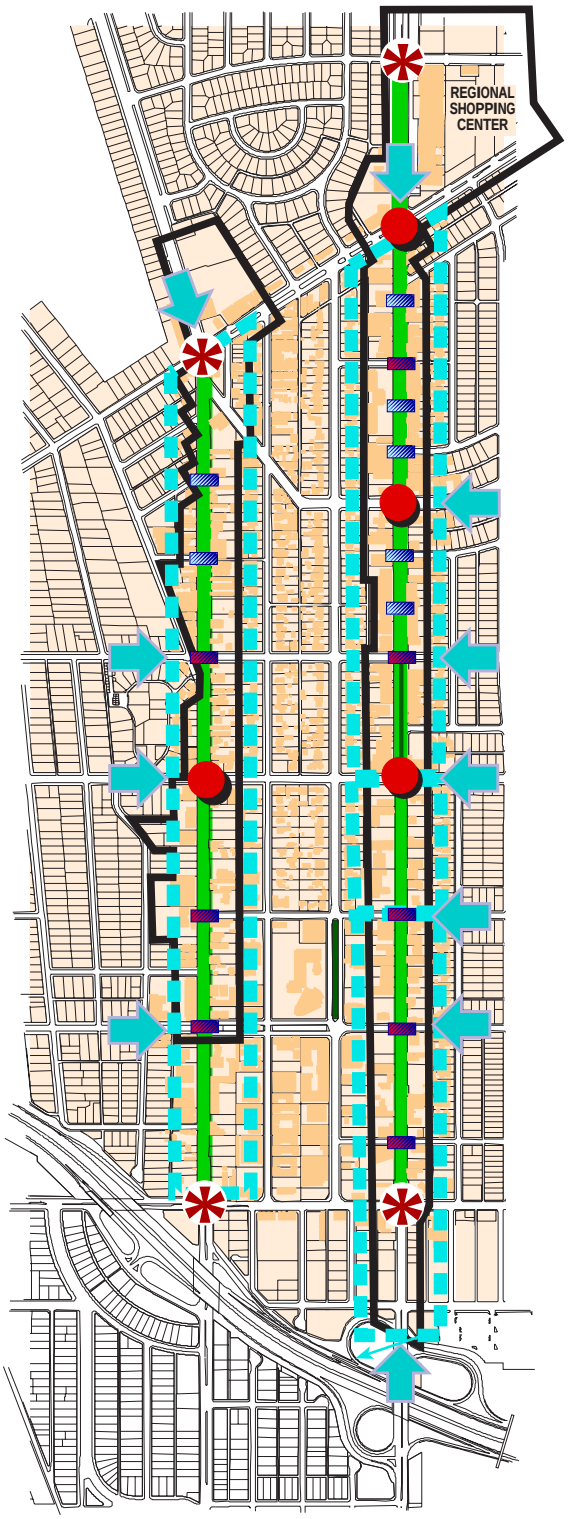
CITY OF LONG BEACH

BIXBY KNOLLS DESIGN GUIDELINES



August 22, 2001

The Arroyo Group
with
Herb Barnes Graphic Design
and
EPT Landscape Architecture
Patrick B. Quigley & Associates

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TABLE OF CONTENTS

Page Numbers

TABLE OF CONTENTS
(continued)

Page Numbers

TABLE OF CONTENTS
(continued)

Page Numbers

TABLE OF CONTENTS
(continued)

Page Numbers

LIST OF FIGURES

Page Numbers

LIST OF FIGURES

(continued)

Page Numbers

Chapter 6: Sign Design Guidelines

LIST OF TABLES

ACKNOWLEDGEMENTS

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Chapter One: Overview

1.1 Purpose

The design guidelines for two corridors within the Bixby Knolls Business Improvement Area (BKBIA), namely, Atlantic Avenue and Long Beach Boulevard, are intended to provide property owners, merchants, and their designers with basic design criteria to reinforce the desired building and district character. The Bixby Knolls Design Guidelines (BKDG) will serve to identify the neighborhood's urban core and direct commercial and retail development along specific corridors.

It should be noted that the Design Guidelines are only one part of a commercial neighborhood regeneration effort. The implementation of these design guidelines must be accompanied by appropriate marketing efforts identified by the BKBIA as well as adequate enforcement by the City.

1.2 Goals and Objectives

The Concept Plan has been established to accomplish the following goals:

- To visually unify the varied uses and building types within the area to create an identifiable sense of place.
- To establish a standard of quality and aesthetics that will influence development in Bixby Knolls.
- To promote safe and efficient patterns of pedestrian and vehicular circulation.
- To provide guidance for future development.

The goals of the design guidelines are as follows:

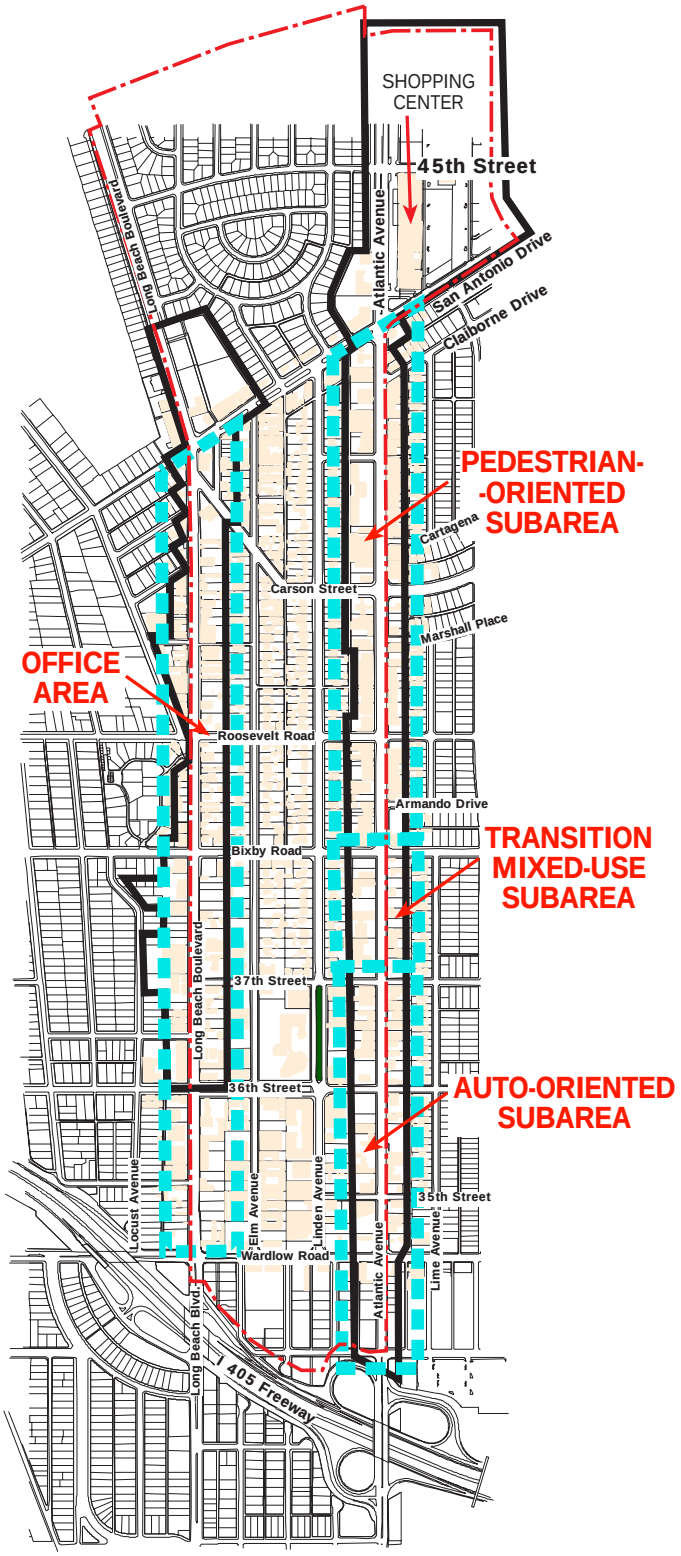
- Provide basic design recommendations for buildings in the Bixby Knolls area promoting design creativity and variation while ensuring consistency in building scale, proportion and architectural character.
- Protect and enhance historical buildings and gain inspiration from historical building forms and styles for future development.
- Establish clear and usable guidelines.

