



Building A Better Long Beach

August 17, 2009

REDEVELOPMENT AGENCY BOARD MEMBERS
City of Long Beach
California

RECOMMENDATION:

Receive a presentation and approve the adoption of the Long Beach Design District Implementation Plan. (Central – District 4)

DISCUSSION

The neighborhood generally bounded by Anaheim Street, 14th Street, Temple Avenue and Redondo Avenue, is a light industrial area characterized by a mix of older industrial buildings and eclectic uses (Exhibit A). Over the past few years, an influx of private investment from graphic design studios, architectural firms, construction management services, branding engineers and product development firms have located in the area, organically forming the Long Beach Design District (District).

In February 2009, Redevelopment Agency (Agency) staff, with the assistance of Field Paoli Architects, began collaborating with key stakeholders to analyze the District and identify strategic goals and recommendations to further its revitalization. A series of individual stakeholder interviews and consensus building workshops examined land uses, zoning, building inventory, street networks and area amenities. The results have been incorporated into the Long Beach Design District Implementation Plan (Plan) (Exhibit B). The Plan focuses on five dominant themes as areas of focus to further revitalization efforts: Identity and Publicity; Building Reuse and Zoning; Parking; Streetscape and Open Space; and Management Structure.

The Plan will be used as an implementation guide for action and a tool to attract additional private investment. It identifies the role of the community, Agency, and City in the growth of the District over the next three to five years. Moreover, it is expected that the Plan will be re-evaluated at the end of five years to identify additional action items and new goals and priorities.

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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



for CRAIG BECK
EXECUTIVE DIRECTOR

CB:AJB:DSW:TK

Attachments: Exhibit A – Design District Area Boundary Map
Exhibit B – Long Beach Design District Implementation Plan

Design District Area Boundary

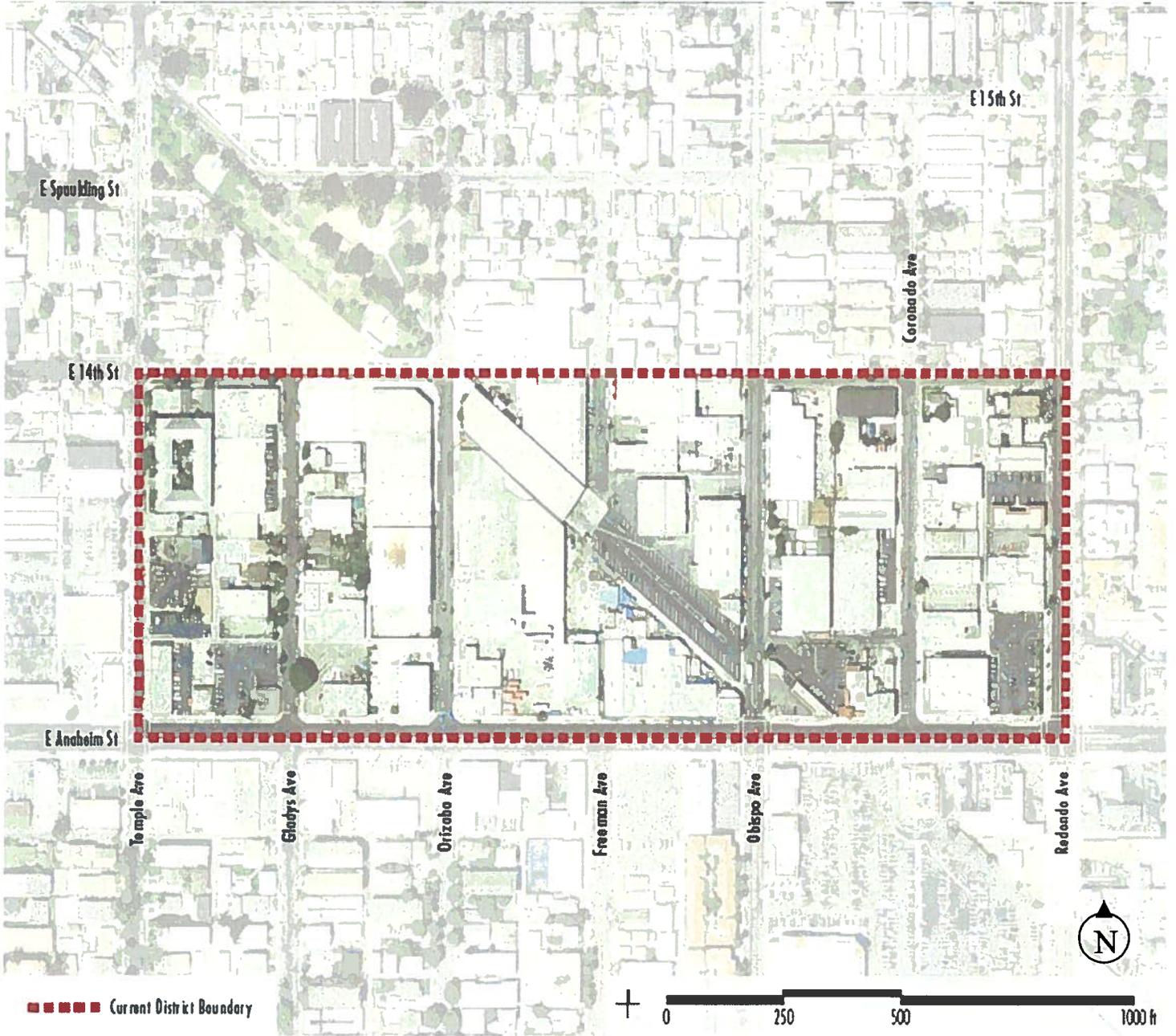


Exhibit B

Long Beach Design District Implementation Plan

A copy of the Implementation Plan is available on-line at
<http://rda.longbeach.gov>