facing the street should be no more than 4 feet above grade.



Common entrances and lobbies should face and be observable from the street.

STOREFRONTS

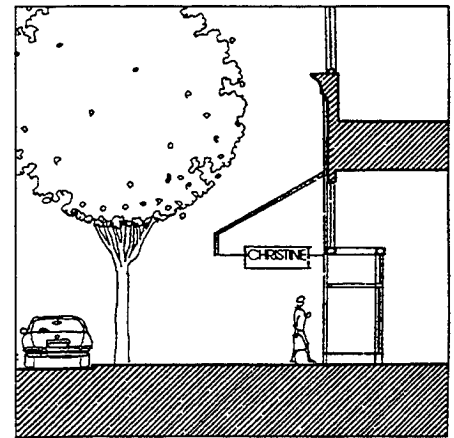
While retail storefronts and other active ground floor frontages should be encouraged wherever they are feasible, they are more important on certain streets than on others. In fact, placing retail storefronts where they are *not* feasible can adversely impact the downtown's image, if they remain vacant. Storefronts should consist of modules adaptable to a variety of tenants.

Display windows are a key element of a successful shopping street. They create visual interest and advertise the contents of the storefronts; and enhance the perception of security on the street. At least 2/3 of the horizontal dimensions of individual storefronts should consist of windows of clear vision glass.

Store entrances should comprise no more than 1/3 of the horizontal dimension of individual storefronts, and should be recessed no more than 5 feet. Security grills and security gates on storefronts, store windows and entrances are strongly discouraged.

Awnings protect pedestrians from sun and rain, and shield display windows from glare. However, they should respect the architectural integrity of the facades upon which they are placed. Awnings should be placed below the ground floor cornice line (or below the sills of second floor windows if no cornice exists), and should be divided into sections to reflect the major vertical divisions of the facade. Awnings of glass and metal are more durable than fabric, and should be encouraged.

Signs should respect the architectural integrity of the facades they are placed upon, and should be designed as architectural elements in their own right. 'Box' signs should be strongly discouraged in favor of signs composed of symbols and individual characters. Retail signs in multi-store projects should conform to design criteria for storefronts and signs; such criteria should be reviewed as part of the design review process.

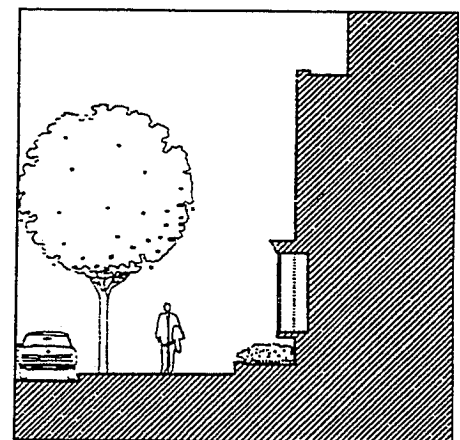
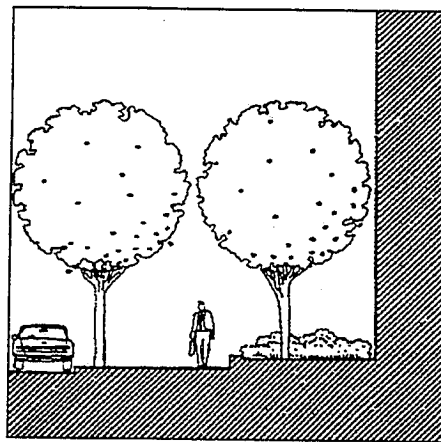
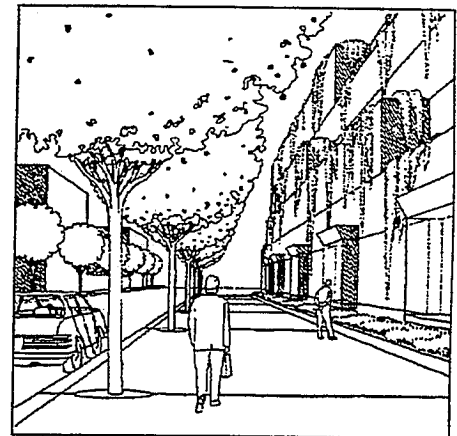
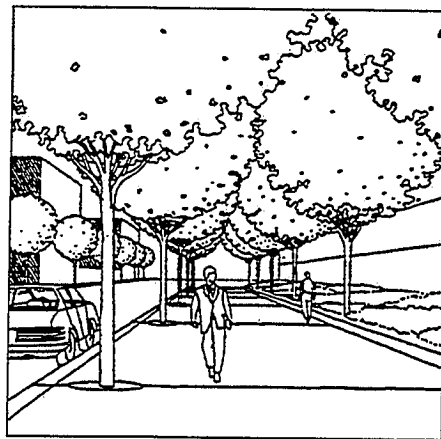


Awnings and signs should respect the architectural integrity of the facade.

SIDEWALK LANDSCAPE

Many downtown streets have substantial pedestrian traffic. Long blank walls or large gaps in street frontages create dull, desolate places, and should be strongly discouraged. Where active ground floor uses are not feasible, sidewalks should be enhanced with landscaping and public art. Trees, shrubs, vines, and planted berms should be employed to fill in gaps and soften blank walls. Display cases may also be placed in otherwise blank walls, to exhibit either merchandise or artworks.