1.3 Study Area

The Bixby Knolls neighborhood is situated four miles north of Downtown Long Beach. Bixby Knolls is primarily residential in character, but is bisected by two major commercial and retail corridors: Atlantic Avenue and Long Beach Boulevard. The surrounding residential areas are predominantly upscale single-family neighborhoods. Historically known as "uptown," Bixby Knolls includes the Los Cerritos and California Heights residential neighborhoods, which are among the most historically significant neighborhoods in Southern

Surrounding residential neighborhoods

Figure 1.1: Project Area



California. California Heights and Los Cerritos (also known as the Virginia Country Club area) are served by the neighborhood retail and commercial uses found along Atlantic Avenue and Long Beach Boulevard.

The project area for this work effort includes Long Beach Boulevard and Atlantic Avenue, generally between the 405 Freeway on the south and San Antonio Road on the north. The map in Figure 1.1 shows the boundaries.

Surrounding residential neighborhoods

1.4 Applicability of the Bixby Knolls Design Guidelines

The provisions of these design guidelines shall apply to all properties included in the Bixby Knolls Design Guidelines area. No construction, modification, addition or installation of any building structure shall occur, on or after the effective date of these design guidelines, except in conformity with the provisions of these guidelines. In addition to conforming with these design guidelines, all new construction, modification or addition of building structures shall also conform to the development standards contained in the City of Long Beach Zoning Code. Any issue or standard not similarly covered in these design guidelines shall be subject to the City of Long Beach Zoning Code. In cases where development standards set forth in the Zoning Code are inconsistent with these design guidelines, the design guidelines shall control.

1.5 Design Review

TO BE PROVIDED BY CITY

1.6 Variances

All development within the BKDG area shall be subject to Site Specific Plan Review (SSPR) or greater review and shall conform to these design guidelines, unless written findings are made granting relief. Variances may be granted by the Redevelopment Agency of the City of Long Beach (and/or Planning Commission).

Chapter Two: Concept Plan

2.1 Introduction

The nonresidential areas of Bixby Knolls have a wide range of commercial, retail and office uses. A majority of these are neighborhood serving uses, such as convenience stores, personal services, specialty retail stores, fast food restaurants and auto-related uses, although there are also several commercial, financial and medical office buildings distributed throughout the study area. Most of the neighborhood serving retail uses can be found along Atlantic Avenue with most of the office uses located along Long Beach Boulevard.

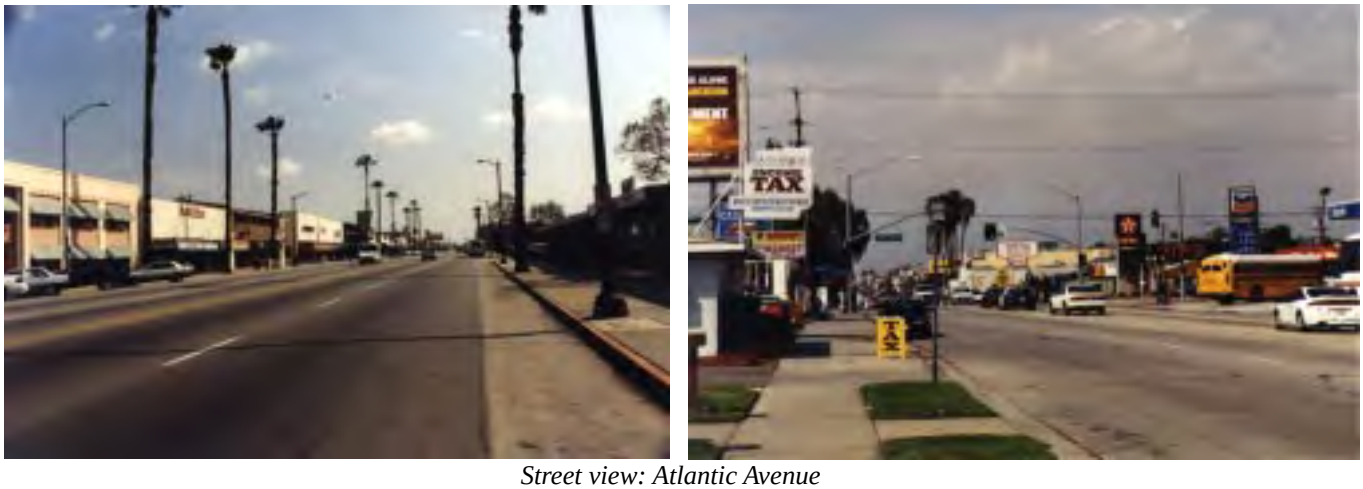
The building stock in this area is mixed in its life span. There are several buildings from the 1930's – 1960's, several from the 1970's and 1980's and some that have been recently built. The condition of these buildings is also mixed. For the most part, the office buildings are well maintained, as are some of the retail structures. However, there are several neglected and deteriorating buildings in both areas. There are also some historically significant buildings in this area that not only serve as icons for the Bixby Knolls area but also for Southern California.

Due to the age of this business district, many of the properties have experienced numerous changes in ownership and occupancy. And while each successive occupant may not have altered the architecture and landscaping, the signs have always changed. Over the years as the signs have been replaced without any design guidelines, there has been a decline in their quality and an increase in their quantity. Additionally, many of the current signs no longer complement the architectural style of their building. These issues, along with scanty and poorly maintained landscaping adversely affect the physical environment on both Long Beach Boulevard and Atlantic Avenue.

