LONG BEACH REDEVELOPMENT AGENCY

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December 4, 2006

REDEVELOPMENT AGENCY BOARD MEMBERS
City of Long Beach
California

RECOMMENDATION:

Recommendation to approve and authorize the Executive Director to adopt the Central Long Beach Design Guidelines for the Central Long Beach Redevelopment Project Area. (Central – Districts 1, 2, 4, 6, 7 and 8)

DISCUSSION

The Central Long Beach Design Guidelines (Guidelines)(Exhibit A – Guidelines) have been developed to ensure that new construction and rehabilitated buildings are compatible with and contribute to the overall design goals for the Central Long Beach Redevelopment Project Area (Project Area). The Guidelines will be used by property owners, architects and developers, as well as City and Agency staff as a resource in the design and development of properties within the Project Area.

The Guidelines were developed with the intent of providing guidance while allowing for a broad range of innovative designs and architectural styles. The Guidelines give examples of how the stated design intent might be achieved, rather than prescribing specific solutions.

In summary, the Guidelines address the following:

- Commercial and Mixed-Use Development
- Residential Development
- Sign Guidelines: Commercial and Mixed Use
- Landscape Design
- Streetscape Improvement Guidelines
- Glossary of Architectural Terms

There are several fundamental principles woven throughout the guidelines:

Make Great Streets: A primary goal, particularly along commercial corridors, is to focus design attention on scale, proportion and openness of buildings to the street. The guidelines also call for particular attention at the ground floor to create pedestrian-oriented streetscape.

Put cars in their place: Parking should be located behind buildings or otherwise screened so as not to be visible from the street.

Respect existing neighborhoods: New development should be compatible with the massing, scale and architectural character of its neighborhood and surrounding context.

Bring architecture to the sides and back: The design of the street façade should continue around to the sides, rear and courtyard elevations.

The Guidelines were created through a consensus building process with the Central Project Area Committee Design Review Subcommittee through a series of workshops. The Guidelines were approved by the Central Project Area Committee (CPAC) at the October 5, 2006, meeting.

The Guidelines were reviewed by the Board on November 6, 2006, during a study session. Comments from that meeting were examined and revisions have been incorporated in an effort to enhance the Guidelines.

The Guidelines have been created in close collaboration with Planning Bureau staff, including the Urban Design Officer. The Guidelines were well received by the Planning Commission during a Study Session on November 16, 2006. The Guidelines are scheduled to be presented to the Planning Commission for adoption at the December 7, 2006, meeting.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,

PATRICK H. WEST
EXECUTIVE DIRECTOR

APPROVED:

GERALD R. MILLER
CITY MANAGER

PHW:CB:DSW:jmv

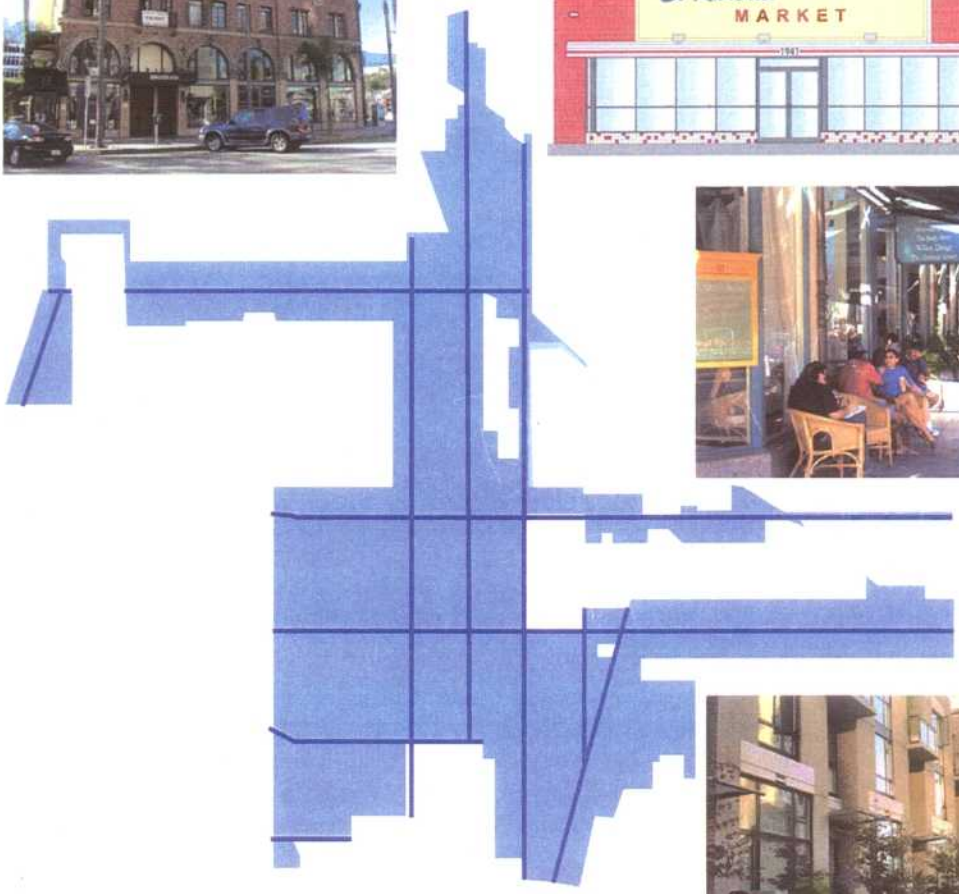
Attachment: Exhibit A – Central Long Beach Design Guidelines

R:\RDA Board\RDA Board Meetings\2006\December 4\Central Design Guidelines - Adoption.doc

Exhibit A
Central Long Beach Design Guidelines

Available upon request by calling (562) 570-6615.

Central Long Beach Design Guidelines



City of Long Beach
Redevelopment Agency

Final Draft
September 2006

Central Long Beach Design Guidelines

City of Long Beach
Redevelopment Agency

Final Draft
September 2006

Incorporating guidelines and policies from:
Central Long Beach Strategic Guide - The Arroyo Group
Bixby Knolls Sign Design Guidelines - The Arroyo Group

Acknowledgements

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Special Recognition

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City of Long Beach Public Works

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I. INTRODUCTION

A. Purpose of the Guidelines

The Central Long Beach Design Guidelines (Guidelines) are intended to help implement the goals, design standards and guidelines set forth in the Central Long Beach Strategic Guide for Development (Strategic Guide) adopted in June 2005. These Guidelines are intended to serve as a guide for development projects, both new construction and renovations, including residential and mixed-use projects. All projects in the Central Redevelopment Area are subject to design review by City Staff for compatibility with the intent of the Guidelines.

The Guidelines are intended for use by property owners and developers, as well as by City of Long Beach Redevelopment Agency and Planning staff who review projects. In order to approve a project subject to Site Plan Review, City staff is required to make a finding that the project is consistent with the Guidelines.

The Guidelines should be considered to be the minimum threshold for good design. Developers and designers are encouraged to design and build projects that exceed these minimal expectations, incorporating innovation and creativity in all aspects of design and reaching for LEED™ certification. In addition, the historic character of the neighborhood and surrounding context should be carefully considered. It is expected that architects and designers will routinely incorporate the intent of the Guidelines.

The Guidelines do not recommend any specific architectural style(s), but encourage a diversity of styles.

Similarly, the Guidelines do not prescribe specific means of achieving design intent, but rather provide examples of how it might be achieved. A project's architect or designer can achieve the same intent by a variety of other means. In addition, City staff, the Site Plan Review Committee or the Planning Commission may find that a project need not comply with certain guidelines due to particular site conditions or if compliance with the Guidelines would restrict the achievement of innovative design or community benefit.

B. Relationship to Zoning

The Guidelines supplement development standards in the City's zoning regulations (Title 21 of the City of Long Beach Municipal Code). The Guidelines may not be less restrictive than the zoning regulations, but they may encourage more specific design responses within the parameters of the zoning regulations. For example, the Guidelines cannot permit taller building heights or smaller setbacks than are permitted by the zoning regulations. On the other hand, they may encourage that a building step back within the building envelope permitted by the zoning regulations. **The zoning regulations should be thoroughly reviewed prior to beginning the development process.**

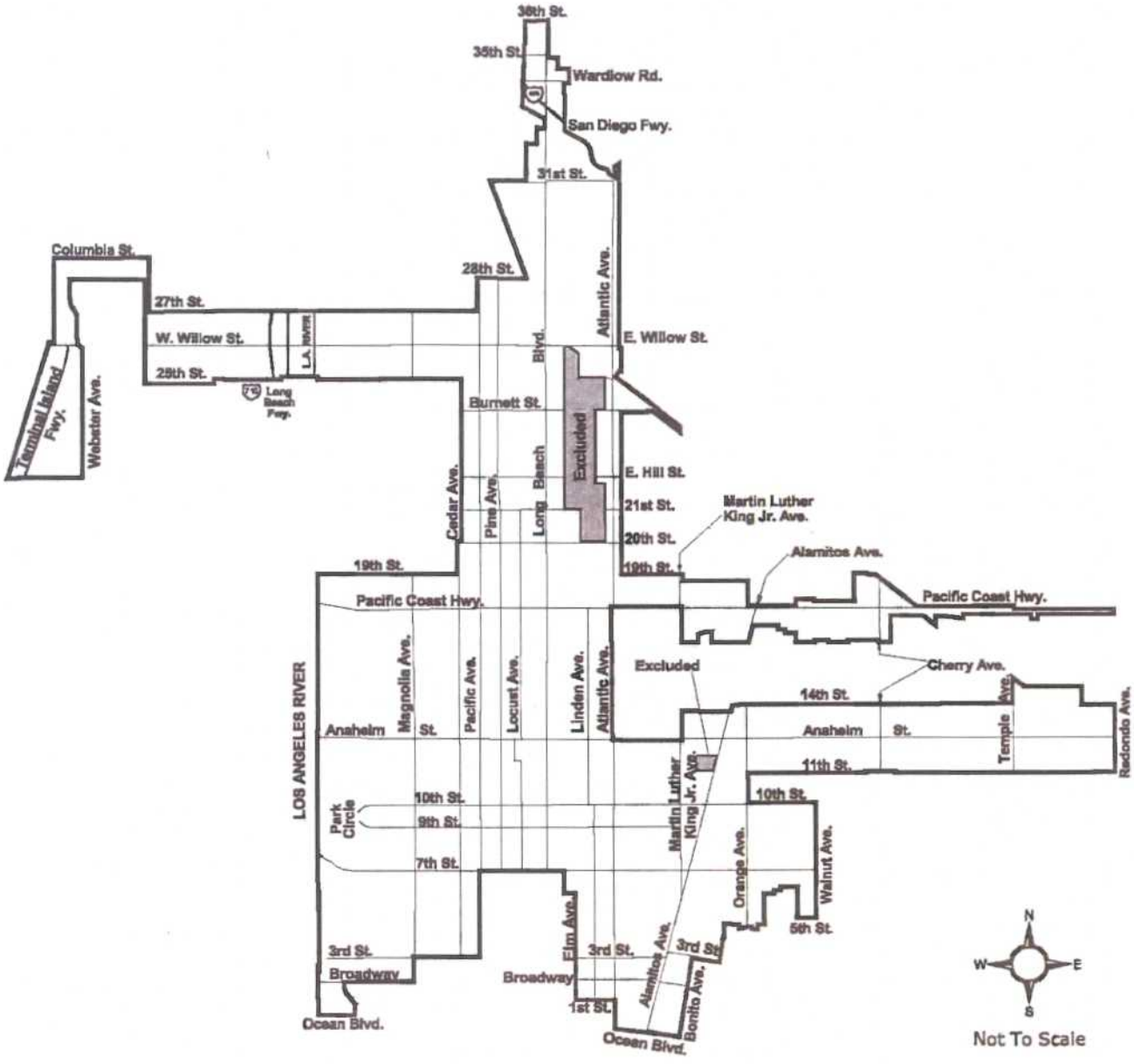
C. Relationship to the Strategic Guide

The Guidelines have been prepared in coordination with and to complement the Central Long Beach Strategic Guide for Redevelopment (Strategic Guide). The Guidelines implement design principles in the Strategic Guide. Key recommendations of the Strategic Guide are:

- Revitalize and intensify transit-oriented districts (TODs) along Long Beach Boulevard.
- Focus residential communities around centers of common activity (nodes), upgrade housing stock and provide new housing opportunities.
- Create economically viable infill and adaptive reuse projects that are compatible in scale and proportion with the neighborhoods and focal areas
- Preserve historic residential, commercial and institutional structures and fabric.
- Provide street landscaping, greening and overall improvement of visual character.
- Upgrade and maintain public infrastructure, including streetscape and landscape improvements in all districts.

D. Areas to Which the Guidelines Apply

The Guidelines apply to all areas of the Central Long Beach Redevelopment Project Area



E. Design Principles

Every project in Central Long Beach is evaluated with respect to its success in incorporating six broad principles of good urban design:

A sense of place. Central Long Beach is comprised of many distinct streets, neighborhoods and districts. Shared characteristics within a particular setting that may be unique to that location contribute to a sense of place. There are many qualities of the built environment that contribute to a sense of identity or a sense of place, including: how buildings relate to the street; the mass and scale of buildings; material and form of development; historic character and quality; landscaping and lighting; amenities such as civic, cultural, open space; a sense of safety and security. A level of consistency and/or variety in these factors can help contribute to a sense of place. Our goal is to enhance what is unique about our streets, plazas, neighborhoods and districts to strengthen a sense of identity and a sense of place.

Compatibility with surrounding context. In order to reinforce a sense of place, all new development, renovation and additions should be sited and configured to provide an appropriate response to the surrounding context in mass, scale and proportion.

Activity focused along the street in a high-quality public realm. All development should present a well-scaled and proportioned edge for the street as well as an activated face to the street front, recognizing the street as an important public space.

Human-scale, especially at the street level. The scale, proportion and quality of development should recognize pedestrian scale in all districts, particularly in residential and pedestrian-oriented commercial districts.

Consideration of historic and cultural character. In creating a response compatible to surrounding context, the historic and cultural character of a street or neighborhood should be carefully considered. Long Beach has a varied and eclectic building fabric. Designs should not copy from the past, yet respond with appropriate scale, proportion and materials to surrounding historic and cultural character.

Sustainability, including use of quality and durable materials. Consideration should be given to sustainable principles in site design, building design, systems and materials chosen.

F. Applicability of Guidelines to Historic Resources

Designated and Potential Resources and Districts. There are many designated landmarks and historic districts in the Central Redevelopment Area. Please refer to the City's web site to determine if your property is within a designated historic district or a designated landmark at www.longbeach.gov/plan/pb/hpd/default.asp, or call the Historic Preservation Office at (562) 570.6864 for more information on historic resources.

In addition, prior to the design of any alteration that would change the character of a building that is 45 years or older, the building should be evaluated with respect to its historic significance. If the building is determined to have historical significance, it may be required to be renovated in accordance with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings by Weeks and Grimmer (SOI Standards). The City's Planning and Building Department staff generally adheres to the Secretary of Interior's Standards when considering the appropriateness of proposed changes to historic landmark buildings and new construction in historic districts. The Standards are used as the basis for local government regulatory purposes in cities and towns across the country.

Property owners, architects, contractors, and others involved in rehabilitating historic buildings or new construction in historic districts in Long Beach are strongly encouraged to use the SOI Standards when considering a project. This will help to ensure the project is compatible with the character of the historic building, landscape and neighborhood.

For designated or potential historic resources, the SOI Standards (www.cr.nps.gov/hps/tps/standguide/)

F. Applicability of Guidelines to Historic Resources (continued)

takes precedence over the building design guidelines contained herein. Copies of the Secretary of the Interior's Standards are available at the Department of Planning and Building, Office of Historic Preservation.

Understanding and respect for the original materials and design, conservation of historic building elements, and a desire for architectural compatibility are the general principles of the SOI Standards. For example:

- Repair is preferable to replacement for deteriorated original materials and features. If replacement is necessary, the replacement shall replicate the original visual design and appearance.
- Alterations must avoid the removal of character-defining features and spaces.
- New additions or related new construction must be compatible with the massing, size, scale and architectural features of the original, but must be visibly differentiated from the old. Exact imitation of the original is not in compliance with the SOI Standards.

The Review Process for Designated Historic Resources. Where properties are located in historic districts or are designated landmarks, a Certificate of Appropriateness from the office of Historic Preservation and compliance with the appropriate ordinance and Municipal Code are required. A Certificate of Appropriateness is required for all exterior changes, even those that do not need building permits, such as repainting.

Early consultation with the Historic Preservation Officer in the Department of Planning and Building, is advisable for conceptual review of proposed projects. City staff and the City's Historic Preservation Officer can provide property owners with technical assistance and guidance through the permitting process for all potential and designated historic resources.

Benefits of Historic Designation. Historic landmark designation is an indication that the building is special because of its architecture and history. The designation indicates both quality and significance, factors that often translate into value in the marketplace.

Historic district designation protects existing vintage housing and regulates the design of alterations and additions in order to protect neighborhood and community character. Incompatible new development can be prevented, and the quality and value of the neighborhood's assets are preserved through this approach.

Zoning and building regulations allow more flexibility with regard to historic properties. Non-conforming uses may be permitted in some historic districts to allow more productive use of historic buildings. The State Historical Building Code allows alternatives to current building codes to preserve original building materials and design features. These alternatives can substantially reduce rehabilitation costs.

In some cases, Mills Act Historical Property Contracts between the City and the property owner are mutually beneficial and can lead to a reduction in property taxes. In order to qualify for the Mills Act, a property must be a designated historic landmark or a highly regarded contributing property to a designated historic district. Sometimes a comprehensive historical rehabilitation can take advantage of federal investment tax credits. However, only buildings listed on or eligible for the National Register of Historic Places may qualify for federal level tax credits.