Most large-scale new development projects include reconstruction of adjacent sidewalks. A 'vocabulary' of streetscape components should be prescribed for each downtown street where new development is anticipated, so that as sections of the sidewalk are replaced, they result in a coherent treatment for the entire street.



Where active ground floor uses are not feasible, sidewalks should be enhanced with landscaping and public art.

UTILITIES AND SERVICES

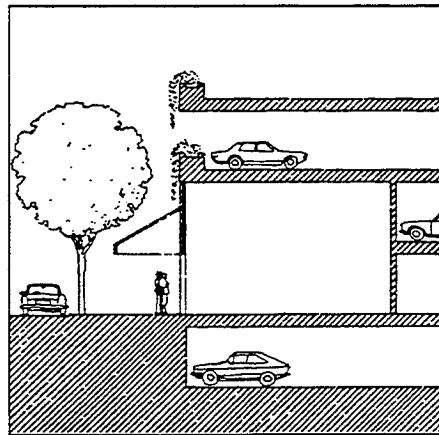
Utilities and service areas, including pipes, ducts, meters, transformers, dumpsters, and loading docks should be enclosed, buried, or otherwise concealed from view, including views from nearby buildings. Required vents and access doors should be placed to minimize their visibility.

PARKING AND LOADING

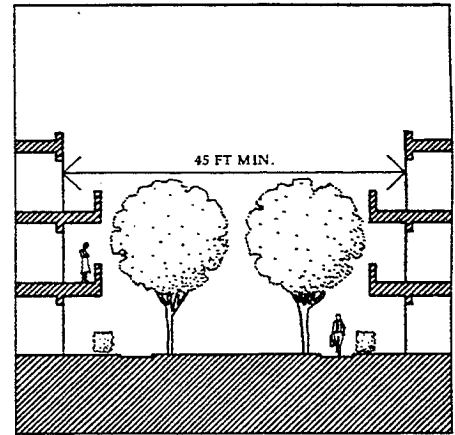
Surface parking in Areas 1-6 should be considered an interim land use only; completed projects should accommodate all parking in structures as an integral part of the project. In independent parking garages, facades should be three dimensional to break up large surfaces and should have no visible ramps or sloped floors from the street.

In general, inactive ground floor frontages such as parking lots, open parking garages, and blank walls produce dull and dangerous places, and should be discouraged. Parking should be located below grade and/or behind habitable spaces wherever feasible. Where a parking garage is visible, it should be designed as an integral part of the project, and should conform in style, details and materials to the balance of the project. Internal lighting should be shielded to minimize the direct view of lamps from outside the structure, particularly from ground level. Rails and parapets should be designed to block the view of headlight glare.

Loading/unloading and other services should not be visible from the street. Such services should occur on alleys wherever feasible; new projects should be designed to facilitate service from alleys. Projects occupying whole blocks may eliminate alleys only if they provide an equivalent means of mid-block service. No new curb cuts should be allowed on Ocean Boulevard, except for pedestrian drop-off points. Such drop-offs should be reviewed on a case by case basis.



Parking should be located below grade and/or behind habitable spaces.



Facing primary room windows should be no closer than 45 feet.

RESIDENTIAL PRIVACY

In order to maximize residential density on long, narrow lots, developers often place most units along the sides of projects; when large projects are built side by side, most units face each other across very narrow side yards.

In general, primary room windows, such as windows in a living or dining room, which face each other on site or across property lines should be no closer than 45 feet. A primary and secondary window should be no closer than 30 feet; and secondary windows should be no closer than 15 feet. Projects which orient primary windows to front and rear yards and/or to interior courtyards should be strongly encouraged.

RELATED DOCUMENTS

The following documents of the City of Long Beach are related to the *Greater Downtown Strategy for Development*:

<u>DOCUMENT</u>	<u>SOURCE</u>
Design Review Process	Redevelopment Bureau
Pine Avenue Design Guidelines	Redevelopment Bureau
Promenade Design Guidelines	Redevelopment Bureau
Promenade Master Plan & Schematic Design	Redevelopment Bureau
East Village Guide for Development	Redevelopment Bureau
Central Redevelopment Plan	Redevelopment Bureau
Downtown Redevelopment Plan	Redevelopment Bureau
Downtown Parking Management Plan	Redevelopment Bureau
Pine Square Parking Validation Plan	Redevelopment Bureau
Planning District Ordinance – PD 6	Planning Department
Planning District Ordinance – PD 30	Planning Department
Long Beach General Plan – Transportation Element	Planning Department
Long Beach Percent for Public Art Program	Public Corporation for the Arts
Queensway Bay Plan	Director of Queensway Bay Project – City Manager’s Office

For information about these documents please contact the following sources within the City:

Redevelopment Bureau	(562) 570-6615
Planning and Building Department	(562) 570-6194
Public Corporation for the Arts	(562) 570-1930
Director of Queensway Bay Project – City Manager’s Office	(562) 570-6623

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