2.2 Existing Conditions: Atlantic Avenue

2.2.1 Land Use and Building Character

Atlantic Avenue is neighborhood-retail oriented, serving the area's strong residential core with restaurants, home/office supplies, home furnishings and specialty shops. There are also a large number of medical office uses distributed along the southern half of Atlantic Avenue. On the northern edge of Bixby Knolls is the Bixby Knolls Shopping Center, which includes a Vons Supermarket, an Orchard Supply Hardware (OSH) and a variety of neighborhood-serving stores with additional renovation in the planning stages. A



Street view: Atlantic Avenue

retail development that includes a Trader Joe's market is located a few blocks south of the shopping center. Most of the buildings along this corridor are one-to-two stories in height with several structures as high as eight-to-ten stories.

2.2.2 Traffic & Parking

Atlantic Avenue is very wide with two lanes and on-street parking on both sides of the street. Traffic speeds are high and volumes fairly heavy. A landscaped median is present in one block, between Roosevelt and Bixby Roads. Most of the retail structures are at the property edge or setback by a few feet, almost all parking is provided either behind the buildings or on the street.

There is no median from San Antonio Drive to Roosevelt Road. The width of the street provides a special challenge to make the retail environment function successfully. Diagonal parking is provided on the east side in this section of Atlantic Avenue with parallel parking on the west side of the street. In the block between Roosevelt Road and Bixby Road, a median is present with parallel parking on both sides of the street. In the rest of Atlantic Avenue, the street width is too narrow to accommodate a median. There is parallel parking on both sides.

2.2.3 Architectural Styles

The architectural styles observed in the study area are generally from the early to mid 20th century. These styles, also known as 'Art Moderne,' 'Streamline Moderne' or 'Zigzag Moderne' includes features such as tripartite facades with centralized entrances, large glass panels, façade moldings, curved surfaces, vertical and horizontal moldings, and projecting slab canopies. Signage in this style includes projecting roof signs, stylized period lettering, neon usage, etc.

Other buildings along Atlantic Avenue display typical retail facades with large expanses of glass windows, slab canopies or awnings. The office buildings along this corridor are stylistically different, having a variety of materials such as stucco and brick. A common characteristic observed along Atlantic Avenue is that many of the corner buildings have chamfered or rounded corners with canopies extending out over the sidewalk. This feature provides an opportunity to establish a certain rhythm as one travels along the street. (See photos on page 9).

The shopping center (north of San Antonio Drive on Atlantic Avenue) has partially been renovated with new uses. However, the new structures provide a blank face to Atlantic Avenue. OSH (Orchard Supply Hardware) presents a blank wall to the street with no entrances on the street face. The block to the immediate north of OSH (with stores such as Payless Shoe Source) faces the street. While the architectural style of these stores has no relationship with the prevalent styles in Bixby Knolls, this block has corner building elements that are higher than the rest of the building, a design feature that helps emphasize corners and thus accentuating transition to the side streets.

OSH Store in shopping center: blank wall facing Atlantic Avenue

2.2.4 Signage & Graphics

Sign blight is more of a problem on Atlantic Avenue than Long Beach Boulevard due to the greater number of retail businesses. More than office buildings, retail businesses correctly regard signs as an advertising medium for their goods and services. But when this marketing impulse is not tempered by the application of design guidelines, the result can be counterproductive. Many retail businesses cover their facades with so many signs that their message is obscured rather than understood.

OSH Store in shopping center: Garden Center presents a more friendly facade to the street.

While there are several new commercial buildings in the area, a great many of the small to medium size properties are of an age and condition that no longer attract retail tenants with the capitalization or marketing sophistication one would have found here twenty or thirty years ago. This condition frequently leads to an excessive number of signs resulting in a visual blight that undermines the economic prosperity of the district.

These design guidelines in general, and specifically the sign design guidelines, are intended as a marketing tool to create a better business climate for increased sales.

2.2.5 Landscape

There is a lack of a consistent pattern of street trees. Scattered palms (40-60 feet tall) are observed throughout the corridor. Some new trees have also been planted recently in front of the block at Claiborne Drive and in a demonstration block between Roosevelt and Bixby Roads. New plants and trees have been planted in the median present in the same block.

2.2.6 Vacant Sites

There are very few vacant sites along Atlantic Avenue, although there are several vacant storefronts.

2.3 Problems and Opportunities: Atlantic Avenue

2.3.1 Problems

- The length of corridor is too long for it to be one cohesive district.
- The street is very wide, making it hard for the two retail edges to be perceived as one environment.
- High speed of traffic further divides the two sides apart.
- The street landscaping is poorly maintained and is discontinuous.
- Narrow pedestrian sidewalks detract from a pedestrian friendly environment.
- The neglect of some of the buildings highlights the perception of obsolete building stock in the district.

A typical corner building along Atlantic Avenue that makes use of its location with a higher parapet and corner entrance.

The Bank of America building with the corner blocked off. The entrance should be located at the corner with glass windows that allow views into the bank.

The building is of the Art Moderne era and has good potential for being renovated successfully. The overuse and the poor quality of signage detracts substantially from the visual street environment.

This structure with its curved facade and projecting slab canopy is a good example of a corner building. However, the signage detracts from its success in this location.

The district has several structures from the 1930's and 1940's.

- Some of the store entrances are counter-intuitive, signage and landscaping is at one end of the building, while the entrance is at the other. Some of the corner buildings do not take advantage of their location by providing their entrances at the corners.
- The shopping center (OSH store) turns its back to the street.
- The number of signs on each business has increased to the detriment of consumer understanding and consequently the financial decline of the Avenue.
- A decline in the quality of the signs has also diminished the Avenue's image.
- A majority of signs have no visual unity with their building and therefore miss the opportunity to promote a district visual style.
- Some of the signs fail to serve their building functionally by not properly identifying the building entry.

2.3.2 Opportunities

- The length of the corridor provides a potential to create subdistricts along the corridor.
- The width of street allows for the potential to either extend the median and/or provide bulb-outs at block ends to narrow pedestrian crossings and slow traffic.
- Contiguous storefronts allow for continuous pedestrian and retail activity.
- In the shopping center to the north of San Antonio on Atlantic Avenue, there is an opportunity to renovate the vacant retail block with a focus towards the street.
- There is an opportunity to make the triangular traffic island (located on the northeast corner of the intersection of San Antonio drive and Atlantic Avenue) a visual amenity for the district. This can be the location of an entry monument for traffic coming from the north.
- The concentration of architectural styles allows for further enhancement of the street and creation of a cohesive character.
- The corners of buildings designed to address street intersections allow for an emphasis on these intersections as well as provide the potential for a rhythm to be developed along the length of the corridor.
- The emphasis at the intersections can be further highlighted with increased building massing and entrances at these corners.
- A dynamic mix of business categories and building sizes allows for a visual change of pace and avoids monotony.
- Pedestrian character of the corridor allows signs to vary in size and reading distance so their information can be understood in a logical sequence of importance.
- The implementation of guidelines will make a dramatic positive impact because of the dominance of signs in the streetscape.