Demolition. Properties over 45 years of age must be evaluated with respect to its historic significance prior to issuance of a demolition permit. Demolition of historic structures is highly discouraged. Environmental review may be triggered for non-designated structures if demolition of historic structures is highly discouraged. Demolition permits of designated historic structures must undergo City review requirements, including Environmental Review. This could take six to twelve months or longer.

G. Green Building

What are Green Buildings? Green buildings are structures that are designed, constructed, renovated, operated, and demolished with minimal environmental impacts. They also exhibit high levels of economic and engineering performance, and save financial resources over the buildings' lifetime. In essence, building green means reducing the use of resources, minimizing harmful impacts to the environment, and creating healthier environments for people. Green buildings can incorporate both passive, low-tech design, such as daylighting, and active, high-tech strategies and systems, such as photovoltaic panels.

Green Design Process. To be most effective, green building strategies should be incorporated into all phases of a project from early programming and budgeting, to design and construction, to commissioning, operations, and maintenance and post-use demolition/recycling.

Green Building Guidelines. All new construction and major renovation projects in Central Long Beach are encouraged to be LEED™ Certified (for new construction, that means qualifying for 26 out of 69 available points). Major building projects should achieve Silver, Gold or Platinum Certification.

H. Organization of the Guidelines

The Guidelines include the following sections:

I. **Introduction** (this section).

II. **Commercial and Mixed-Use Development Guidelines** (page 6) address all commercial and mixed-use development, with a focus on the relationship of development to the street.

III. **Sign Guildelines: Commercial and Mixed-Use** (page 29), including specifics on sign types and design standards and guidelines.

IV. **Residential Development Guidelines** (page 43) provide guidance for residential development. Applicants with mixed-use projects with a substantial residential component should also refer to this section.

V. **Landscape Design Guidelines** (page 55) are provided in this section for pedestrian and auto-oriented commercial and mixed use development, as well as residential development.

VI. **Streetscape Improvement Guidelines** (page 64) are provided as an implementation tool of the Strategic Guide for all development that may impact the public right-of-way.

II. COMMERCIAL AND MIXED-USE DEVELOPMENT

A. Overview

This section of the design guidelines is intended to serve as a guide for property owners and developers who are planning new mixed-use or commercial development projects or renovations in Central Long Beach, and for City staff who review those projects. These design guidelines supplement zoning regulations and do not include development standards already contained in the zoning regulations. The zoning regulations should be thoroughly reviewed prior to beginning the development process.

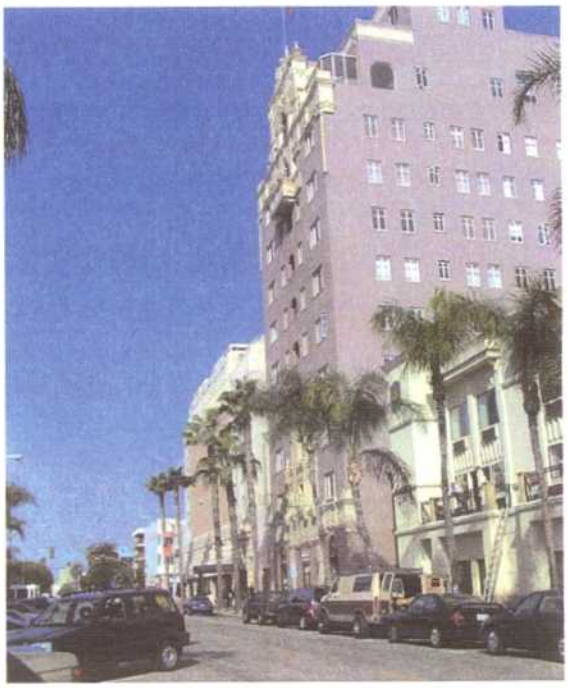
Make Great Streets. A primary goal, particularly along commercial corridors, is for development along those corridors to create GREAT streets. This requires particular attention at the ground floor to create pedestrian-oriented streetscape with active uses and a sense of permeability into the buildings along it. Key objectives of the guidelines include less emphasis on the car, providing usable open space, and respecting the surrounding context. Key objectives also include:

Put cars in their place. Parking should be screened or not visible from the street, with access from the alley whenever feasible. Refer to page 28 for examples of location and access to parking.

Respect existing neighborhoods. New development projects should be compatible with the massing, scale and architectural character of its neighborhood and surrounding context.

Bring architecture to the sides and back. All buildings are perceived and seen in three dimensions. The design of the street façade should continue around to the sides, rear and courtyard elevations.

For all Mixed-Use projects that include residential units, principles described in the residential chapter shall also apply. These include guidelines regarding provisions of outdoor space, landscaping, natural light and ventilation, and a sense of home.



B. Organization of this Section

This section is organized into several subsections for clarity; however, it is important to read the section in its entirety for a full understanding of design guidelines for commercial and mixed-use projects. This section of the guidelines refers to commercial projects, as well as projects with commercial uses on the ground floor with residential above. Guidelines for residential portions of mixed-use projects are more fully described in the Section IV Residential Guidelines. Zoning regulations define two primary types of commercial districts along arterial corridors in Central Long Beach, pedestrian-oriented and auto-oriented districts. Refer to the Zoning Map at http://www.longbeach.gov/plan/pb/zd/zoning_maps.asp/ to determine whether a project is located in a pedestrian-oriented or automobile-oriented district.
The following subsections are:

Section C outlines guidelines that apply to all districts, including access and parking, service and loading, screening and crime prevention.

Section D includes guidelines for both commercial and mixed-use building design.

Sections E and F more fully describe guidelines for pedestrian-oriented and auto-oriented districts, respectively.

Section G provides examples of facade improvements, and

Section H provides diagrams of setback and access requirements for both pedestrian and auto-oriented districts.

C. Guidelines that Apply to All Zoning Districts

TOPICS	GUIDELINES
Access and Parking	*To minimize conflicts between vehicles and pedestrians and to make the sidewalks more conducive to walking:*
Curb Cuts/Driveways	
Location	If there is an alley, vehicular access should be from the alley. If alley access is not feasible, then on corner lots, vehicular access should be from a street on which pedestrian-oriented ground floor uses are not required.
Width and number	Curb cuts should be the minimum width and number required by Zoning.
Shared driveways	Common parking areas with shared access for adjacent buildings are encouraged.
Alley Design	Space for landscaping should be provided adjacent to alley garage entries where feasible. Typically, pockets of landscaping can be provided between garages.
Service/Loading Access	*To minimize disruption of commercial activity,* service and loading should be from alley or side street during business hours.
Screening	*To maintain design quality and compatibility with neighbors:*
Parking Lots	Parking lots should be screened from view with a 3 foot tall landscaped hedge or screen wall.

C. Guidelines that Apply to All Zoning Districts (continued)

TOPICS	GUIDELINES
Screening (Continued)	
Trash	Trash bins should be stored out of public view in a designated trash enclosure which is integrated into the design of the project, either integral to the main building or constructed of similar materials. Trash bins should not be stored in the alley. Adequate space for recycling bins should be provided.
Mechanical Equipment	Mechanical equipment should be screened from view behind the roof parapet or other architectural elements.
Crime Prevention	*To reduce the opportunity for crime:*
Pay Phones	Exterior pay phones should not be installed.
Site Lighting	Site lighting should be on automatic timers to provide illumination during all hours of darkness. Areas under canopies and awnings should be illuminated. Metal halide lighting is recommended.
Landscape Maintenance	Tree canopies should be pruned up above 7'. Hedges, other than those around parking lot perimeters, should not exceed 24 inches. Planting and lighting should be coordinated to avoid obstruction of illumination. (See Section V. for landscape design guidelines.)
Security Gates and Fences	Security gates and fences should be located behind the street face of adjacent buildings, i.e. security gates shall not align with or protrude beyond the street face of the adjacent structure. Gates and fences should be compatible in design with adjacent structures and materials, using high quality materials.
Security Grilles	To provide positive, high-quality community image, visible exterior security grilles and metal roll-down doors are prohibited on new buildings and are strongly discouraged on existing buildings. If security grilles are used they should be installed on the interior of the storefront in a manner that renders them not visible from the outside when they are open. The color of the grilles should blend with the background to reduce their visibility when they are closed.
Residential Secured from Commercial	Access to residential units should be secured.
Tenant Space Security	A separate alarm system should be installed in each tenant space; surveillance cameras may be appropriate at primary entries. Exterior roof access should not be provided. The site address should be visible and illuminated, including at the rear where alley access is available.

D. Commercial and Mixed-Use Building Design

There is a diversity of architectural styles in commercial buildings in Central Long Beach. A new building or an existing building that is being renovated has the opportunity to incorporate design elements that can make it compatible with the style of existing buildings in its vicinity.

For existing buildings where major renovations are not planned, simple façade improvements are some of the most cost-effective ways to improve the appearance of an area. Section G provides some examples of facade renovations. Also included is a wide variety of example photos to illustrate concepts in the guidelines. These photos are not intended to serve as prototypes to be copied, but to clarify intent described in the guidelines.

This section of the guidelines refers primarily to commercial uses. Guidelines for residential portions of mixed-use projects are contained in the Section IV Residential Guidelines.

TOPICS	GUIDELINES
Architectural Style	*To maintain and enhance the diverse architecture of Central Long Beach and encourage innovation and creativity in design,* new buildings should respect the existing styles in the area but should not duplicate them. Forms, massing and details may be reinterpreted or assimilated into new project designs. In some locations, the use of compatible materials and colors, based on the predominant historical style, can provide continuity. A variety of architectural styles is found in Central Long Beach. This diversity contributes to the character of the community and provides a record of its history. Each individual building should employ a single architectural style, rather than a mix of different styles. All façades of a building, including sides and rear, should employ the same style and have the same vocabulary of forms, details and materials. Whatever its architectural style, a new building should enhance the visual and architectural character of the neighborhood.
Corner Treatments	*To highlight corners as the gateway to the shopping street from the adjacent neighborhood and continue the tradition of corner buildings as community landmarks,* corner buildings should include design elements that differentiate them from their midblock neighbors, such as, but not limited to, tower elements or curved or cut corners.
Façade Design Building Modulation	*To provide human scale and compatibility with context:* Compatibility with context may be achieved in part by providing similar modulation as existing buildings in their vicinity. Existing storefront bays in Central Long Beach vary in width, determined in part by lot width and in part by style, and typically in the range of 20 to 40 feet wide. Modulation may be provided by columns/pilasters and other elements including individual entrances, display

D. Commercial and Mixed-Use Building Design (continued)

TOPICS	GUIDELINES
	windows, awnings and canopies.
Façade Design (Continued)	
Articulation	Exterior elevations should be designed with articulation appropriate to the architectural style of the building to create visual interest and enhance pedestrian activity. Use of architectural elements including glazing, canopies, overhangs, sunshades or other articulation is encouraged. Use of modern aesthetic should be designed and executed with quality materials and carefully crafted details.
Detailed Façade Elements	Detailed façade elements are essential to reinforce overall design concept, to create texture, shade and shadow, and to relate a building to human scale. Exaggeration of detail or use of generic, applied details can create a cartoon-like appearance that is not consistent with quality design. Facade elements constructed of foam are strongly discouraged.
Building Façades	All façades of the building should be designed to relate to the overall building design and to the front façade. Alley facades should incorporate business signage, lighting, graffiti- and vandal-resistant materials.
Grade	The ground floor should be at approximately the same elevation (+/-6") as the adjacent sidewalk or access walkway to provide a strong connection between ground-floor uses and the sidewalk/street.
Awnings	Awnings may be considered where appropriate to the building's architecture. Awnings should be located below the ground floor cornice or the sill of second story-windows, and divided into sections to reflect major vertical façade divisions. Plastic awnings are discouraged.
Signs	Sign design and placement should be an integral part of the building design, not an afterthought. (See Section III for sign guidelines.)
Roof Form	*To maintain the integrity of the building design,* roof form should be consistent with the building's architectural style.
Materials, Finishes and Color	*To provide an enduring quality and enhance the architecture and massing of each building:*
Consistent Vocabulary	All façades of a building should employ a palette of materials which work well together and complement the overall building design.
Durability and Quality	All materials should be durable and of a high quality. Materials that are short-lived or insubstantial should be avoided (for example, unfinished wood for exterior use.)

D. Commercial and Mixed-Use Building Design (continued)

TOPICS	GUIDELINES
Materials, Finishes and Colors (Continued)	
Stucco Finishes	Stucco should have a smooth finish, such as a smooth trowel or fine sand float finish. Textured, lace or rough sand finishes are not acceptable. See Appendix A for more specific guidance on stucco finishes.
Paint Colors	Painted surfaces should use colors that reinforce the architecture of the building and are compatible with natural materials used in the overall project. A limited number of exterior building colors should be used to distinguish the main body, trim and accents, and/or to reinforce the building's architectural concepts.
Architectural Lighting	*To reinforce architecture, create a sense of place and be a good neighbor:*
Corner Lighting	Corners should be reinforced by illuminating the corner façades.
Façade Lighting	A façade lighting style that is compatible with and reinforces the building's architecture should be used.
Glare	Visible direct lamp glare from unshielded floodlight fixtures is not allowed. Lighting design should prevent light from travelling up into the night sky.

D. Commercial and Mixed-Use Building Design (continued)

Mid-Rise Mixed Use/Commercial Examples

Design of Ground Floor Along Street Frontages

Where the ground floor frontage is designed to accommodate retail, the building wall is almost completely transparent and is not set back from the sidewalk.

Where the ground floor frontage is designed to accommodate service commercial uses, the building wall may be set back with landscaping in front:

D. Commercial and Mixed-Use Building Design (continued)

Mid-Rise Mixed Use/Commercial Examples

Design of Ground Floor Along Street Frontages

Where the ground floor frontage consists of residential units, there should be a transitional zone between the sidewalk and the entry that includes landscaping and a porch that is a few steps above the sidewalk.

Building Articulation

In Transit Oriented Districts, buildings are not required to, but may step back above the second floor. If a building does not step back, the windows and details must be designed in a way to break down the scale and mass, as pictured above. This historic building provides open storefront on the ground floor and awnings, while the second floor and above provides an ordered window pattern with intricate brick detailing to provide texture and scale to the building facades.

In more residential areas or areas with less height and density, buildings should be articulated in a varied manner appropriate to the building's design and provides a transition to adjacent buildings to provide texture and scale to the building facades.

D. Commercial and Mixed-Use Building Design (continued)

Mid-Rise Mixed Use/Commercial Examples

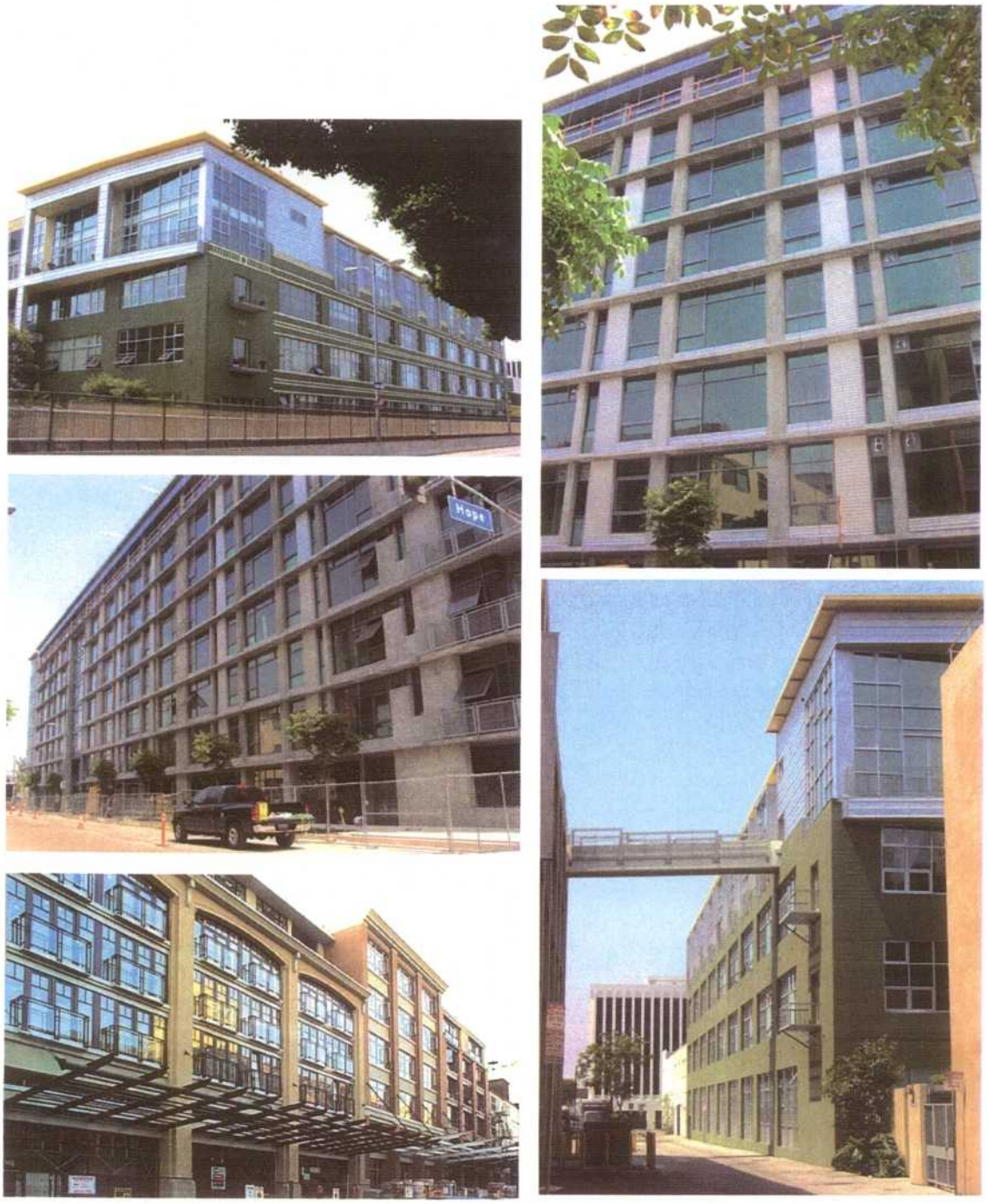
Recently built mid-rise mixed-use and housing development in a traditional style.

Recently built mid-rise mixed-use and housing development in a contemporary style.

Another recently built mid-rise mixed-use and housing development in a contemporary style.

D. Commercial and Mixed-Use Building Design (continued)

Mid-Rise Mixed Use/Commercial Examples



Loft housing has proven to be a successful design type in urban locations. Lofts are distinguished by: open floor plans, high ceilings, and large expanses of glass. The façades of each of the new loft buildings shown above are largely glass.

E. Pedestrian-Oriented Districts

Pedestrian-oriented districts are intended to provide a vital and energetic street environment. Buildings are typically located along the front property line with storefronts, display windows and entrances along the sidewalk with parking located behind the commercial floor space. In these districts, housing may be located above ground floor commercial uses in mixed-use development projects.

TOPICS	GUIDELINES
Pedestrian-Oriented Districts	*To focus activity along the street in a quality, human-scaled environment,* the ground floor along the street in commercial districts should be lined with commercial storefronts that incorporate the ground floor treatments described below:
Design of Ground Floor along Street Frontages	Along Regional and Major Roadways: 75% of the ground floor street frontage of a building located along a street designated by the General Plan as a Regional or Major Roadway should be designed with pedestrian-oriented features. If retail is desired, typically, a depth of 40 feet is needed to attract quality retail tenants. Ground floor floor-to-ceiling height is preferred to be a minimum of 15'-0" to accommodate retail uses. If retail is proposed, each storefront bay should contain an entrance. Entrances may be recessed for emphasis. The primary entrance to each commercial space on the ground floor should be located on the front façade along the street. If parking is located behind buildings, well-lit secondary rear entrances should also be provided. Transparent windows (a maximum 8% exterior daylight reflectance) should comprise a minimum of 70% of the area of ground floor façade. Large expanses of wall sections (more than 5' wide) without windows should be avoided. Ground-floor residential uses, including units, lobbies, recreation and community rooms, should provide large windows at the ground floor, and/or entries to activate the street frontage.
Sidewalk Width and Treatment	Buildings are encouraged to be set back and the setback treated as a continuation of the sidewalk to provide the following sidewalk widths after any anticipated roadway widening: Regional and Major Roadways 15' All other streets 12'

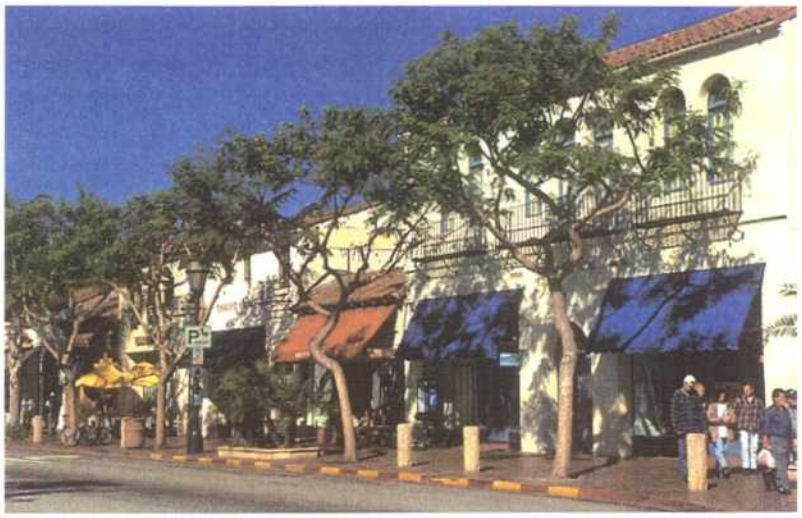
E. Pedestrian-Oriented Districts (continued)

TOPICS	GUIDELINES
Street Wall	*To create a building street wall that provides scale and defines the street,* 75% of the front façade should be at the front property line. Building façades are encouraged to step back above the second story or otherwise be articulated to ensure pedestrian scale. The step-backs should be varied to provide visual interest, as appropriate to the architectural design of the building.
Outdoor Dining	Outdoor dining adjacent to the sidewalk is encouraged. It may be provided along segments of the building's front façade that are set back from the property line or within the building with the front façade opened to the sidewalk. Outdoor dining on the sidewalk is also encouraged. A public sidewalk occupancy permit must be obtained, as outlined in Municipal Code Chapter 14.14. The standards in Municipal Code Chapter 14.14 must be followed, including the following: Sidewalk dining is not permitted on sidewalks less than 10 feet wide. A continuous, unobstructed path of travel, 5' wide minimum, must be provided along the sidewalk as required by ADA. The path of travel need not be in a straight line but should be maneuverable by a person in a wheelchair.
Railings/ Barricades	Dining or entertainment areas must be defined by sturdy, portable barriers less than 48 inches in height, as approved by the City Engineer. Railings/barricades should be well-designed, with quality materials, to requirements of the Municipal Code Chapter 21, (Zoning) and Municipal Code Chapter 14.14. All accessories to dining or entertainment must be located inside the barrier. Outdoor dining may not be fully enclosed. Awnings that project more than six feet into Public right-of-way, and/or designed to require ground support are strongly discouraged.

E. Pedestrian-Oriented Districts (continued)

Pedestrian-Oriented Commercial/Mixed Use Examples

While architectural style varies, the basic elements of a storefront commercial building remain intact, including: buildings are modulated by the use of repetitive bays; the front façade is largely transparent (either mostly glass or completely open); and awnings or canopies are used to reinforce the bays and provide shade.



Zero-setback storefront buildings with entries and display windows along sidewalk in pedestrian-oriented commercial districts.

Corner cut-off provides room for pedestrians and visibility.

This new storefront building includes bays divided by pilasters that continue through the second story and reinforced by awnings.

E. Pedestrian-Oriented Districts (continued)

Pedestrian-Oriented Commercial/Mixed Use Examples - Outdoor Dining and Display

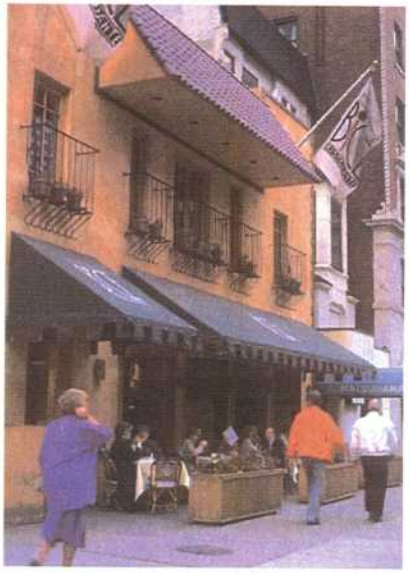
Flower and produce displays that spill out onto the sidewalk while providing a clear path of travel on the sidewalk, add life to the street scene.

Outdoor dining on the sidewalk..

Outdoor dining in covered private setback..

E. Pedestrian-Oriented Districts (continued)

Pedestrian-Oriented Commercial/Mixed Use Examples



A variety of storefront buildings illustrate storefront elements including a zero to 5-foot setback from the property line along the sidewalk, ground floor walls that are largely transparent glass, repetitive bays, and the use of awnings to reinforce the bays and to define the outdoor dining space in the setback or on the sidewalk.

F. Auto-Oriented Districts

Automobile-oriented districts differ from pedestrian-oriented districts in that buildings are typically set back from the street.

Zoning regulations for automobile-oriented districts require that buildings be set back from the front property line and generally permit parking to be located between the landscaped front setback and the building. In Central Long Beach in automobile-oriented commercial districts, buildings are encouraged to be set back 10 feet with only landscaping in front. It is preferred that parking be located either adjacent to or behind the buildings (see diagram on page 27).

TOPICS	GUIDELINES
Setbacks	*To provide commercial activity that is visible from the street in locations where Zoning requires buildings to be set back from the property line*, parking should be located behind or next to, rather than in front of, buildings, particularly on parcels larger than 20,000 sf. In such cases, the parking should be well-lit and visible from a street or alley for police patrol purposes.
Pedestrian Access	*To provide adequate pedestrian access where buildings are setback from the sidewalk*, a minimum 6' wide walkway from the public sidewalk to the main building entry and tenant space entries, including a continuous walkway between tenant space entries, is recommended. Where appropriate, the walkway is encouraged to be expanded to accommodate outdoor dining or seating.

F. Auto-Oriented Districts (continued)

Auto-Oriented Commercial Examples

This supermarket (3 images) shows how auto-oriented commercial buildings can include traditional retail elements, including modulations of the façade by a series of bays, provides texture and detail to the façade with brick patterning and awnings, and a zero-setback condition along the sidewalk and sidewalk dining.

10-foot setback on auto-oriented commercial districts.

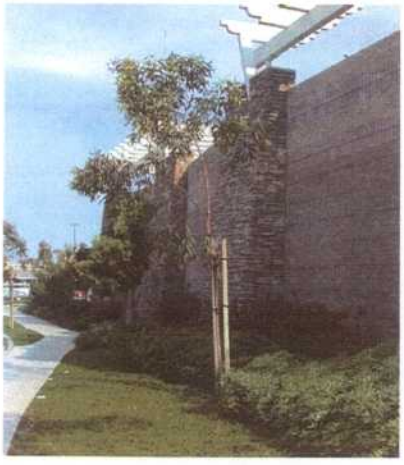
Setback from sidewalk adjacent to parking lot.

F. Auto-Oriented Districts (continued)

Auto-Oriented Commercial Examples

This supermarket building is modulated and articulated by pilasters, trellis structures and a central element at the entry.

Covered walkway at the same shopping center between parking and building entry widened to accommodate outdoor seating.



Loading area screened from sidewalk by wall and landscaping.

G. Building Renovation Examples

Storefront in Pedestrian Oriented District

Existing. *Problems with this typical storefront include a poorly defined storefront, a poorly sized and placed primary sign, a grossly oversized secondary sign, hanging signage from the canopy and visible mechanical equipment.*

Alternative. *With the application of the Guidelines, the following changes would take place: articulated storefront with pilasters and parapet, new transom windows, improved signage and no pennants.*

Big-Box in Auto-Oriented District:

Existing. *The blank façade along the street and parking lot is not welcoming and is incompatible with other commercial architecture in Central Long Beach which is articulated by a series of bays.*

Alternative. *If built according to these design guidelines, the building façades facing the street and parking lot would be articulated by a series of bays, some with glass windows, and a main entrance visible and accessible from both sidewalk and parking lot.*

These examples provided by
The Arroyo Group

G. Building Renovation Examples (continued)

Left column: Façades prior to improvements. Right column: the same façades with new paint, awnings, signs, lighting and, in some cases, new tile bulkheads and interior security grilles.

These examples provided by::
Studio One Eleven
A Division of Perkowitz+Ruth Architects

G. Building Renovation Examples (continued)

Other Low-Cost Façade Improvement Examples - Historic/ Adaptive Re-Use

Before façade rehabilitation.

After façade rehabilitation.

A single tenant in a small building might create a single continuous bay.

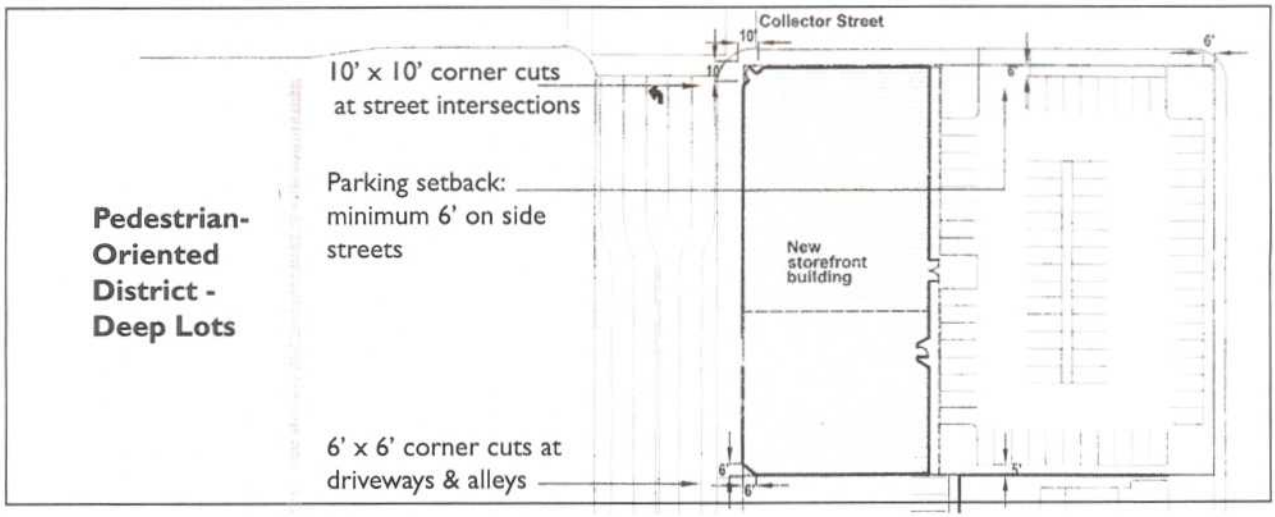
New canopies were added to this older building. Bays are retained and opened to the street.

A curved corner with canopies and Streamline Moderne architectural elements create a strong corner.

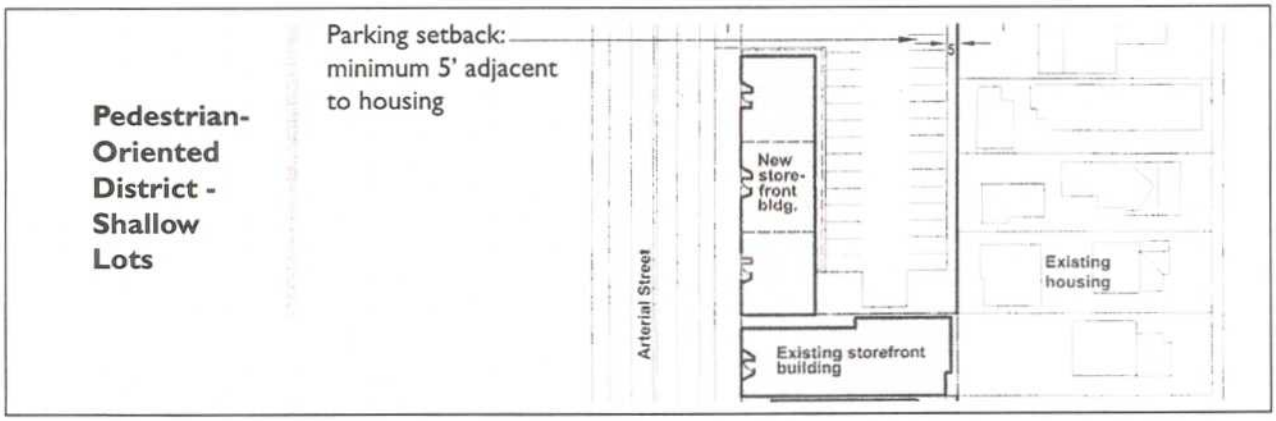
H. Setback and Access Diagrams

Setbacks

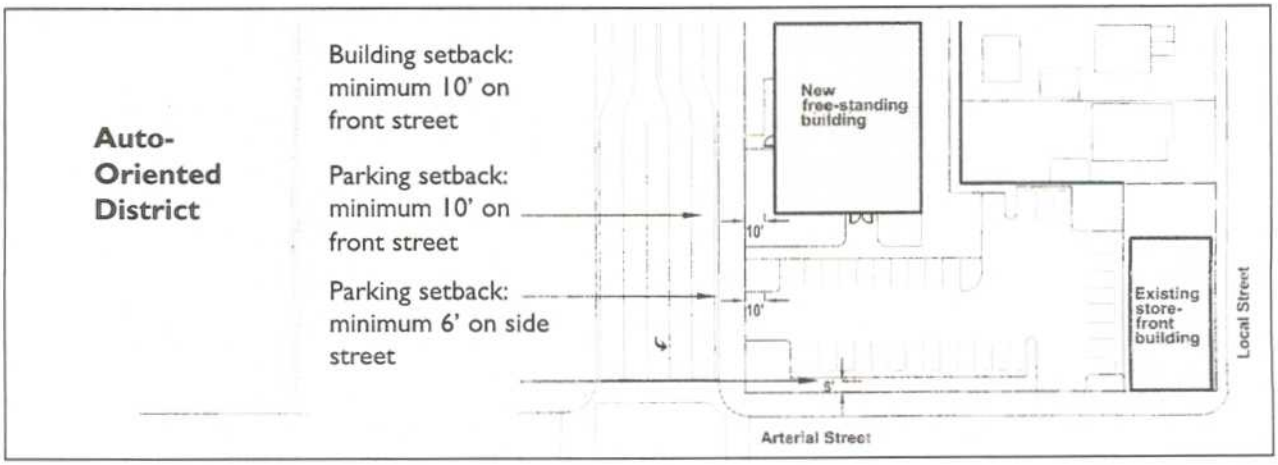
Pedestrian-Oriented District - Deep Lots