2.4 Existing Conditions: Long Beach Boulevard

2.4.1 Land Uses & Building Character

The uses along Long Beach Boulevard consist primarily of professional offices and financial institutions. There are several motels along this corridor as well. The building character along this corridor is low-rise commercial and retail buildings (one-to-two stories) with a few high-rise office buildings (eight-to-ten stories). Most of the buildings are in good condition and are well maintained. However, there are several vacant buildings that have fallen into disrepair. Signage of these aging buildings reflects the same lack of care. Some of the motel buildings along this corridor are also in poor condition.

2.4.2 Traffic & Parking

Long Beach Boulevard is a four-lane vehicular corridor that links up with the 710 and 91 freeways on the north and the 405 freeway on the south as it continues southward to Downtown Long Beach. Traffic along Long Beach Boulevard is fairly light, but speeds are high. On-street parking is allowed along the length of the corridor. Most of the office buildings provide off-street parking, generally in the front, with the office buildings set back. (See example on page 12). The high-rise buildings provide underground parking while the motels provide parking behind the buildings.

Street view: Long Beach Boulevard

2.4.3 Architectural Styles

The architectural styles of the office buildings along Long Beach Boulevard range from modern or 'International Style' of the 1930-1950's to the Californian 'post and beam' style of the 1950's and 1960's. The office buildings in the International Style display common features such as ribbon windows, piloti, lack of ornamentation and structure independent of the skin. Some of the offices are in low-rise suites set in landscaped surroundings that characterize an archetypal Californian suburban relationship of the indoor with the outdoors.

2.4.4 Signage & Graphics

The prevalent businesses on Long Beach Boulevard, professional offices, motels and service retail, are generally restrained in the design of their signs. However, there are a significant number of properties that would benefit from the application of sign design guidelines. Some of the businesses have roof signs that are prohibited in the zoning code. These signs should be removed. Other businesses have simple

rectangular sign cabinets that are discouraged by BKBIA. Many of the business signs do not support the style or the functionality of the building's architecture. These inconsistencies mount up to a negative perception that the district is obsolete.

2.4.5 Landscape

While the narrow sidewalks prevent a continuous pattern of street trees throughout the corridor, lush landscaping and trees within the setbacks of most buildings add to the verdant character of this corridor. This landscaping is generally well maintained.

One of several developments where offices in low-rise suites are set in landscaped surroundings that characterize a typical Californian relationship of the indoor with the outdoors. This congregation is unique to the Bixby Knolls area.

A more recent low-rise office park along the corridor provides a compatible scale to the residential neighborhood. Off-street parking and landscaping add to the suburban feel of the development.

2.4.6 Vacant Sites

There are several vacant lots along Long Beach Boulevard, all of them on the eastern side of the street. One of these vacant lots is on the southeast corner of Long Beach Boulevard and Bixby Road. There are also several under-utilized parcels that may provide opportunity for future development.

2.5 Problems and Opportunities: Long Beach Boulevard

2.5.1 Problems

- There may be a conflict between the maximum utilization of property and the creation of neighborhood friendly commercial structures.
- The lack of a continuous pattern of street trees detracts from the cohesive suburban nature of this street.
- The vacant sites and the poor condition of several of the older buildings are detrimental to the visual character of the corridor.
- The quality of some of the deteriorating structures including motels along this corridor adversely affects the overall character of the street.
- Sign numbers and content (information) have increased to an amount that cannot realistically be understood from moving vehicles.
- The quality (cost) of signs has fallen below the original quality of the corridor.
- Signs no longer reflect the visual style of the building.

2.5.2 Opportunities

- This corridor, in spite of its length and diversity, is remarkably cohesive in character.
- As the corridor and its uses are primarily vehicle-oriented in nature, the suburban nature of the buildings is appropriate.
- There is potential to further unify the street by implementing a comprehensive landscape program for the whole corridor.
- The congregation of the office garden suites in this part of Southern California is unique and should be preserved. This development type also makes good neighbors to the adjacent residential neighborhoods.
- The vacant sites and under-utilized parcels allow for great potential for future development.
- Exuberant landscaping on the properties adds to the suburban feel of the corridor.
- Design guidelines can reinforce the distinct architectural styles and restore the original quality of the corridor.
- Traffic flow and unobstructed sight lines enhance sign legibility.
- The character of the professional offices in the area allows for more discreet or "low key" type of signage, which will soften the visual transition to the adjacent residential neighborhoods.
- Sign improvements have an excellent benefit to cost ratio.

2.6 Overall Concept

The concept proposed for the Bixby Knolls retail and commercial corridors is based on field observations, previous studies, and meetings with the BKBIA Design Committee and City Staff. The major goals of the concept plan are as follows:

- **Create a powerful sense of place** that is both identifiable and definable in the minds of visitors and residents. Creating entry gateways at appropriate points on the two major corridors will enhance the definition of the district. Uses that can be distinctly identified as "Bixby Knolls Uptown" and are not generic (non-chain stores) will also enhance the district's identity. Regional/national chain stores should be required to conform to the character of the area.

- **Provide an exciting mix of uses** that include a range of neighborhood retail, entertainment, professional, business, cultural, and recreational activities. A mix of people-attracting uses such as restaurants, cafes, outdoor dining, galleries, specialty shops with professional offices and businesses will create a "neighborhood downtown," a center of Bixby Knolls where the residents go for both business and pleasure.

- **Enhance the pedestrian experience along Atlantic Avenue and Long Beach Boulevard** by providing both streetscape amenities and roadway modifications. These will vary according to the nature of the subarea. In general, more street trees and other landscaping improvements, pedestrian-scaled lights, directional signage, benches, trash receptacles, and public art should be provided.

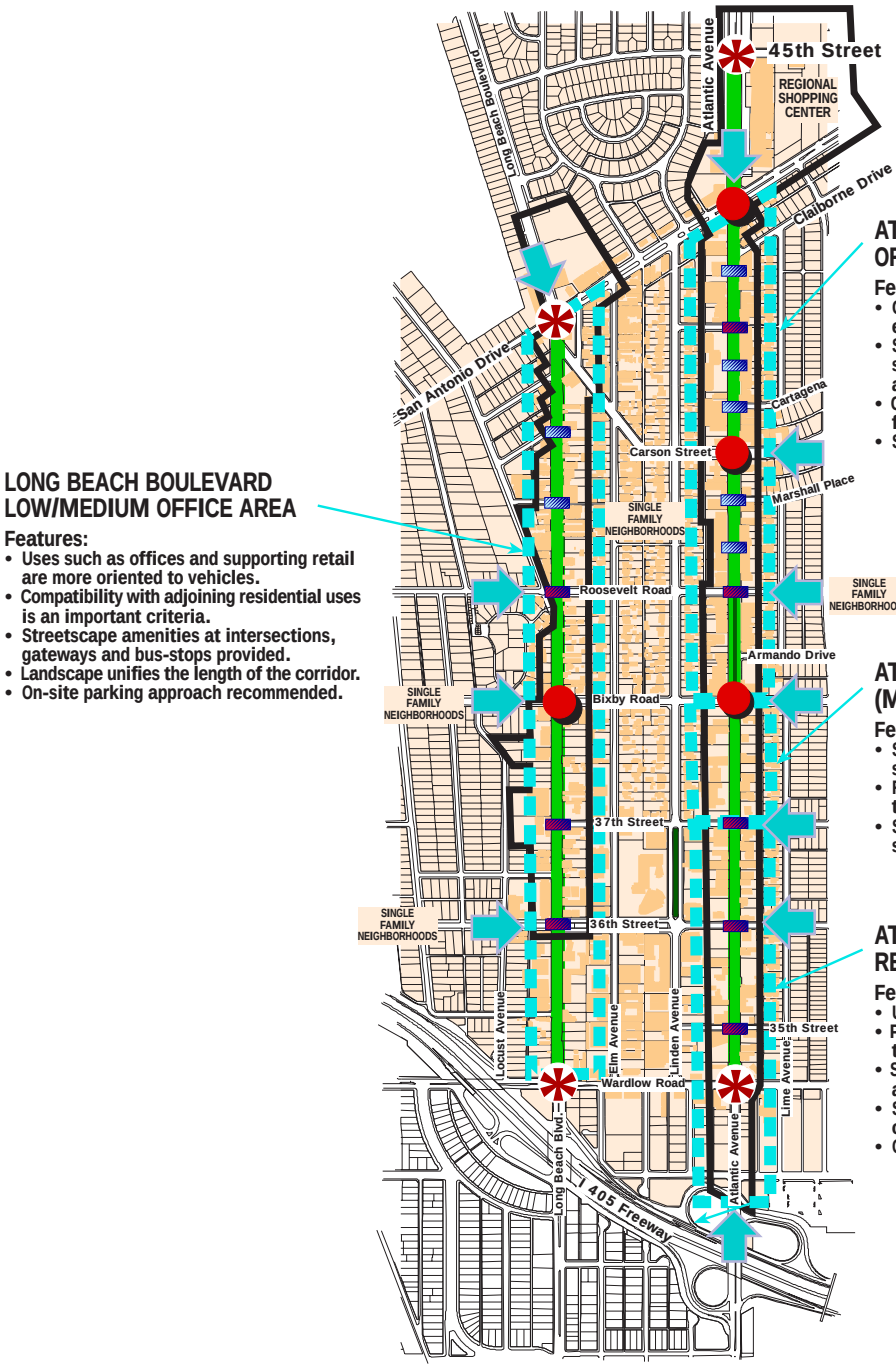
- **Take advantage of the freeways proximity** to bring in more customers and activity, especially in the southerly portion of the Bixby Knolls area.

- **Reinforce relationships between residential, community and commercial uses.** Enhance access to the "neighborhood downtown" from adjacent residential areas. The provision of pedestrian amenities and spaces for community interaction will attract residents. Special street lighting, landscaping and special signage should mark the interface of the commercial (Atlantic Avenue and Long Beach Blvd.) with the residential (adjoining single-family neighborhoods). In addition, **create better integration** from Atlantic Avenue and Long Beach Boulevard to local streets leading into the residential neighborhoods by enhancing the buildings and site improvements at street intersections. Buildings and site improvements at all intersections should display the following characteristics:

    - Create bulb-outs, where possible, to neck down the street width, thus slowing vehicular traffic and improving pedestrian crossings.
    - Mark these intersections with enhanced paving, landscaping and signage.
    - Building form should reflect a higher massing at the corners, for example with tower elements.
    - The corners of the buildings should address the intersection at the street level to accentuate the transition from Atlantic Avenue/Long Beach Boulevard to the side streets.
    - Primary entries should be located at the corners. (Buildings may have more than one entry).

- **Create 'landmark intersections'** on Atlantic Avenue and Long Beach Boulevard at intersections with major east-west collector streets. These landmark intersections are intended to create gateways on a vehicular level to the commercial corridors. Four landmark intersections are proposed in the Concept Plan. Three of these intersections are located along Atlantic Avenue at San Antonio Drive, Carson Road and Bixby Road; and one is located at the intersection of Bixby Road with Long Beach Boulevard. In addition to the improvements recommended above, these intersections should also incorporate special street lights, paving, public art, landscaping and signage to mark these intersections.

Figure 2.1: Concept Plan



LONG BEACH BOULEVARD LOW/MEDIUM OFFICE AREA

Features:

- Uses such as offices and supporting retail are more oriented to vehicles.
- Compatibility with adjoining residential uses is an important criteria.
- Streetscape amenities at intersections, gateways and bus-stops provided.
- Landscape unifies the length of the corridor.
- On-site parking approach recommended.

ATLANTIC AVENUE PEDESTRIAN-ORIENTED RETAIL SUBAREA

Features:

- Core pedestrian area with unique uses that encourage pedestrian activity.
- Streetscape amenities such as street trees, special lights, street furniture, paving and public art.
- Continuous storefront display windows and retail frontage.
- Shared parking approach recommended.

ATLANTIC AVENUE TRANSITION (MIXED USE) SUBAREA

Features:

- Subarea to become part of pedestrian-oriented subarea over time.
- Recommendations designed to foster this transition.
- Shared parking approach with the northern subarea recommended.

ATLANTIC AVENUE AUTO-ORIENTED RETAIL SUBAREA

Features:

- Uses are more oriented to vehicles.
- Potential of larger scale projects that are oriented towards the freeway.
- Streetscape amenities at intersections, gateways and bus-stops provided.
- Street tree concept unifies the length of the corridor.
- On-site parking approach recommended.

STREETSCAPE IMPROVEMENTS

MEDIAN

LANDMARK INTERSECTION

DISTRICT GATEWAY

Features:

- Sign Monuments to mark District entries.
- Connection to the surrounding districts.

SUBAREA BOUNDARIES

CONNECTION TO RESIDENTIAL NEIGHBORHOODS

EXISTING CROSSWALK

PROPOSED CROSSWALK

2.7 Atlantic Avenue Concept

Atlantic Avenue is neighborhood-retail oriented, serving the area's strong residential core with restaurants, home/office supplies, home furnishings and specialty shops. There are also a large number of medical office uses distributed along the southern half of Atlantic Avenue. The character of Atlantic Avenue changes as one moves from the northern end to the south. The "northern area" from San Antonio Drive to Bixby Road has smaller scale pedestrian-focused retail. The "middle area" from Bixby Road to 37th Street consists primarily of medical offices mixed in with retail. The "southern area" from 37th Street to the 405 Freeway has a focus on vehicular oriented use with several drive-through restaurants, car washes and gas stations.