Pedestrian-Oriented District - Shallow Lots



Auto-Oriented District



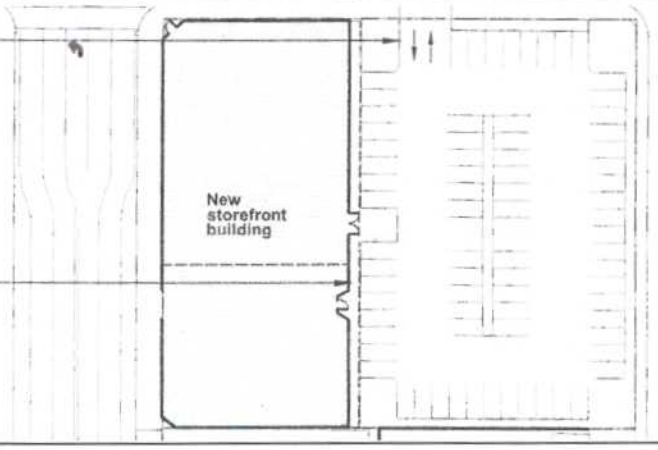
H. Setback and Access Diagrams (continued)

Access

Pedestrian-Oriented District - Deep Lots

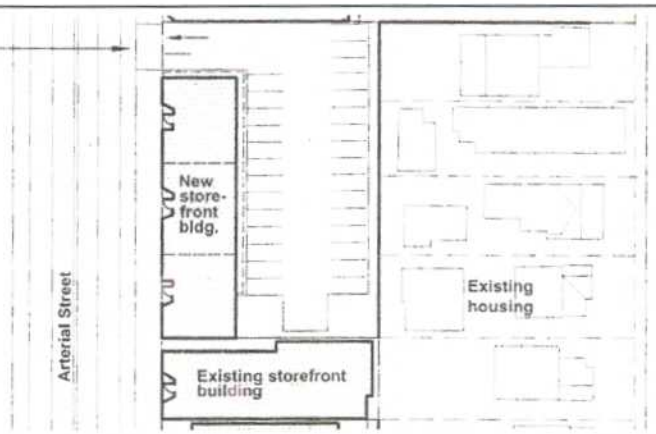
Driveway from side street to minimze curb cuts on arterial frontage street

Building eaves extend over minimum 4' wide pedestrian walkway



Pedestrian-Oriented District - Shallow Lots

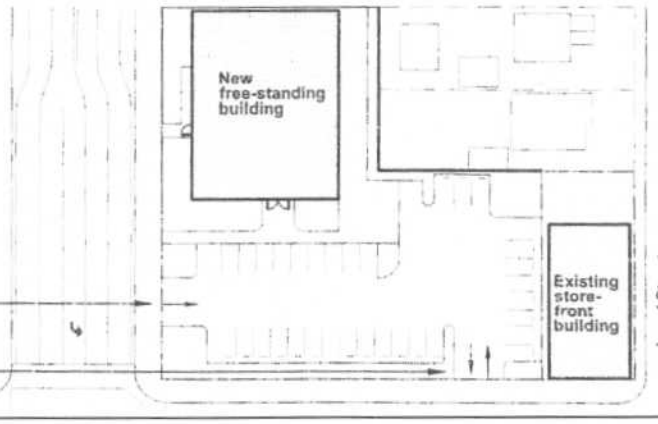
Mid-block curb cut is unavoidable



Auto-Oriented District

One-way driveway <90' from intersection

Two-way driveway>2/3s lot width from intersection



III. SIGN GUIDELINES: COMMERCIAL AND MIXED USE

A. Overview

Signs can have a dramatic effect, either good or bad, on potential customers' or clients' perception of a business. They provide an initial introduction to the character and quality of the business. A consistent approach to signage provides continuity within a shopping district and improves the readability of individual signs.

The zoning regulations establish the basic standards that signs must follow. Signs may not exceed the quantity, area, height, projection over public right-of-way (ROW) and slope specified in the zoning regulations. These guidelines are not intended to supersede standards in the zoning regulations, but rather to provide more detailed guidance, including descriptions and examples of effective sign design for individual businesses and districts.

B. Sign Types

Different Signs for Different Districts

Pedestrian-oriented districts should have signage oriented in location, size and scale to pedestrians as well as motorists - window signs, awning signs, blade signs (small projecting signs) and outdoor dining menu boards - as well as wall signs oriented to motorists.

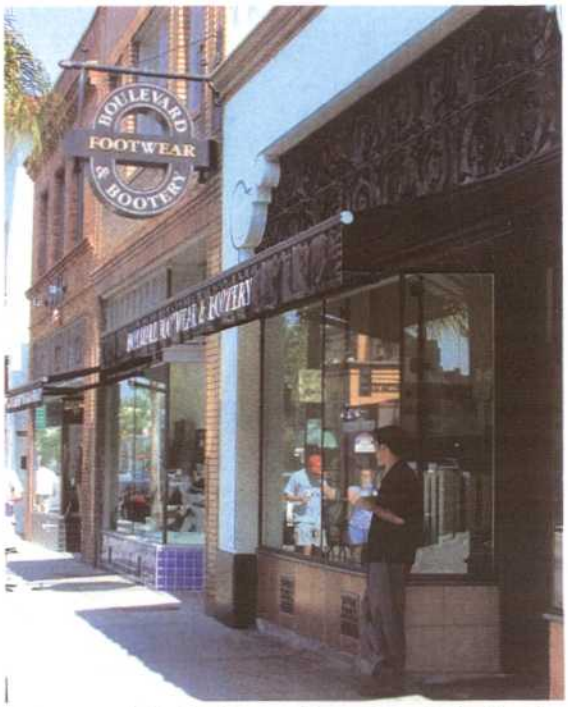
In ***auto-oriented districts,*** buildings may be set back from the sidewalk, often behind parking lots. Freestanding monument signs may be appropriate. In many cases, auto-oriented uses are located in shopping centers with multiple tenants. The freestanding sign is encouraged to provide only the name of the center, with the names of individual businesses listed on individual façades, and should be attractive and consistent with building architecture.

Multi-tenant office buildings may consider treating their address number as their primary sign. Buildings with a group of related tenants might have a collective name with a descriptive term like "Medical Building" or "Law Offices."

Pedestrian-Oriented Signage

The following signs should be designed to be viewed by pedestrians on the sidewalk or in the parking lot adjacent to the building:

- ***Window Signs***, which should cover no more than 10% of the window.
- ***Pedestrian-Oriented Blade Signs***, which are projecting signs and should be no more than 5 square feet in size. Signs that project over the Public ROW will need approval by the City Engineer.
- ***Directory Signs***, which list the tenants on an upper floor or with access from a single entry and should be no more than 18 square feet in size.
- ***Backdrop Wall Signs***, which are located on the rear or the side of an open display and should not exceed 5% of the area of the wall on which they are located.



Awning and Blade Sign are located and sized to be viewed by both pedestrians and motorists.

B. Sign Types (continued)

Vehicle-Oriented Signage

For a single business or shopping center, only one of the following types of primary signs, providing the name of the business and one or two principal products and services, should be completely visible from a single location:

- Primary Wall Sign
- Primary Awning Sign
- Major Projecting Sign, which should be non-rectangular and have its own internal or external light source
- Monument Sign, which should be mounted to a base whose material and/or color and finish is used on the building with its own internal or external light source

Freestanding signs other than monument signs are discouraged except at a surface parking lot that does not serve a specific building or use where one freestanding sign less than 12' tall, and less than 12 square feet in area is acceptable. Billboards (also known as "off-premises signs" are also highly discouraged.

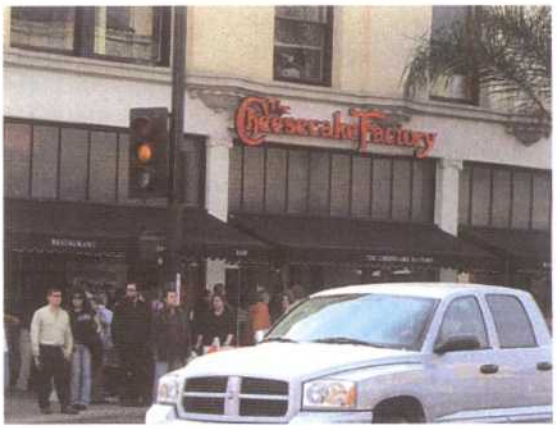
A business is encouraged to show its address in 4 to 6-inch letters within 4 feet of an entry on each façade that has an entry.

The primary sign on the rear façade should be smaller than the primary sign on the front façade, and is encouraged to be less than 20 square feet.

In addition to the primary sign(s) and address, a business may have the following secondary signs describing the business and/or listing 1 or 2 products or services provided:

- Secondary Wall Signs
- Secondary Awning Signs, in which the information should be confined to a single horizontal line positioned within 3 inches of the bottom edge of the awning and the maximum letter size is 6 inches
- Menu Boards, permitted only for drive-through fast-food restaurants (1 wall and 1 freestanding menu board for each auto service window), each of which is less than 40 square feet in area, less than 7 feet in height, oriented to customers on site, and lists only the business name and price of each item in maximum 3 inch letters, as noted in the Zoning Code.

A primary monument sign provides the name of the business.



Sign is appropriately scaled to building, and located to be viewed by motorists. Works well with pedestrian-oriented awning.

C. Sign Design

Design Compatibility

Quality Signs and Creative Design. Like buildings, signs should make a positive contribution to the general appearance of the commercial district in which they are located. High quality, imaginative and innovative signs are encouraged.

Integration with Building Design. Signs should not obstruct architectural features. The design of signs should be integrated with the design of the building.

Proportion and Scale. The size of a sign should be proportionate to the building on which it is placed and the area in which it is located. Signage should be designed with the pedestrian viewer in mind, even in auto-oriented districts.

Relationship to Residential Neighbors. Where residential and commercial uses exist in close proximity, signs should be designed and located to minimize visibility from adjacent residential neighborhoods.

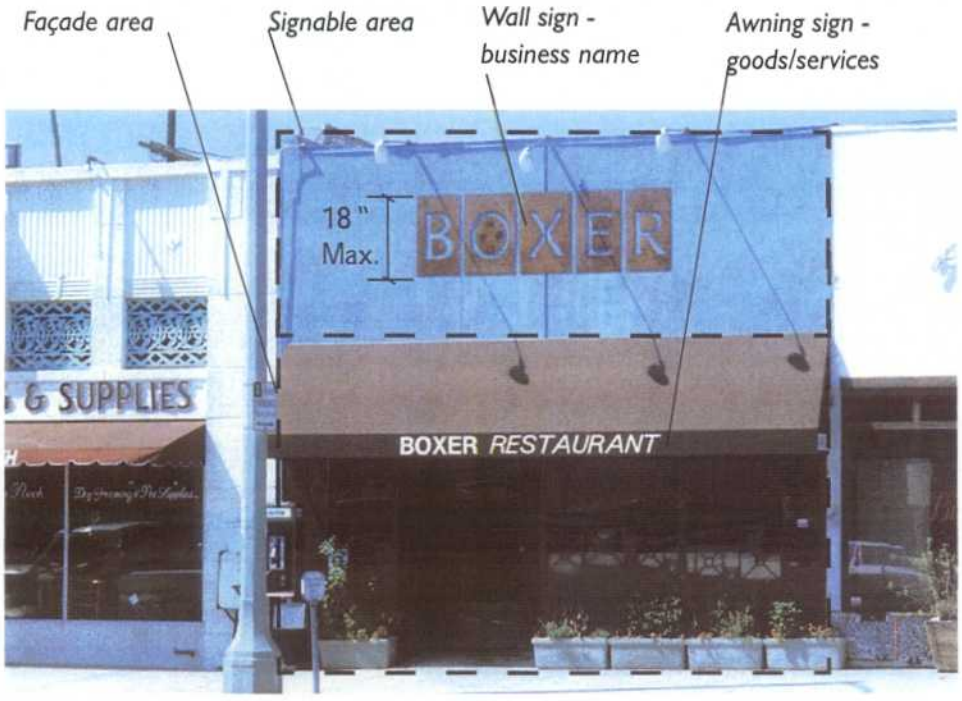
Information Hierarchy

A key to successful signage is to reduce, focus and prioritize the information being communicated. A retail business may have several messages to convey to its potential customers, including:

- Business name
- Address
- Type of goods and services
- Specific products and/or name brands carried
- Credit cards honored
- Telephone number
- Parking directions
- Business hours

Some information - primarily the name and address of the business or shopping center and one or two key products or services - needs to be legible to motorists or bus riders, while other information can be on smaller signs legible to customers entering the establishment.

Suggested sign types to provide a legible information hierarchy:



Directory sign located on exterior wall along sidewalk lists upper level tenants.

C. Sign Design (continued)

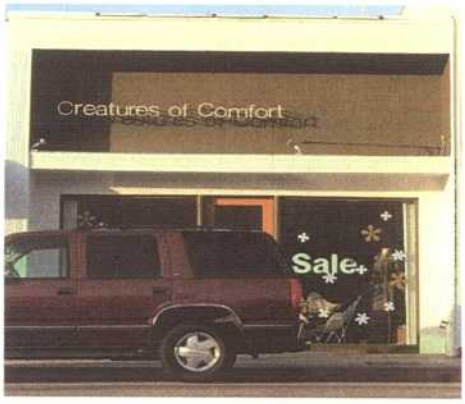
Information Hierarchy (continued)

Sign "blight" occurs when a business has so many signs that a potential customer, whether driving or walking by, cannot easily sort through the information. The information should be organized and presented so it can be understood in order of importance and without repetition. The name of the business is the most important piece of information and should be presented on the largest sign, legible to motorists and bus riders. That sign may be a wall sign, awning sign, projecting sign or monument sign and is considered to be the "primary" sign. A business should usually have only one primary sign visible along each building frontage or parking lot that it faces.

Sign Program

Coordination of Signs on Multi-Tenant Buildings. When a building has multiple ground floor tenants, whether in a storefront building along a sidewalk or in a strip mall behind a parking lot, a sign program is required. The intent of the sign program is to provide overall standards so that each individual tenant's signs should share some common design elements to make them more legible to potential customers, specifically: placement on the façade and size. A palette of colors and materials should be included to ensure compatibility with building design and materials. Letter style and color may vary to reinforce the individual identity of each tenant. By complying with an approved sign program, a new tenant can easily receive approval for their signage.

When multiple tenants share a single entry, they are encouraged to adopt a collective name and sign program to avoid creating a jumble of competing signs.



Sign is fully integrated in facade design in size, placement, color, material and typeface.

A Sign Program allows for consistency of signage for multi-tenant building, while providing sufficient individual identity signage for each tenant. (above and below)

Sign and logo are simple and integrated in the building design with placement and color and material.

C. Sign Design (continued)

Sign Legibility

A sign's message is most often conveyed by words with symbols or icons sometimes in a supporting role. Thus, the legibility of lettering is the key to an effective sign.

Brief Message. The fewer the words the more effective the sign. A sign with a brief, succinct message is easier to read and looks more attractive. Evaluate each word. If a word does not contribute directly to the basic message of the sign, it will detract from the sign and probably should be deleted.

Symbols and Logos. Symbols and logos can be used in place of words. Visual images often register more quickly than a written message. If they relate to the product sold or the business name, they will reinforce the business identity. Logo signs should be compatible in color, material, placement and overall design with building design, materials and color.

Letter Size. Lettering should be of an appropriate size to be read by the intended audience. Signs to be read by pedestrians should be smaller than those to be read by motorists and bus riders.

Letter Spacing. Letters and words spaced too close together or too far apart reduce a sign's legibility.

The closer the sign's viewing distance, the smaller the lettering needs to be, as illustrated in the following table:

Letter Size:	Easily Readable at:
1 inch	10 feet
2 inches	30 feet
3 inches	50 feet
4 inches	70 feet
6 inches	100 feet

Where lettering is placed on a sign panel, some blank space around the lettering should be provided. As a general rule, lettering should not cover more than 75% of the panel area.

Letter Style and Capitalization. Only a few lettering styles should be used on a single sign to enhance legibility. As a general rule, not more than 2 styles should be used on a single sign. Intricate typefaces and symbols that are difficult to read reduce the effectiveness of a sign and should be avoided. Letter thickness and capitalization affect the legibility and visual impact of a sign.

Effect of Letter Style and Capitalization on Sign Size.

All capital letters should be smaller than initial capitals with lower case letters:

Stardust Jewelers
STARDUST JEWELERS

Thick letters should be smaller than thin letters:

STARDUST JEWELERS
STARDUST JEWELERS

Thick all-capital letters should be even smaller than thin initial capitals with lower case letters:

Stardust Jewelers
STARDUST JEWELERS

C. Sign Design (continued)

Sign Color

Sign color should contribute to the legibility and effectiveness of the sign.

Contrasting Colors. A substantial contrast between the background and letters or symbols will make the sign easier to read.

Number of Colors. To maintain legibility, a sign typically should not include more than 3 colors. As a general rule, large areas of many different colors decrease legibility. On the other hand, small accents of several colors can make a sign unique and eye-catching.

Complementary Colors. Sign colors should relate to those of the building. A sign may include some or all of the colors used on the building exterior.

Sign Materials and Construction

Individual Letters. Signs composed of individual letters and/or symbols are encouraged. Cut-out letters, which are either external illumination by ambient lighting or lights attached to the façade or illuminated by exposed neon on top of or inside open 3-dimensional letters (reverse channel letters) are especially appropriate for pedestrian-oriented districts. The letters may be individually pin-mounted or mounted on a raceway to facilitate changes. Dimensional metal letters convey durability and longevity and are preferred over plastic letters.

Three-dimensional plastic letters with an internal neon light source (channel letters) can appear cartoonlike or impermanent if blocky typefaces and all capital letters are used. If channel letters are used, they should be integrated into the design of the building as in the adjacent Coffee Shop example.

Panel Sign Materials. Appropriate materials for panel signs include:

- Wood - carved, sandblasted or etched and properly sealed, primed and painted or stained.
- Metal - formed, etched, cast and/or engraved and powder-coated or otherwise protected.
- High density pre-formed foam or similar materials. Other new materials may be appropriate if designed to complement the building design and fabricated to be durable and low maintenance.

Rectangular sign cabinets are strongly discouraged, although sign cabinets with a distinct curvilinear form may be acceptable.

Neon. Exposed neon has been used traditionally to illuminate a variety of sign types, including individual letters, projecting signs and panel signs. The use of exposed neon eliminates the need for a separate source of illumination and is encouraged.

Compatible Materials. Sign materials should be compatible with the design of the façade and should contribute to the legibility of the sign. For example, glossy finishes may be difficult to read due to glare.

Durable Materials. Signs should be constructed of durable materials with low maintenance requirements. Paper and cloth signs (other than awnings) are not appropriate as they deteriorate quickly.

This original "Googie" sign was designed to be an integral part of the building. The typeface is evocative of the era. Simple message is to the point.

C. Sign Design (continued)

Sign Illumination

Provide additional illumination when street lights or display window lights do not provide adequate illumination.

Direct Light Source. Lighted signs shall used focused, low-intensity illumination. A direct light source, e.g., spotlight, is often best as it focuses attention on the sign and, at the same time, illuminates the building façade. For example, several gooseneck lamps mounted above the sign provide even illuminate of either cut-out letter or panel signs. The fixtures should be in scale with the sign and other building façade elements.

Internal Illumination. Individually illuminated letters (channel letters), either internally illuminated or backlighted solid letters, are preferable to internally illuminated plastic cabinet signs, which are discouraged.

Raceway and Conduit. All raceway should be concealed from view. If a raceway cannot be mounted internally, it should be finished to match the background wall. Similarly, all exposed conduit should be concealed from view.

Letter style helps give distinct business identity while creating compatible design with historic building.

Sign design is appropriate to historic building in sign type, material and placement.

Sign Mounting

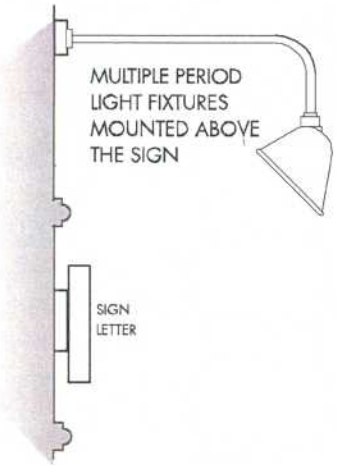
Signs should be mounted to respect the building design, especially an historic building. If new bolt holes or brackets are necessary, care should be taken to ensure that installation does not damage the building materials, particularly if the building is historic. To minimize irreversible damage to masonry, all mountings and supports drilled into masonry (including terra cotta) should be into mortar joints and not into the face of the masonry.

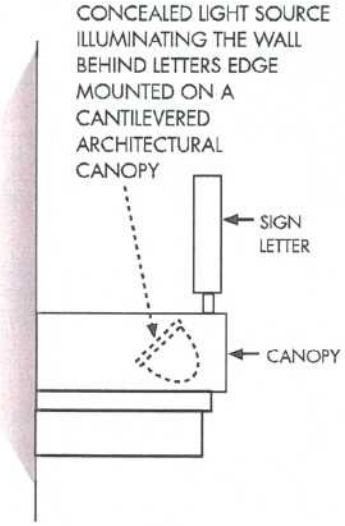
Sign Maintenance

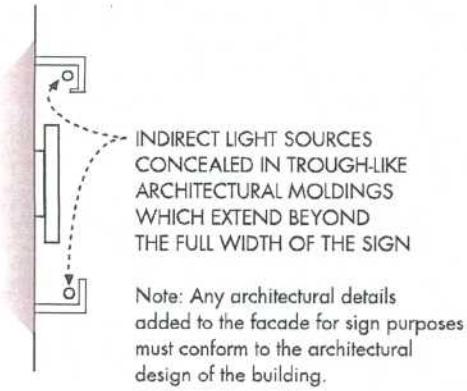
All exterior signs should be kept clean and properly maintained. All supports, braces, anchors and electrical components should be kept safe, presentable and in good structural condition. Defective lighting components should be replaced promptly. Weathered and/or faded painted surfaces should be repainted promptly.

D. Sign Lighting Techniques

Examples of externally lighting multiple letters

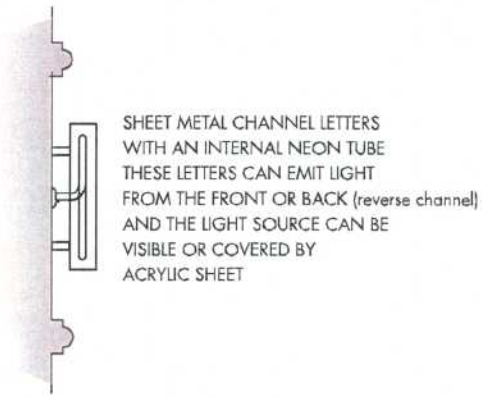


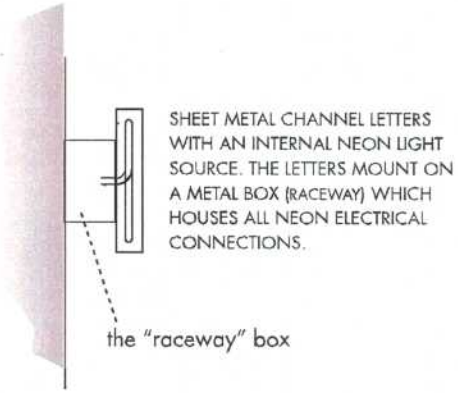


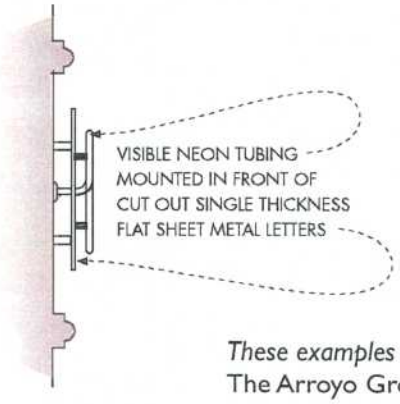


Note: Any architectural details added to the facade for sign purposes must conform to the architectural design of the building.

Examples of lighting each letter with an integral neon light tube.

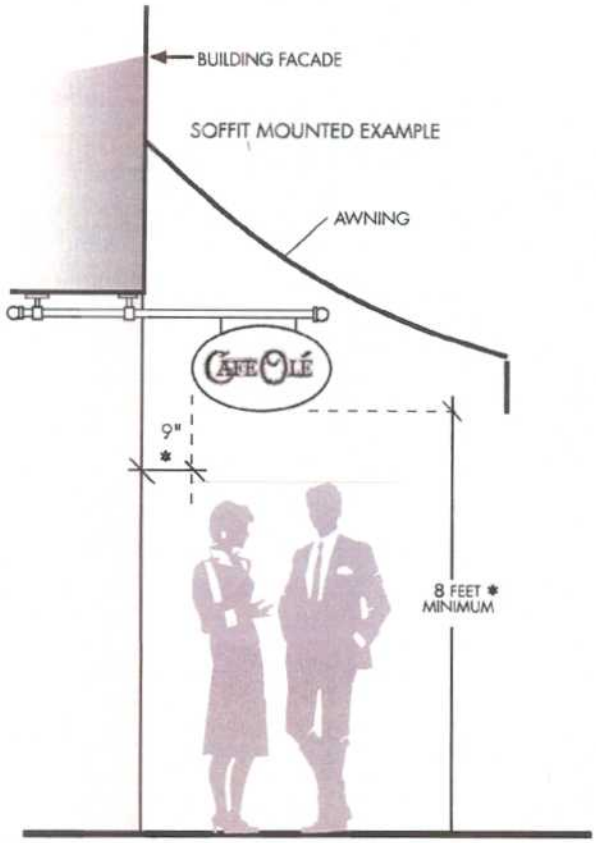






These examples by
The Arroyo Group

E. Good Examples of Sign Types



Typical dimensions for blade and awning height and location.

Blade sign used at alley entry, providing an amenity facing the alley.

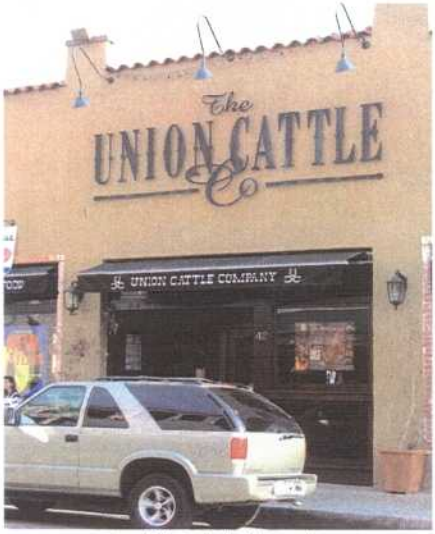
Logo laser cut out of metal panel, held off from building and halo lit creative use of design and material for distinctive business identification.

Canopy signs as primary business signage.

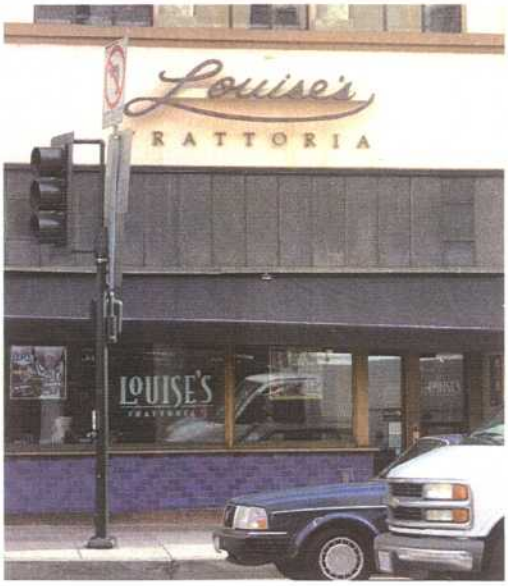
Individual channel letters halo lit from behind for a simple and distinctive look.

E. Good Examples of Sign Types (continued)

Cut-out letters with external illumination



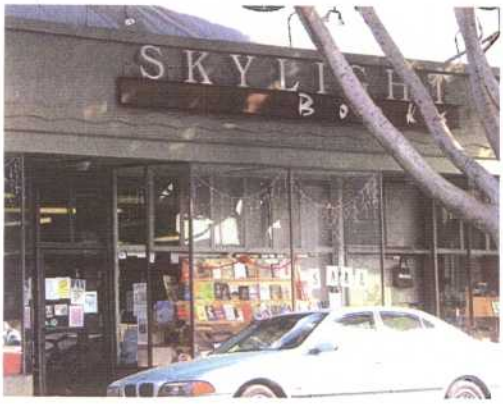
Elegant signage compatible with historic structure..



Signage designed to complement building facade. Different typeface for wall sign and window sign compatible and creative.

Creative sign enhances building facade..

Use of contrasting color scheme for wall signage and awning creates a distinctive business identity.



Use of horizontal sign element reinforces building design and pedestrian orientation.

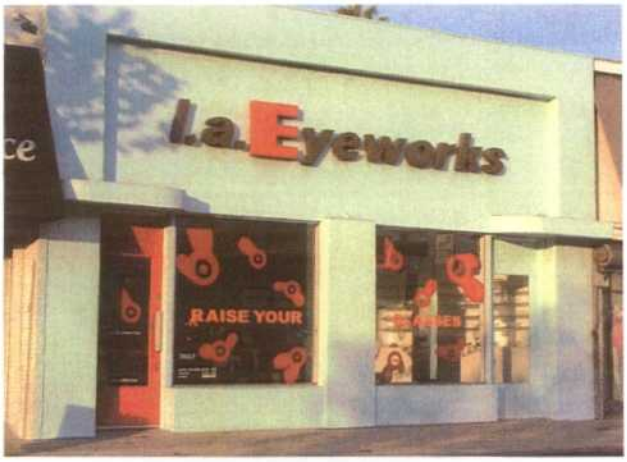
E. Good Examples of Sign Types (continued)

Plastic channel letters with internal illumination

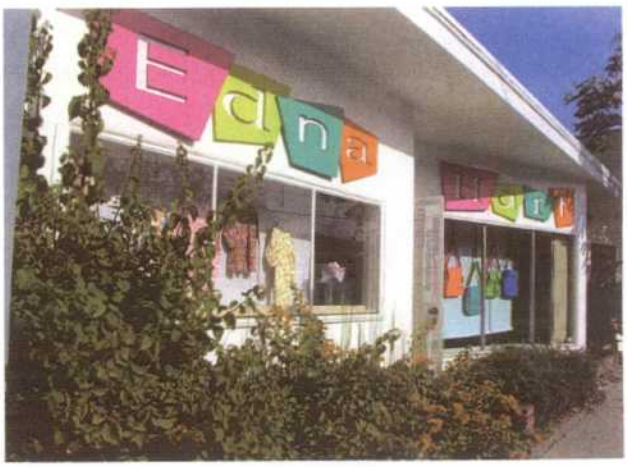
Signage as design feature.

Signage well placed on building.

Creative use of cut-out letters



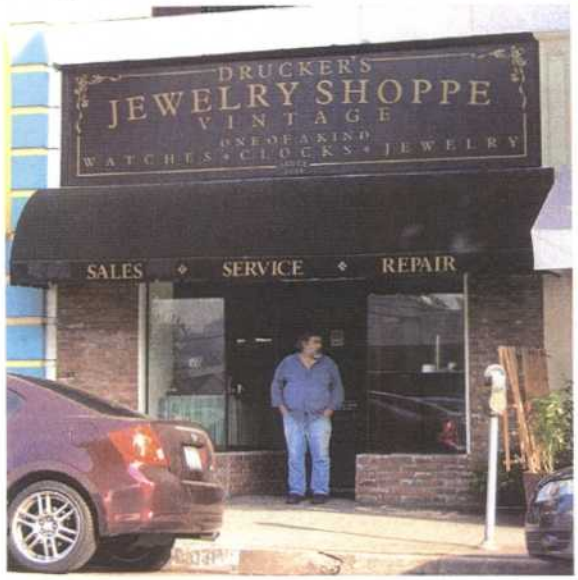
Signage color enhances building design. Wall signage and window signage work together as ensemble.



Whimsical use of color and material.

E. Good Examples of Sign Types (continued)

Panel Signs



Good example of sign with historic quality enhancing building identity.

Creative use of panel sign type.

Awing Signs

Series of awnings enhances building design concept.

Awning sign provides spatial definition for outdoor dining.

E. Good Examples of Sign Types (continued)

Exposed Neon

Use of text and logo in these two examples (above) combines for distinctive design.

E. Good Examples of Sign Types (continued)

Window Signs

Window signs include name, open/closed, major products provided, and address.

Window signs do not interfere with displays in the window.

Pole Signs

Free standing pole signs are strongly discouraged. However, they may be permitted if, like the El Cholo sign above, they are small, consistent with the architecture and attractive. Large unattractive freestanding poles like the orange sign in the background are not acceptable.

IV. RESIDENTIAL DEVELOPMENT GUIDELINES

A. Overview

These design guidelines are intended to serve as a guide for property owners and developers planning new residential development projects, mixed-use development with a residential component, or renovation to existing residential buildings in Central Long Beach, and for City staff who review those projects. These design guidelines supplement zoning regulations and do not include development standards already contained in the zoning regulations. The zoning regulations should be thoroughly reviewed prior to beginning the development process.

A focus of the Strategic Guide is on infill housing along major streets. A key consideration is the orientation of the residences relative to the major street. For example, courtyard housing can provide flexibility in siting housing along major streets, while maintaining quality open space protected from a busy thoroughfare. At the same time, entries and living spaces can also be oriented toward the street in a townhouse-like configuration, or some variation in between.

Many of these same principles guide development in our low-rise residential areas as well. The objective of the guidelines is to encourage new residential projects to address and activate the street while creating quality open space, light and air for the residents. In addition, guidelines include less emphasis on the car, respecting the adjacent neighborhood and historic context.

Housing Design Challenges and Opportunities

Far too much of the multifamily housing constructed in recent years is poorly designed, with few amenities for residents and is a detriment, rather than asset, to its neighborhood. Apartment buildings often overwhelm neighboring structures and ignore the established neighborhood character. Parking is visible from the sidewalk. Side and rear yards are paved with concrete and asphalt. There is little or no usable outdoor space, especially outdoor space for children to play.

The City of Los Angeles Housing Department evaluated a series of successful housing developments throughout California that ranged in density from 13 to more than 100 units per acre. The projects are described in a publication entitled "Good Neighbors: Housing that Supports Stable Communities," which identifies a series of elements that contributed to the success of those projects. These elements, which provide a solid foundation for good housing design in Central Long Beach, are described on the next few pages. They can be summarized as follows:

1. Provide for cars and parking as a subordinate element that does not overwhelm the housing, so that parking is not visible from the street or is carefully screened.
2. Respect the existing neighborhood, including the scale and design of surrounding development, and compatibility with historic context.
3. Address the street, with site design that addresses the street, and landscaping amenities.
4. Provide places for residents to spend time outdoors, with a combination of common open space, semi-private gardens, private patios and balconies.
5. Fully integrate landscape design.
6. Give thoughtful attention to all sides of a building or development ("three-dimensional architectural design." In addition, development should possess an overall formal concept, include consistency and variation, and should always use quality materials and finishes.
7. Provide abundant light and air for entire development and individual units.
8. Create a vision of home for every housing unit.
9. Incorporate sustainable design principles in siting configuration, material choices and construction details.

1. Put cars in their place. While parking was successfully accommodated in a variety of ways (above and below grade, and on the surface at the perimeter) in all cases, it was a subordinate element and did not overwhelm the housing.