The Atlantic Avenue corridor is divided into the following subareas:

- Pedestrian-oriented retail subarea (San Antonio Drive to Bixby Road)
- Transition (Mixed-use) subarea (Bixby Road to 37th Street)
- Auto-oriented retail subarea (37th Street to 405 Freeway).

Detailed descriptions for these subareas are provided below:

2.7.1 Pedestrian-oriented retail subarea (San Antonio Drive to Bixby Road)

Land Uses:

This four-block area should be the core of pedestrian activity where cafes, restaurants, outdoor dining, bookstores, boutiques, and other specialty shops are concentrated. This section has the potential of becoming an active, vital community serving commercial area, the pedestrian-oriented center of this "neighborhood downtown". Various actions to achieve these objectives are as follows:

- Attract local retail establishments to this core area to create a distinct and unique identity for the Bixby Knolls district.
- Require chain stores to conform to the character of the area by following the design guidelines set forth in this document. Allowing the generic look of chain stores will lead to the dilution of the desired uniqueness of the district, making it look like any other in Southern California.
- Restrict uses such as offices to upper levels only.
- Encourage outdoor and sidewalk dining to add to the street activity.
- Maintain continuous display storefront window frontage along the street to enhance the retail experience.

Streetscape and Roadway Improvements:

The pedestrian focus can be supported by improvements to the streetscape amenities and emphasizing pedestrian circulation over automobiles by making roadway modifications. In this subarea, it is recommended that pedestrian circulation be emphasized with the traffic slowed down. There are several ways of achieving this:

- The blocks in this subarea are very long. **Add crosswalks at unmarked street intersections and mid-block locations** to allow pedestrians more convenience in crossing the street. These crosswalks should be repaved to increase visibility and mark their importance in the circulation system hierarchy.

These should also be signalized, if possible.

- At the ends of the blocks and at the mid-block crossings, **add bulb-outs** to shorten long blocks and narrow the street crossings, reducing the actual distance the pedestrian has to transverse. This will also shelter the parking spaces. These bulb-outs should be attractively landscaped.
- **Limit the number of curb cuts** along the Atlantic Avenue frontage to allow for a sense of an uninterrupted continuation of the retail frontage as well as improve pedestrian circulation. Actions to achieve this objective include grouping driveways, accessing parking lots from alleys where possible, and encouraging shared parking. These actions should be further studied in relation to a parking study.
- **Maintain the existing median** in the center of the street in the block between Roosevelt and Bixby Roads. This median provides a place of refuge to the pedestrians crossing the street. **Extend the median** northward to San Antonio Drive. The median should be attractively landscaped.
- If extending the median is not an option, another potential action to be explored is to **widen sidewalks** inward towards the street to add space for outdoor dining and pedestrian circulation. While this option is expensive, (it would mean new curb and gutter installation along the length of the street), it will add more space where it is needed – where the pedestrians are.

Improvements to the streetscape can be a powerful unifying element in the environment of a retail-oriented commercial area. The recommendations for this subarea include:

- **Establish a continuous pattern of street trees** that echoes the rhythmic nature of storefronts. The BKBIA has established "Bradford Pear" as the street tree for this subarea and started the implementation in several blocks. This Concept Plan recommends the continuation of this tree type along Atlantic Avenue in an alternating pattern with Mexican Fan Palms. See Chapter 5 for detailed description of the streetscape concept.
- **Add landscaping** (shrubs, flowering plants, etc.) in the bulb-outs and at other appropriate locations along the street to contribute to attractiveness of the area.
- Encourage retail businesses to **provide and maintain flowerpots and other small landscape features** to add to the area's appeal.
- **Install a visually cohesive palette of street furniture** that includes benches, trash receptacles, bike-racks, clocks, tree grates, and bollards.
- **Add items of visual interest** such as public art, sculptures, and water fountains in setback areas, courtyards and paseos to attract attention and allow spaces for people to gather.
- **Enhance light levels** to raise the overall sense of safety, promote a more pedestrian scale, increase pedestrian safety, and enhance the sense of district identity, thus potentially extending usage in the evening and nighttime hours. There are several ways to achieve these objectives:
    - Add pedestrian-scaled street lights to increase light on the sidewalks. An example is shown in the photos on the next page. Utilize either one of the two styles of "acorn" type pedestrian posts now found in the adjacent residential neighborhoods. These should be paired and spaced at a 40 to 60 feet on center.
    - If adding new lights is not possible, another option is to utilize the trunks of the newly added palm trees or existing hi-mast poles as light posts. Attach two adjustable metal halide par 20 or

par 30 fixtures at a minimum height of 20 feet. Mount fixtures facing the sidewalk (not the roadway) and aim down at the sidewalk.

- Add light fixtures or light bollards at the bulb-outs and landmark intersections to demarcate the pedestrian crossings.
- Increase spillover light from the display windows to add to the light levels on the sidewalks.
- Light architectural details and signage on the façades.

Pedestrian-scaled lights found in the adjacent neighborhoods.

Example of pedestrian-oriented lighting mounted on hi-mast poles, University Boulevard, Tucson, Arizona.

Example of facade lighting.

Parking:

Business owners and residents alike perceive parking as a problem. While observation shows ample on-street parking currently available, once the district is thriving, there will be a district-wide parking shortage. The parking issue should be further studied and problems addressed separately under the auspices of a district-wide parking study. Until that study is completed, maintain the existing on-street parking configuration of diagonal parking on the east side of Atlantic Avenue and parallel parking on the west side.

Strategies to alleviate these problems include: encouraging shared parking and the "park once" concept, and better directional signage directing vehicles to off-street parking lots. The creation of shared parking lots will also minimize curb cuts, as each business will not have a driveway leading to its off-street parking. Please see Section 3.1 for more information.

Examples of parking directional signage and site directional signage.

2.7.2 Transition (Mixed-use) subarea (Bixby Road to 37th Street)

Land Use:

This subarea functions as a transition area between the northern pedestrian-oriented subarea and southern auto-oriented subareas. The existing uses along this subarea include medical offices mixed in with retail establishments. This subarea should also have a pedestrian orientation. However, the level of pedestrian activity will be less owing to the noncontinuous nature of the retail frontage. It is recommended that over time, this subarea become an extension of the northern pedestrian-oriented subarea. *Requisite zoning changes (from CCA to CNP) are being recommended as a part of this study.* For this transition to take place, retail uses are strongly encouraged in this subarea while non-retail uses should be located elsewhere in the study area.

Streetscape and Roadway Improvements:

Within this transition area, the emphasis on pedestrian circulation should be maintained as it is anticipated that over time this area will merge into the northern pedestrian-oriented area. Improvements to the streetscape amenities and roadway will aid in that effort. Continue parallel parking on both sides of the street while maintaining two traffic lanes in each direction. Limit the number of curb cuts along the Atlantic Avenue frontage to encourage an uninterrupted continuation of the retail frontage as well as improved pedestrian circulation.