To avoid becoming the dominant element, garages for single family homes, duplexes and townhomes should be located on the rear half of the lot (with alley access if possible) or, if attached, integrated into the architecture of the building. Parking for multifamily housing may be in garages or in surface lots that are screened from view by buildings or landscaping, or fully subterranean.

Front doors visible from the street (top); parking hidden behind (bottom).

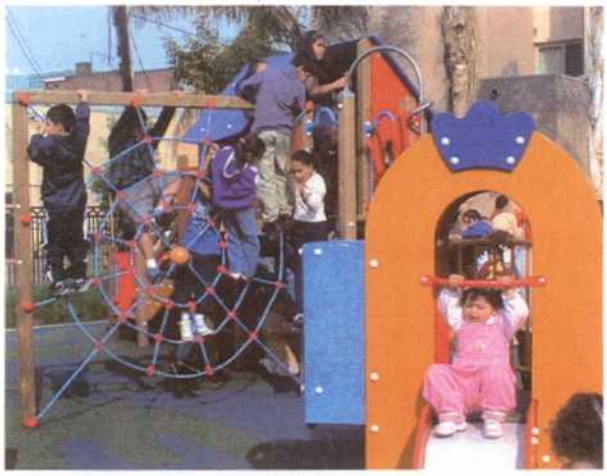
2. Respect existing neighborhoods. Each of the successful projects respected the massing, scale and architectural character of its neighborhood. Most reinforced valued historic characteristics of the existing community by incorporating elements of their scale and building form into the design.

This Santa Monica housing emulates the detailing and character of bungalows in the neighborhood.

3. Include the street. Much of the future housing development in Central Long Beach will be located on shallow lots along major streets. Those streets need to be included in the design of each housing project. Parkways and street trees, together with landscaped setbacks, create the front yard and buffer the housing from traffic. With an attractive front yard, entries can be oriented along the street.

Parkways, street trees and landscape setbacks create the front yard environment.

4. Provide places for residents to spend time outdoors. While the amount of open space varied among the successful projects, they all make good use of what was available by providing a combination of common outdoor recreational areas and private gardens, patios and porches. Common open space in courtyards, in particular, can provide a protected play area for children.



Play areas can be incorporated into the common area..

Common open space facing the street, size and scale enables active and passive use. Source: Design Advisor.

5. Value trees and landscape. Most of the projects evaluated used landscaping to soften building forms and to screen harsh urban environments. Side and rear yards are landscaped and paving is limited to functional areas, such as walkways, terraces and patios. Where parking is below grade, the building design can provide at-grade areas in key locations for large trees.

Landscaping can be incorporated over parking decks, as shown here. At-grade landscape areas should be provided whenever possible to accommodate larger trees.

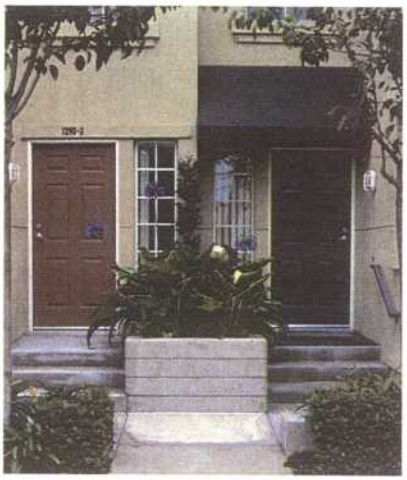
6. Bring architecture to the sides and back. The design of the street façade is continued through to the side, rear and courtyard elevations. In addition, the side and rear yards are landscaped and incorporate usable open space.

The architecture and materials on the side are the same as the front with balconies incorporated for use and views.

7. Celebrate sunlight. Allowing natural light and ventilation into living areas is a key to livability.

Loft design can provide natural light and views.

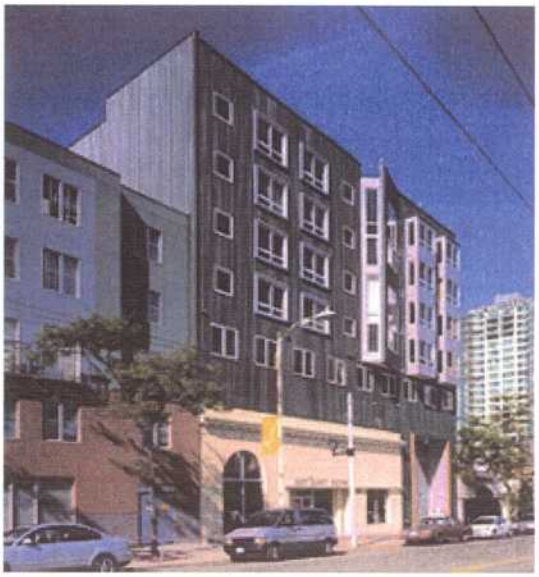
8. Offer apartment residents a vision of "home." The most successful housing developments provide residents with a positive and memorable environment. The sense of "home" can be provided in a variety of ways, for example, the use of a traditional building form with sloped roofs and massing and details that might be taken from a house, including a front porch or the incorporation of distinctive common open spaces. Individual entries from the street with a street address can make an apartment feel more like a home.



Individual entries from the street with a street address can make an apartment feel more like a home.

9. Incorporate sustainable design principles. Provide site arrangement that maximizes solar orientation and ventilation. Material choice, landscape and irrigation are encouraged to incorporated sustainable principles.

LEED certified mixed use development in Downtown Los Angeles.



Traugott Terrace in Seattle is the first LEED certified affordable housing project in the United States.

B. Residential Site Planning Examples

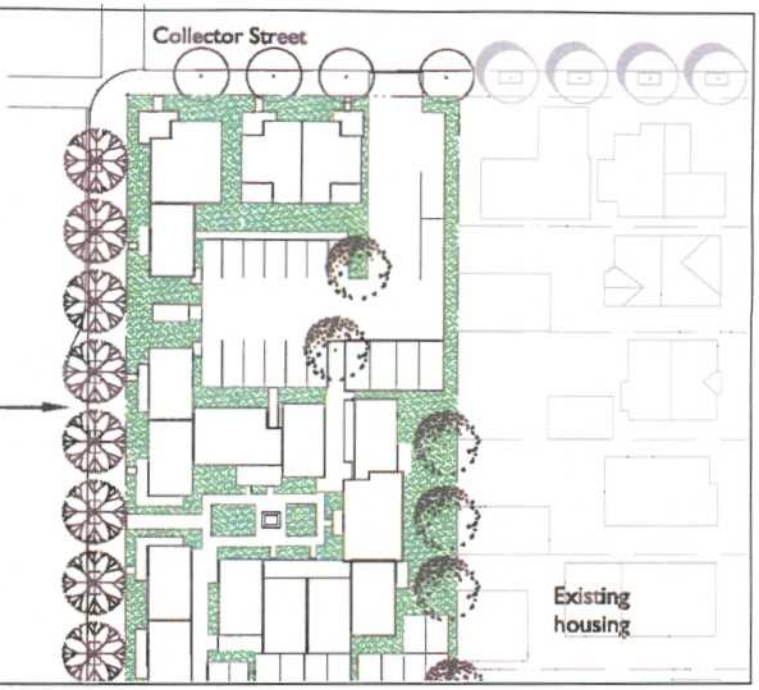
Courtyard Housing

Housing is oriented around common, usable open space.

Units are a mix of one and two stories.

Unit entries are oriented toward the courtyards or streets.

Front yard setbacks ma be reduced through site plan review in order to maximize usable open space in the courtyards.

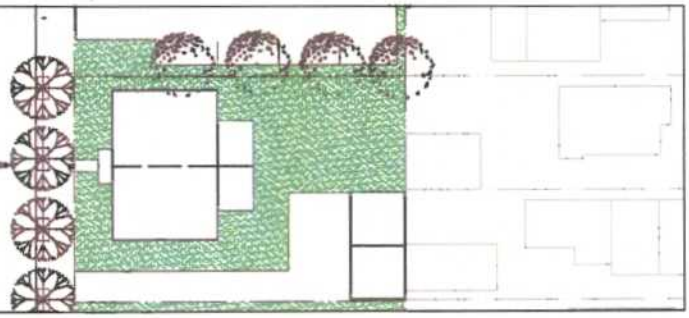


Quadplexes

Garages are in the rear half of lot with driveway access on the side.

Front entries with porches are oriented toward the street.

Common open space is provided in the back with private patios and balconies adjacent to units.



Townhomes

These townhomes have alley access.

Garages in upper 3 units are tucked under the units. Units are set back with yards in front.

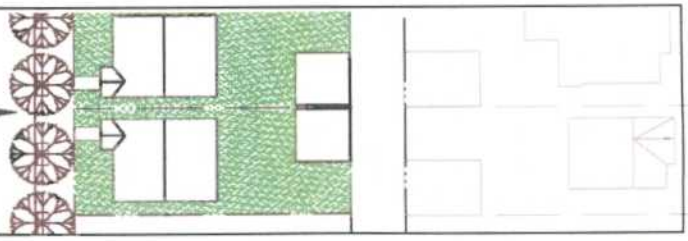
Garages in lower 3 units are detached with yards between the units and garages.

All units have front entries from porches oriented to the street.

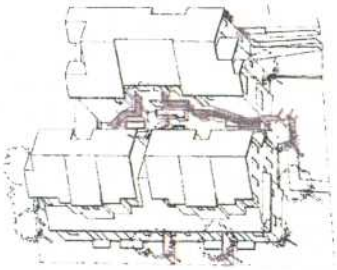
Single-Family Homes

Garages are in the rear half of the lot with alley access.

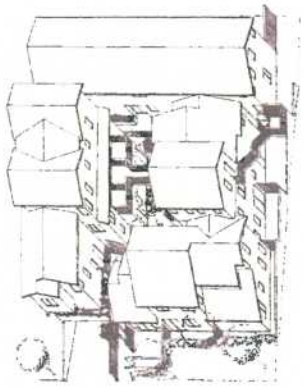
Front entries with covered porches are oriented to the street.



B. Residential Site Planning Examples

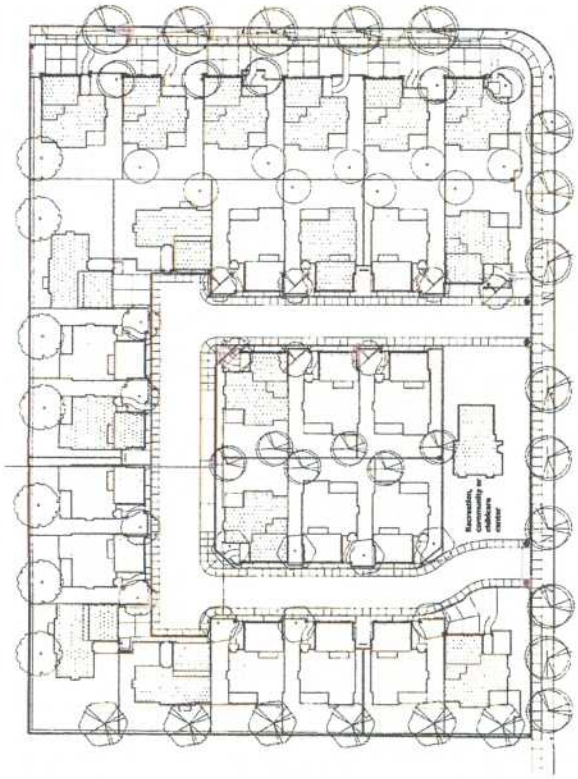


3005 Highland Avenue



518 Pier Avenue

The Ocean Park Housing Cooperative, designed by Appleton, Mechur & Associates for the Community Corporation of Santa Monica, is a series of village-like complexes located on 5 sites in the same neighborhood. Small, separate, 2-to-3-story buildings at densities of 40 units per acre with subterranean parking incorporates variations in massing, roof lines, balconies and other architectural elements derived from the character of bungalows in the neighborhood. Each site is organized around a courtyard, with individual entries off the common court spaces, and private yards or decks behind.



These small lot homes, designed and developed by Mekeel Vinson and located in Panorama City, provide home ownership opportunities at affordable prices. The homes, at 14 units per acre, are each approximately 1,700 square feet in size with a front and back yard. The project includes a child care center.

C. Residential Development - Site Planning Guidelines

TOPICS	GUIDELINES
Vehicular Access/ Parking	*To subordinate vehicular access and parking to the homes they serve:*
Driveway Location	Vehicular access should be from a paved alley whenever possible.
Driveway Width/ Number	Driveways and curb cuts should be the minimum width and number allowed by zoning to minimize pedestrian conflicts.
Parking Location/ Access	Parking should be separated from the street by an active use (residential or commercial) and should not be visible from common open space. Parking should be located behind, under, or on the side of buildings, not visible from any street. Garages on the back half of the lot or screened from view by housing units or landscaping are strongly encouraged. Pedestrian access to subterranean parking should be from the common open space. Elevators and stairs to subterranean parking shall be incorporated into the building design rather than be freestanding elements.
Security	Parking should be fully secure.
Alleys	Space for landscaping should be provided adjacent to alley garage entries where feasible. Typically, pockets of landscaping can be provided between garages.
Building and Unit Orientation	*To make multi-family housing compatible with its neighbors, more livable and more secure by providing "eyes on the street":*
Site Entries	All pedestrian and vehicular entries should be incorporated into the overall building design, well defined, and designed for maximum pedestrian orientation and street presence.
Unit Entries	Ground floor units should have direct access from defined entries facing streets or courtyards. Second floor units should be accessed by interior or exterior stairs from a ground entry. Entries should be well defined. For example, stoops, and porches can be used to provide a transition from public/outdoor space at the unit entry. All architectural strategies, and elements should reinforce the overall architectural design.
Orientation of Living Space	When the living room of a unit faces the street, the unit's primary entry should be from the street to provide eyes on the street, and activate the street frontage. For units that face the street, entries and living spaces, such as living rooms and dining rooms, should be oriented toward the street. Where units are configured around a common open space, entries and living space should be oriented toward common open space.

C. Residential Development - Site Planning Guidelines (continued)

TOPICS	GUIDELINES
Site/Building Lighting	*To minimize impacts on neighbors and maintain design quality:*
Function	Exterior lighting should be designed for specific tasks, including illumination of paths, entry ways, parking, streets and common areas. Lighting should be incorporated into the building and landscape design to provide ambience, safety and security.
Height	Height of light poles should be appropriate in scale for the building or complex and the surrounding area. Lights that are mounted on poles or posts should be only as tall as is needed to accomplish their particular task and are encouraged to be a maximum of 12'.
Consistency	Fixtures and poles/posts should be consistent throughout the project. Light fixtures should be designed or selected to be architecturally compatible with the main structure and the theme of the area or historic building, if applicable.
Glare Control	Lighting should be designed to provide appropriate light levels in for each area without unnecessary spillover or glare onto adjacent properties, or into the night sky.
Uplighting and Ground Lighting	Uplighting of building elements and trees are effective and attractive lighting techniques that are strongly encouraged. Ground lighting can effectively light paths, entrances and landscaping.
Building Length	*To provide compatible massing with surrounding residences and a human scale,* long, continuous segments of building walls facing public street and common open space should be avoided. In Long Beach, development patterns along the street vary from 50 feet to 100 feet. Building massing and articulation should be compatible with its context, reflect the historic development pattern of the area, and reinforce the overall architectural concept of the new project.

D. Residential Development - Architectural Design Guidelines

TOPICS	GUIDELINES
Neighborhood Compatibility	*To be compatible with its context,* new housing should complement and enhance the visual and architectural character of the neighborhood.
Architectural Style and Relationship to Historic Fabric	*To maintain and enhance the diverse architecture and historic character of Central Long Beach and encourage innovation and creativity,* new buildings should respect the existing styles in the area, but should not copy them. A variety of architectural styles is found in Central Long Beach. This diversity contributes to the character of the community and provides a record of its history. The urban fabric of the City gains strength from this eclectic mix, from buildings evocative of their time and place, historical to contemporary. New buildings should not appear to have been constructed during a past era, and references to period architecture should be interpreted in a contemporary manner.
Architectural Compatibility and Integrity	*To maintain a high level of design,* the architecture within a housing development should reflect a common vocabulary of building massing, forms, architectural elements and materials, and at the same time express variation among individual buildings. Building design could draw upon and complement noteworthy architecture in the surrounding neighborhood in order to provide continuity to historic fabric. The use of compatible materials can also provide continuity.
Common Open Space	*To create a comfortable, usable outdoor space with adequate light and air to units:* Common open space shall be incorporated into the overall site and building design while enhancing the overall site, streetscape and view of project from public ROW. The common open space shall be a size, scale and proportion to maximize benefits of light and air by insuring the ground plane is at least partially lit with direct sunlight for part of the day, and provide usable open space for building residents.
Natural Light and Air	Where feasible, common open space should be oriented to receive maximum exposure to the southern sky and buildings should be massed to maximize the exposure of neighboring buildings to light and air.
Relationship to Street	Open space and/or courtyards should be visible from the street. The entrance way to the courtyard from the street is encouraged to be at least 12' wide to provide visibility. All fences and gates to courtyard spaces should provide a minimum of 70% visibility and openness in design.
Open Space Configuration and Orientation	Courtyards are encouraged as they provide protected common open space large enough to be usable by residents, however, each building design should maximize opportunities of the specific and unique site configuration.

D. Residential Development- Architectural Design Guidelines (continued)

TOPICS	GUIDELINES
Open Space Hierarchy	Public, communal and private open spaces should be clearly distinguishable from one another, but may be arranged adjacent to one another for maximum effect. Private patios may be located in a courtyard or in front yards facing the street if they are defined by a low wall (36" max.) or hedge.
Screen Open Space from Parking	Partial courtyards or open space adjacent to parking lots should be screened by a minimum 5' wide landscape zone.
Building Massing and Facade Design	*To maintain design quality and to provide a transition to human scale and compatibility with context:* Buildings should be designed in scale and mass to respond appropriately to neighborhood context as well as the often varying conditions on all (four) edges of a site, while maintaining a clear architectural concept.
Articulation	As new development is often larger in size and mass than existing neighboring structures, a building may need to be expressed as a series of separate volumes. A variety of architectural strategies can be used to articulate the massing of a building, including variations in building height, setbacks and step-backs, recessed volumes, and other strategies to provide a response compatible with neighboring and, in many cases, historic context.
Building Facades	On corner lots, the sides of buildings should be planned so both façades enhance the street and are oriented to the pedestrian. A street facade should never look like a building "side" or "back". Buildings should be designed in three-dimensions so all facades, including any courtyard elevations, are thoughtfully designed from the "outside-in" as well as the "inside out".
Detailed Facade Elements	Detailed façade elements enable a building to provide a human scale. However, exaggeration of detail or use of generic, applied or foam details can create a cartoon-like appearance that is not consistent with quality design.
Roof Form	*To maintain design quality,* roofs on a building and its garage should be consistent, employing the same roof type (hipped, gabled or flat), slopes and materials. Superficial roof forms, such as mansards, affixed to the buildings typically are not found on well-designed buildings, and are strongly discouraged.
Windows and Doors	Entrances and windows, not garages, should be the dominant elements of the front façades. Window and door placement, size, material and style should help define a building's architectural style. Careful attention should be given to the exterior as well as interior pattern of windows.

D. Residential Development- Architectural Design Guidelines (continued)

TOPICS	GUIDELINES
Windows and Doors (continued)	To prevent wall surfaces from being monotonously flat, windows and doors typically should be recessed at least 2-1/2 inches from the face of the finished exterior wall. However, in some contemporary design, a window or storefront is designed to be flush with the exterior finish. Details of windows and doors should reflect the overall design idea of the building, be well crafted and constructed of high quality materials. If a window contains divided lights (multiple panes), preferred use of true divided lights or quality simulation when using insulated glazing. Metal security doors and exterior security grilles do not reflect quality design and generally should be avoided.
Balconies	Balconies are most attractive and useful when integrated into the architecture of the building. Balcony railings should be well designed and crafted, and consideration should be given to screen items stored on the balcony from view.
Circulation and Accessory Elements	Stairways, fences, and other accessory elements should be well integrated with the architecture of the building. These elements can also serve to enliven the building design and should be of quality materials. Fences in particular should respond to the historic fabric of the neighborhood, and have a high level of transparency when visible from the street.
Material Finishes and Color	*To provide enduring quality and enhance the architecture and massing of each building:*
Consistent Vocabulary	All façades of a building should employ a palette of materials which work well together and complement the overall building design.
Durability and Quality	All materials should be durable and of a high quality. Materials that are short-lived, or insubstantial should be avoided (for example, unfinished wood for exterior use.)
Stucco Finishes	Stucco should have a smooth finish, such as a smooth trowel or fine sand float finish. Textured, lace or rough sand finishes are not acceptable. See Appendix A for a discussion of stucco finishes.
Paint Colors	Painted surfaces should use colors that reinforce the architecture of the building and are compatible with natural materials used in the overall project.

D. Residential Development- Architectural Design Guidelines (continued)

TOPICS	GUIDELINES
Natural Light and Air	*To provide natural light and cross ventilation to all rooms,* each unit should have two sides exposed to the outdoors with operable windows. To improve cross ventilation, windows are encouraged to be located to take advantage of prevailing breezes.
Trash	Trash receptacles should be screened from view. In development with 4 or more units, enclosed common trash areas must be provided in sufficient quantity to accommodate all refuse generated. In developments with less than 4 units per lot, trash receptacles should be stored out of public view. Adequate space for separate recycling bins should be provided.
Security Gates and Fences	Security gates and fences are not encouraged, and should be located behind the street face of adjacent buildings, i.e. security gates shall not align with or protrude beyond the street face of the adjacent structure. Gates and fences should be compatible with adjacent buildings and have a high level of transparency. In historic neighborhoods or adjacent to historic buildings, design and materials for any type of security gate, fence and/or wall should be compatible in material and design.

E. SINGLE-FAMILY HOMES

Mix of Models	*To provide visual interest and diversity,* block frontages should include at least 3 distinct models, plus variations for corner lots. Homes of the same model, including reverse floor plans, may not occur on adjacent lots. Each block face should include a variety of 1- and 2-story elements and both horizontal and vertical articulation.

F. ALL MULTI-FAMILY HOUSING

Transition to Single-Family Neighborhoods	Portions of multi-family buildings that face or are directly adjacent to single family homes should provide a meaningful transition to neighboring context.
Privacy	The privacy requirements in the Zoning Code are critical to quality of life in multi-family housing. Variances from those requirements should rarely, if ever, be granted.

V. LANDSCAPE DESIGN GUIDELINES

A. Overview

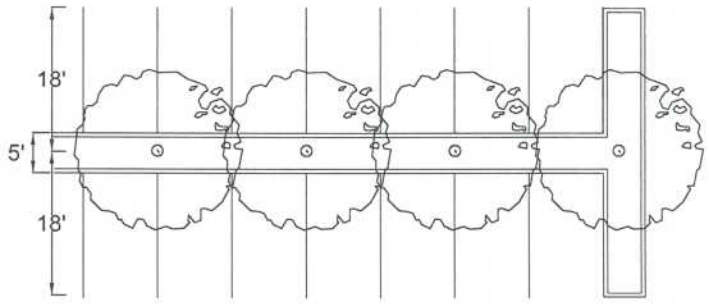
Good landscape design is an essential part of any development, streetscape or neighborhood, and is important for the quality of life in the City. Landscaping can enhance development in commercial, mixed-use and residential districts in a variety of ways. Good landscape design can complement a building, unify the street and provide screening and shading of parking lots and structures. It can make a house feel like a home, and provide children with a place to play or climb a tree. It can make the shopping experience more pleasant by providing shade and attractive visual elements. Please refer to the Zoning Code for landscape design requirements, including landscape design and placement, irrigation, required plant size and spacing. These landscape design guidelines are intended to support and supplement the standards in the zoning code to address landscaping around buildings, building setbacks and required open space, parking lot and building setbacks, parking lot interiors.

B. Landscape Guidelines - All Districts

TOPICS	GUIDELINES
Sustainable Plant Materials	*To reduce water use and maintenance costs*, the majority of plant materials should be drought tolerant and require relatively low maintenance.
Landscaping of Required Setbacks	*To maintain design quality and compatibility with neighbors*, all required setback areas, except those used for walkways, outdoor dining, seating areas and other pedestrian uses, should be landscaped with trees, shrubs and/or groundcover. The required setback from an abutting alley should also be landscaped unless used for a driving aisle.
Shading of Buildings	*To reduce energy use*, the east and west walls of buildings should be shaded with evergreen trees to reduce summer heat gain. South walls should be shaded with deciduous trees.
Landscaping of Alleys	*To soften the appearance of alleys*, landscaping should be incorporated adjacent to alleys as feasible.
Parking Structures	*To ensure that trees and other plant will be healthy, stable and long-lived*, landscaped areas on the top of parking garages should contain sufficient soil to allow healthy growth of all plant materials to be planted. Particular attention should be paid to landscaping around parking structures. A 6' wide landscaped strip should be provided on all sides with one tree per 20 linear feet of structure perimeter, that will obtain a mature height not less than the height of the structure. Appropriate tree species for this condition are tall narrow trees, such as *Hymenosporum flavum* (Sweetshade), *Pinus canariensis* (Canary Island Pine), and other columnar tree species and cultivars. In addition, all sides of the structure must be screened with vines or other approved screening.

B. Landscape Guidelines - All Districts (continued)

TOPICS	GUIDELINES
Surface parking Perimeter Screening - Adjoining a Public Street	*To make parking facilities more attractive and to reduce energy use:* Of the screening options permitted by Zoning adjacent to a public sidewalk, the masonry wall option is not recommended because the wall footing will reduce root volume in soil for required perimeter trees. Solid, compact hedge of shrubs, such as *Ligustrum japonicum* (Japanese Privet), or the minimum 18" tall planter or berm with a minimum 1' tall hedge are preferred where the setback is less than 6'.
Perimeter Screening - All Locations	Wherever used or required by Zoning, solid masonry walls may be constructed of concrete masonry units (CMU) finished with smooth stucco; poured in place concrete; or enhanced CMUs (split face, glazed or similar), which may be combined with common CMUs to create an attractive pattern. Wood or chain link may not be used. In addition, any wall accessible to public view is encouraged to be planted with vines planted to cover the walls on the parking lot side.
Parking Lot Shading - Perimeter	Trees that will provide a continuous canopy at least 20 feet tall within 10 years of planting should be planted in the required setback to shade both the perimeter parking spaces and the adjacent sidewalk.
Parking Lot Shading - Interior	The parking lot trees required by Zoning, (1 tree per 4 parking spaces) should be planted throughout the parking lot to provide shading of 50% of the parking lot within 10 years of planting. To achieve this goal, trees are encouraged to be in form (single trunk), have spreading canopies that will reach a diameter of 30' within 10 years, and planted in a minimum planting area of 60 square feet per tree without root barriers. A continuous planting area at least 5' wide, including curbs, should be provided between parking aisles. A 5' wide planting area will not increase the required aisle width since a car may overhang the planting area 2-0" with the curb serving as the wheel stop. To reduce the potential for contact between trees and bumpers, trees should be aligned with parking space striping. Additional width should be provided wherever feasible.



Numerous species of trees, both evergreen and deciduous, including many of the trees illustrated at the end of this chapter are appropriate for parking lot planting. Landscape architects can provide a more extensive range of choices.

C. Landscape Guidelines- Residential and Mixed-Use Districts

TOPICS	GUIDELINES
Pedestrian Access	*To provide access and a connection to the street,* decorative paved walkway that is separated from and does not cross the driveway should be provided between the sidewalk and the entry to each unit on the ground floor facing the street.
Paving	*To reduce storm water runoff,* paving should be kept to a minimum in required setback areas, and permeable paving should be considered. *To maintain design quality,* paved areas should incorporate enhanced materials, such as colored concrete, decorative pavers, or brick bands.
Fences and Gates	*To maintain design quality and provide human-scale elements:* Fences and gates separating public or common areas, including between courtyards and the street or parking courts, should be transparent in character and set back from street face of building. Gates or fences enclosing backyard private space may be opaque. Fence and gate design should match the character of the adjacent building architecture and with neighborhood context, particularly in historic or potential historic districts. Colors should be coordinated with building color. To create visual interest, vertical and horizontal members that comprise a fence or gate should differ in size and profile. Chain link fences and standard tubular steel picket fences (3/8" square space 4" on center) typically are not found in well-designed housing and generally should not be used.
Courtyard Landscaping	*To provide attractive, usable open space,* courtyards and other common areas should be landscaped to be usable outdoor spaces, accommodating informal outdoor activities such as small gatherings and play spaces for children. Courtyards over parking are strongly encouraged to incorporate landscaping. Where possible, some at-grade landscaped areas should be provided to accommodate large trees and landscaped areas that are not behind planter walls.

D. Commercial and Mixed-Use Landscape Design Examples

Parking Lot Landscaping Examples. These photos show how well-maintained landscaping can screen surface parking lots from the street or sidewalk.

D. Commercial and Mixed-Use Landscape Design Examples (continued)

Courtyards over parking can be designed to incorporate landscaping. At the same time, if at all possible, some at-grade landscaped areas should be provided to accommodate large trees and landscaped areas that are not behind planter walls.

E. Residential Landscape Design Guidelines

Landscaping can contribute greatly to neighborhood compatibility. It can give a housing development a unique personality. It can also provide shade and buffer the housing from the street. On-site landscaping of front, side, and rear yards, as well as courtyard spaces, can enhance the living environment and help create outdoor living space that can be used year round in Long Beach. Landscaping of adjacent parkways, including street trees that will achieve a significant scale at maturity, can transform the character of a housing development, as illustrated in the photographs. Landscaped parkways can also provide a buffer for both residents and pedestrians from traffic on the street.

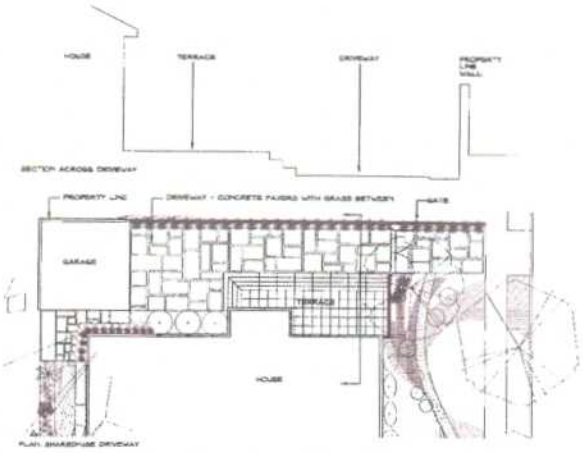
The landscape design of this apartment building on Atlantic Avenue, which incorporates both the site and parkway, contributes to the character of the building and makes it a more attractive living environment.

The street trees in the upper two photos are not likely to achieve the scale of those in the lower two photos because they are planted in small tree wells with root barriers, instead of in parkways. The trees in the front yards have a much better chance of becoming large, healthy specimens since they have adequate root volume.

E. Residential Landscape Design Guidelines (continued)

Low-Density Residential Landscaping Examples

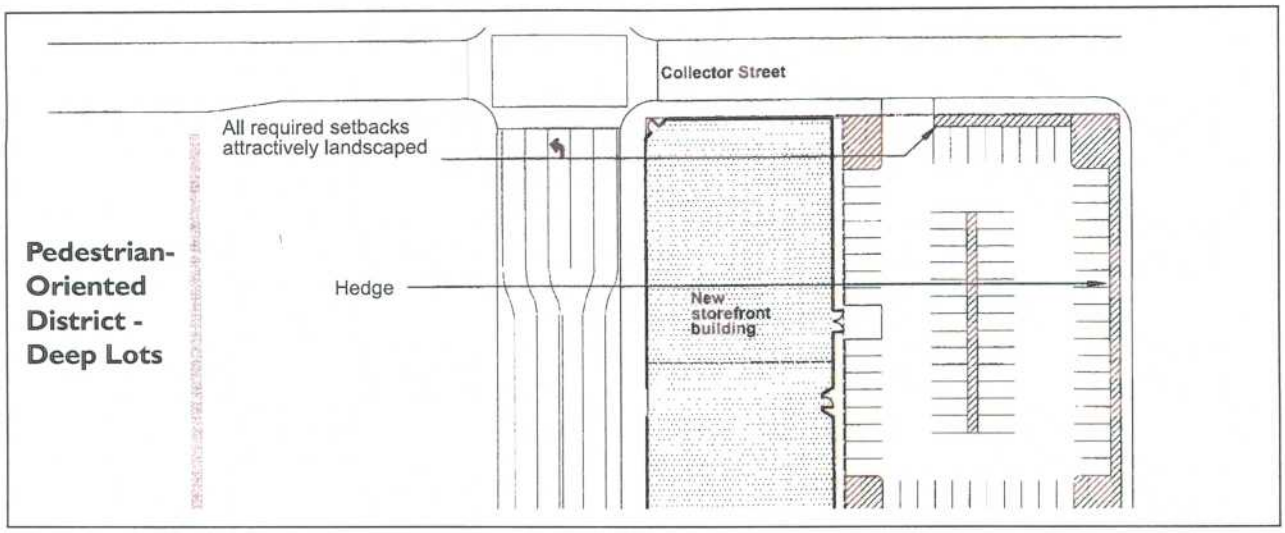
Landscaping can enhance the value of new housing.

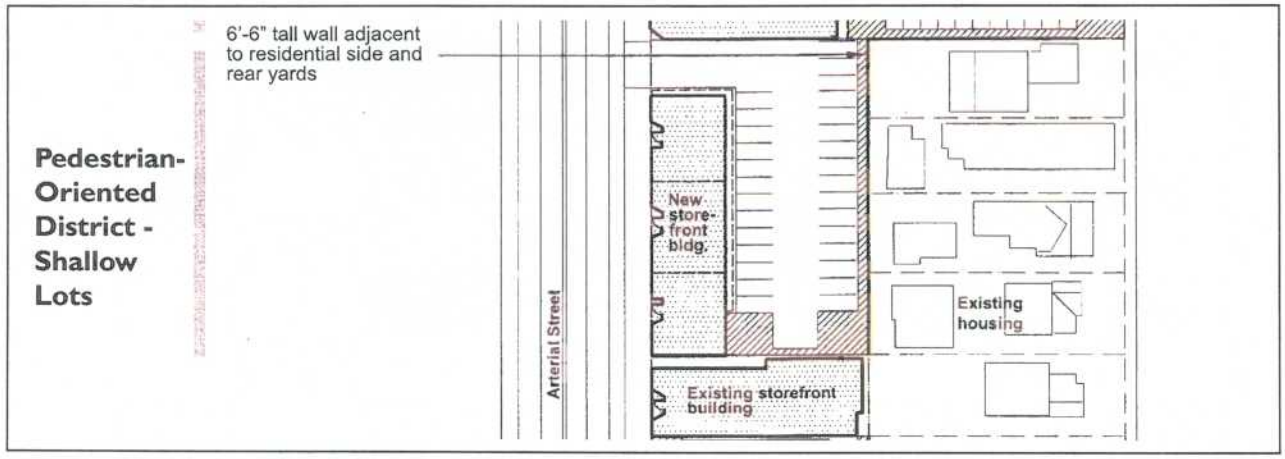


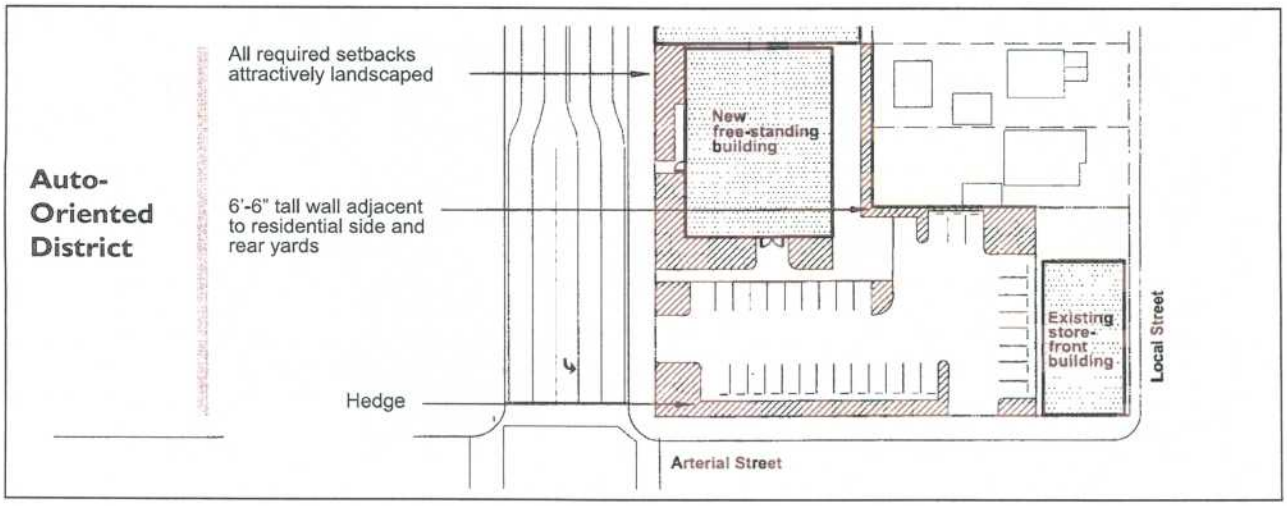
Both existing and new single-family homes with parking in the back can be designed so that driveways are usable outdoor spaces.