The recommendations for improvements to the streetscape environment in this subarea include:

- **Establish a continuous pattern of street trees.** The choices made in the northern subarea should be also be implemented in this subarea to provide continuity along the entire length of Atlantic Avenue. See Chapter 5 for detailed description of the streetscape concept.
- **Add landscaping** (shrubs, flowering plants, etc.) at appropriate locations along the street to contribute to the attractiveness of the area. Most non-retail buildings in this subarea are setback from the property line. Upgrade and maintain the privately landscaped setback areas.
- **Install a visually cohesive palette of street furniture** that includes benches, trash receptacles, bike-racks, clocks, tree grates, and bollards.
- **Enhance light levels** to raise the perception of safety to potentially extend usage in the evening and nighttime hours. There are several ways to achieve these objectives:
    - Add pedestrian-scaled street lights or add down-lights to the existing hi-mast poles to increase light on the sidewalks.
    - Increase spillover light from the display windows to also add to the light levels on the sidewalks.
    - Light architectural details and signage on the façades.

Parking:

As mentioned in the previous section, business owners and residents alike perceive parking as a problem. While observation shows ample on-street parking currently available, once the district is thriving, there will be a district-wide parking shortage. The parking issue should be further studied and problems addressed separately under the auspices of a district-wide parking study. Until that study is completed, maintaining the existing on-street parallel parking on both sides of Atlantic Avenue is recommended.

2.7.3 Auto-oriented retail subarea (37th Street to Wardlow Road)

Land Use:

This four-block area should market and attract a wider range of users other than just Bixby Knolls residents. The close proximity of the I-405 freeway is an added advantage for reaching a regional market base. The existing and future land uses in this subarea are, and should continue to be, automobile-oriented. Larger projects that require assembling parcels are possible in this subarea and could potentially take advantage of the freeway adjacency.

Streetscape and Roadway Improvements:

The physical environment can be enhanced by improvements to the streetscape. Even though automobile circulation is more dominant than pedestrian circulation within this subarea, pedestrian circulation should be made more convenient and safer. In this subarea, maintain parallel parking on both sides of the street while keeping two traffic lanes in each direction.

Streetscape improvements are a unifying element in commercial areas. The recommendations for this subarea include:

- **Continue the pattern of Mexican Fan Palms** in this subarea to create a visually consistent element along the length of Atlantic Avenue, from San Antonio to the 405 Freeway. See Chapter 5 for detailed description of the streetscape concept.
- **Provide additional landscaping** in the required setbacks and at appropriate locations along the street. Most non-retail buildings in this subarea are setback from the property line. Upgrade and maintain the privately landscaped setback areas.
- **Install a visually cohesive palette of street furniture** that includes benches, trash receptacles, bike-racks, clocks, and tree grates. The palette identified for the northern subarea should be provided at identified locations along this stretch of Atlantic Avenue. These locations should include 'landmark intersections' and bus stops.
- **Add pedestrian-scaled lighting** at street intersections and gateways to increase the perception of safety, add light for pedestrians, and thus potentially increase usage in the evening and nighttime hours.

Parking:

All uses in this subarea are required to provide on-site parking. Screening parking lots with attractive landscaping will create a visually pleasing streetscape. The locations and guidelines for the screening are provided in Chapter 5. As a preventative measure, this subarea should also be further studied and any emerging parking problems addressed under the auspices of the district-wide parking study. Until that study is completed, maintaining the existing on-street parallel parking on both sides of Atlantic Avenue is recommended. As in the northerly subareas, strategies to alleviate these problems may include encouraging shared parking between adjacent uses and better directional signage directing vehicles to off-street parking lots.

2.8 Long Beach Boulevard Concept

Land Use:

The uses along Long Beach Boulevard consist primarily of professional offices and financial institutions. There are several motels that are nonconforming uses along this corridor. The building character along this corridor is low-rise office and retail buildings (one-to-two stories) with a few high-rise office buildings (eight-to-ten stories). Compatibility with the adjacent residential neighborhood is an important criterion. At a community-visioning workshop a few years ago, the residents indicated that they would prefer land uses such as thrift shops that do not serve the immediate community be minimized or even prohibited. Thrift shops are currently permitted with a conditional use permit.

Streetscape and Roadway Improvements:

Providing streetscape amenities will enhance the physical environment along Long Beach Boulevard. Even though automobile circulation will remain more dominant than pedestrian circulation within this subarea, pedestrian circulation should be made more convenient and safer by implementing the following recommended changes:

- **Continue parallel parking** on both sides of the street while keeping the number of traffic lanes at two in each direction.
- The blocks in this subarea are very long and the street stoplights are spaced even farther apart. **Add crosswalks** (and stop lights) at all unmarked intersections with minor streets (35th, 37th Street, etc.) to allow pedestrians more freedom in crossing the street. These crosswalks should be repaved to increase visibility.
- At the intersections of Long Beach Boulevard with the primary east-west pedestrian paths to Atlantic Avenue, **add bulb-outs** to narrow the crosswalks, thus reducing the actual distance the pedestrian has to traverse. These intersections are at Roosevelt Road, Bixby Road and 36th Street. These bulb-outs should be attractively landscaped.

Following are recommendations for improving the streetscape environment along Long Beach Blvd.:

- **Plant a continuous and dense pattern of street trees.** As uninterrupted visibility to the office buildings is not an issue, a denser spacing (25 – 30 feet on center) of street trees is recommended. Large canopied trees such as London Plane or Cupanias will be appropriate for the street scale. The sidewalk width is not consistent throughout the length of Long Beach Boulevard. Where adequate sidewalk width allows, plant street trees in the sidewalk area. At other locations, encourage property owners to plant trees within the setback area. See Chapter 5 for detailed description of the streetscape concept.
- **Create visual east-west pathways** (Roosevelt Street, Bixby Road, and 36th Street) to link the westerly residential neighborhoods with Atlantic Avenue by adding street trees and pedestrian-scaled lighting.
- **Add landscaping** (shrubs, flowering plants, etc.) in the bulb-outs and at other appropriate locations along the street to contribute to the attractiveness of the area.
- Most of the office buildings in this subarea are setback from the property line. **Upgrade and maintain private landscaped areas.**

- **Install a visually cohesive palette of street furniture** that includes benches, trash receptacles, bike-racks, clocks, tree grates, and bollards at bus stops and identified landmark Intersection. This palette may be the same as that chosen for Atlantic Avenue.
- **Add pedestrian-scaled lighting** at the landmark intersection and the east-west connecting streets to raise the perception of safety, add light on the sidewalks, and thus potentially extend pedestrian circulation during the evening and nighttime hours, as residents walk to Atlantic Avenue from the western residential neighborhoods.