The alley in the left photo would be more attractive with a little landscaping like the alley in the right photo.

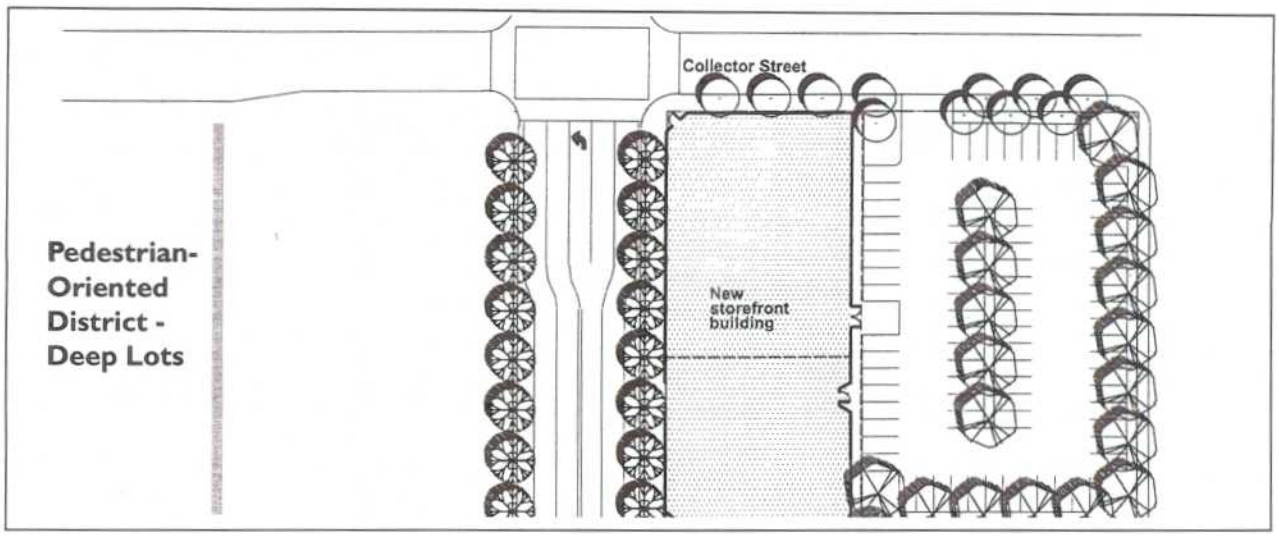
F. Required Landscaped Setbacks and Screening

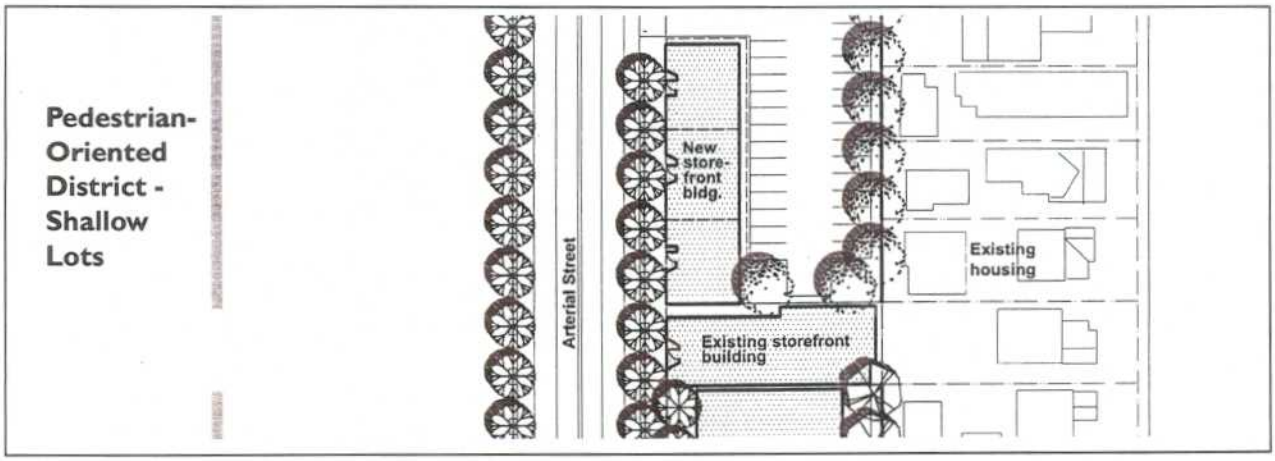


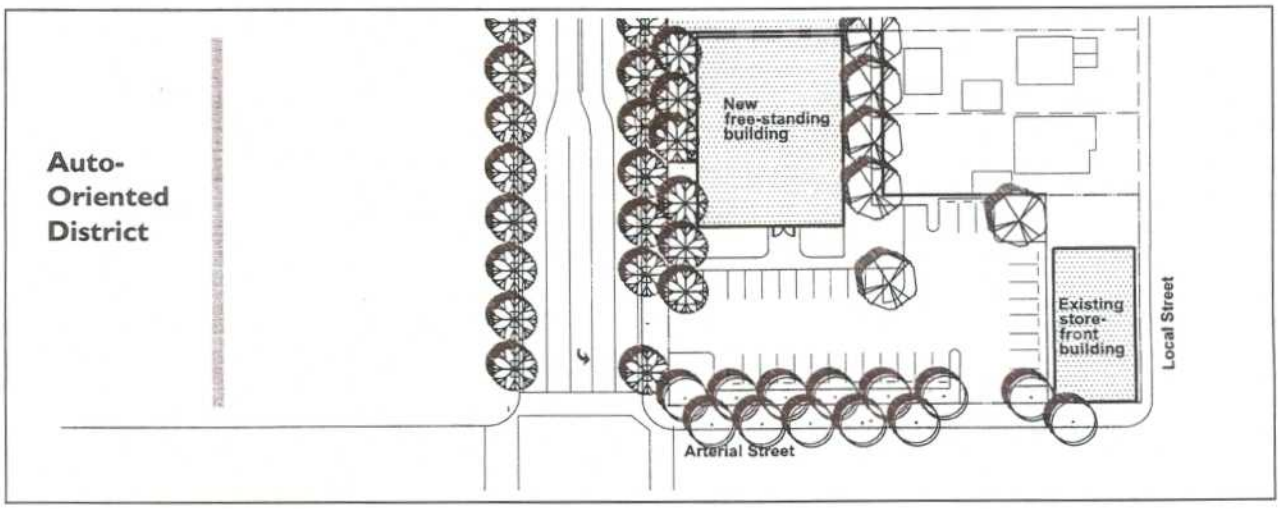




F. Required Landscaped Setbacks and Screening (continued)







VI. STREETSCAPE IMPROVEMENT GUIDELINES

A. Overview

Some streetscape improvements, including street trees, parkway landscaping and pedestrian-scale street lights, sidewalk paving and curb extensions, should be made by individual property owners as they develop or renovate their properties.

Other improvements, such as enhanced crosswalk paving, landscaped medians, gateways, and pocket parks are most often made by the City.

Street Trees and Parkways. Street trees are encouraged to be planted along all major streets where the combined public right-of-way and public easement is wide enough to accommodate them.

At bus stops and where there are retail uses in storefronts along the sidewalk, that is, where higher volumes of pedestrian activity are anticipated, trees should be planted in large tree wells (6-foot square with grates or 4 feet x 8 feet with stabilized decomposed granite or mulch). In all other locations, trees should be planted in continuous parkways adjacent to 4- or 5-foot wide walkways.

All street trees and other parkway landscaping must be irrigated by an in-ground systems connected to the adjacent development and maintained by it.

Landscaped Medians. On existing raised medians that are paved, the majority of the paving should be removed and replaced with landscaping. Where feasible, new raised, landscaped medians should be provided along the other arterials.

Gateway Enhancements. Community members may identify locations that serve as gateways to their neighborhoods. It may be appropriate to provide additional landscaping in the medians and parkways at such gateways, along with gateway signs or identity elements.

Street trees can improve the quality of the shopping experience.

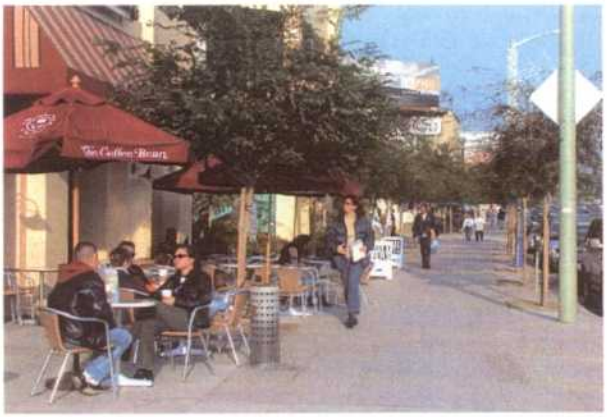
Where there is no curbside parking or where parking space striping is coordinated with walkways landscaped parkways can be provided.

A. Overview (continued)

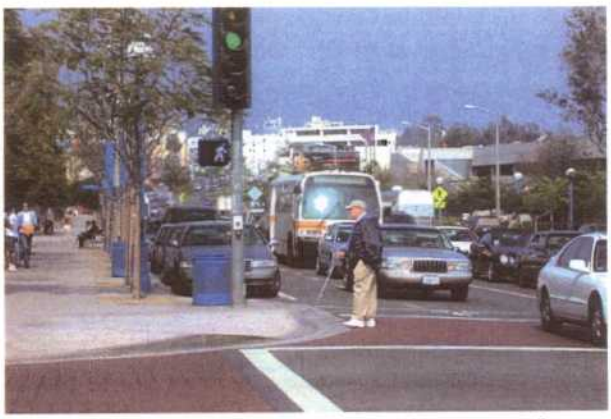
Other Landscape Improvements. Pocket parks and temporary landscaping of vacant lots may be appropriate in neighborhoods where there is currently insufficient parkland.

The Streetscape Improvement Guidelines summarize the street improvement regulations applicable to development projects in Central Long Beach.

Specific tree species are identified for each street in Central Long Beach. Examples at the end of this chapter illustrate some of the trees approved by the Department of Public Works as street trees.



Streetscape improvements can encourage commercial activity.



Sidewalk extensions at crosswalks make it easier for pedestrians to cross the street.

Pocket parks can support the development of medium-density housing.

Midblock curb extensions can be used for seating.

B. Streetscape Improvement Guidelines

TOPICS	GUIDELINES
Street Trees	
Spacing (per Zoning)	25' on center
Tree wells/parkways	Minimum 4' wide continuous parkway except adjacent to bus stops and ground-floor retail. 4' x 8' tree wells with mulch or 6' x 6' tree wells with grates should be provided adjacent to bus stops and ground-floor retail. Tree wells should be mulched to a depth of 3 inches with medium texture shredded wood material; low groundcover may also be added to the tree wells. Parkways must be landscaped with turf or low groundcover (see below). Where ground floor retail is adjacent to bus stops, large trees wells (6-foot square or 5 feet wide by 8 feet long) that are set back 2 feet from the curb face should be provided.
Automatic irrigation	All plant materials in the parkway should be irrigated with an automatic irrigation system. Tree wells should be irrigated with in-line drip irrigation or equal, or 2 bubblers near the surface. Turf and groundcover should be irrigated with either in-line or equal drip irrigation, or pop-up spray heads. Irrigation systems using spray heads should be designed to avoid spray on tree trunks.
Parkway Landscaping	Parkways should be planted with either turf or groundcover that does not exceed 30 inches in height , so as not to obstruct visibility, except within 5' of a tree trunk Plants that require low maintenance and use relatively small amounts of water are recommended. Plants that have colorful leaves or are flowering are also desirable.
Alleys	Property owners should adhere to a regular maintenance schedule for alleys adjacent to their buildings, including litter removal. Building services, including trash, storage and utility structures should not be located in the alley. They should be located in an enclosed area adjacent to the alley. Parking spaces in the alley should be clearly striped, signed and available for short-term parking.

C. Street Tree Examples

From top left to bottom right: Ginkgo, Jacaranda, Chinese Flame Crape Myrtle, Magnolia, London Plane, Pink Trumpet, Brisbane Box

Appendix A Stucco Finishes

The finish or color coat is the final layer of a stucco cladding system. The finish coat determines the appearance of building façade and is, therefore, the concern of the design guidelines. The underlying materials are not.

As background, in small-scale residential construction, a 5-component exterior cladding system that employs 3 layers of cementitious stucco is most commonly used. The first layer is the waterproof building paper, which is secured to the studs and shear paneling on the house. The second layer is the wire lath, which serves as the foundation of the stucco system. The first layer of cement is applied directly over the wire lath, and is commonly called the scratch coat because a notched trowel is used to create a rough surface to facilitate bonding to the next coat. This layer is allowed to cure several days before application of the second layer of cement, commonly known as the brown coat. The brown coat is troweled smoother than the scratch coat, and covers all lath and corner aids completely. After this material has cured, a traditional cement color coat is applied. Total thickness is 7/8 inch - 3/8 inch each of scratch and brown coats and 1/8 inch of color coat. Alternatively, a synthetic (typically acrylic) color coat may be used.

In multi-family and commercial construction, the color coat is commonly applied to other systems as well, including concrete masonry units (CMU), poured-in-place concrete, and fiber-reinforced cementitious panels.

Color. Most manufacturers have a limited number of standard cementitious stucco colors, which are relatively light in tone. However, they will all prepare custom colors to match any paint color. Synthetic stucco is available in a much wider range of standard colors.

Texture. A variety of textures can be achieved with a final coat of cementitious stucco, depending on the size of aggregates used, the method of application, and the final use of float or trowel. Acrylic stucco can achieve a more limited range of textures.

Smooth, fine textured finishes like these are permitted:

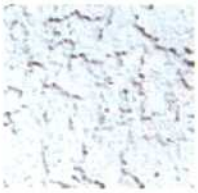
Santa Barbara

20/30 Float

Rough, irregular or coarse textured finishes like these are not permitted:

Heavy Lace

Machine dash



Light Lace

Appendix B Glossary

These terms may appear in the guidelines. If a term is used infrequently, the page or pages on which it is used are shown in parenthesis.

Articulation, façade or building. Variations in the plane of a building wall created by changes in its height and/or setback of the wall and of building elements, such as recessed entries and windows, porches, balconies, etc.

Bay *(24).* One unit of a building that consists of a series of similar units, commonly defined by the space between columns or piers.

Berm *(56).* A landscaped mound or wall of earth.

Bulkhead *(25).* The low solid wall below display windows.

District, Auto Oriented *(7, 21).* A commercial district in which the primary means of access is expected to be the automobile. Buildings are set back from the street with landscaping or parking in front.

District, Pedestrian Oriented *(7,16).* A commercial or mixed use district in which buildings are oriented along the front property line to focus pedestrian activity along the sidewalk. Storefronts, display windows and entrances are located along the sidewalk and parking is located behind the commercial floor space.

District, Transit Oriented *(13).* A commercial or mixed use district within walking distance of a fixed rail stop or bus stop with frequent headways in which higher development density/intensity is encouraged.

Eaves *(28)* . The projecting overhang at the lower edge of a roof.

Façade. Exterior wall of a building.

Glazing *(10).* Glass set into a window frame.

Masonry *(56).* Stone, brick, adobe, or concrete block.

Metal halide *(8).* A type of light bulb. Metal halide lamps are similar to mercury vapor lamps, but instead of just mercury, they also contain all metals in the halide group of the periodic table. They are preferred over mercury vapor in areas where color rendition is important.

Parapet *(8,24).* A low wall around the edge of a roof.

Pennants *(24).* A series of colorful tapering flags strung on a line and used to attract attention.

Pilaster *(18, 24).* A primarily decorative shallow pier or a rectangular column projecting only slightly from a wall.

Streetscape Improvements (64). Elements located within the public right-of-way, including walkways, parkways, medians, street trees and street lights.

Transom Window *(24).* A smaller window above a door or another window.