Parking:

The current zoning requirement for all parking to be provided on-site should be continued. A stronger emphasis on the need to landscape and screen the parking lots in an attractive manner is recommended. As on Atlantic Avenue, implement strategies such as providing better directional signage guiding vehicles to off-street parking lots to create a more efficient usage of parking. Long Beach Boulevard parking should also be included in the district-wide parking study recommended for Atlantic Avenue.

Chapter Three: Design Guidelines for Atlantic Avenue

3.1 Subareas

In conformance with the Concept Plan, the Atlantic Avenue corridor is divided into following subareas:

3.2 Pedestrian-oriented retail subarea (San Antonio Drive to Bixby Road)
3.3 Transition (Mixed-use) subarea (Bixby Road to 37th Street)
3.4 Auto-related retail subarea (37th Street to Wardlow Road)

Detailed guidelines for these subareas are as follows:

3.2 Pedestrian-oriented Retail Subarea (San Antonio Drive to Bixby Road)

The design guidelines for this subarea are intended to encourage retail and pedestrian activities. Design guidelines for rehabilitating existing buildings as well as new infill buildings are included. The concept plan recommendations for adding streetscape amenities as well as other street enhancements will also contribute to the revitalization of this section of Atlantic Avenue.

3.2.1 Site Planning

A. Building Usage

All buildings along Atlantic Avenue within this subarea should have retail uses exclusively at the street level. If more than one story exists or is proposed, locate office uses on the upper level.

B. Height and Massing

This subarea falls within the Commercial Neighborhood Pedestrian (CNP) District. The City of Long Beach Development Code allows a maximum of two stories (28 feet) within the CNP District. Maintain this height limit for mid-block parcels. Locate new structures in a mid-block location at the front property line along the sidewalk to maintain street level continuity. No setbacks in the vertical plane are allowed to maintain a visible physical presence on the street.

For corner buildings, the following options are permitted:

If the corner building is one story, the parapet shall be at least five feet higher at the corner than the adjacent parapet. (see examples shown with 3.2.2C: Corner elements on page 31) *See figure 3.1: Typical corner condition: heights and massing – single story structure at corner.*

New corner buildings should have at least two stories. A taller architectural element such as a tower or high parapet that emphasizes the corners is strongly encouraged. The maximum height for this element shall be 42 feet and may be used to provide additional usable space up to a maximum of 900 SF. The maximum frontage of this element along Atlantic Avenue or the side street may be 30 feet in length. *See figure 3.1: Typical corner condition: heights and massing – three story structure on the corner.*

C. Setbacks

One of the critical elements of a successful retail area is continuous street frontage. The existing retail establishments are predominantly located at the front (street) property line. Locate new buildings with no setbacks from the front property lines. For the rehabilitation of existing buildings, the existing setback may be maintained. For setbacks for eating establishments with outdoor patio dining, please see section 3.2.2 I. *See Figure 3.2: Typical block plan.*

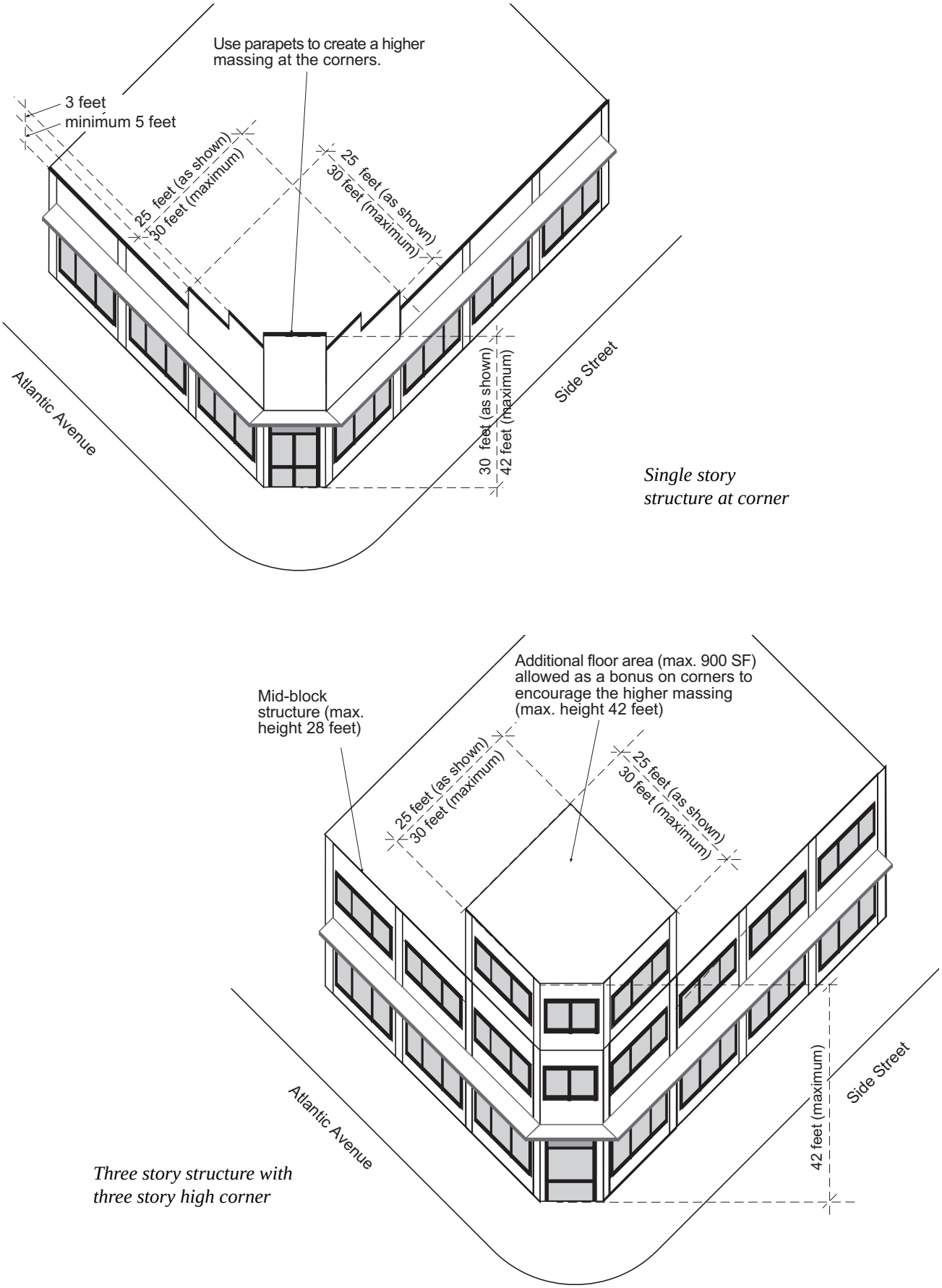


Figure 3.1: Typical corner condition: heights and massing

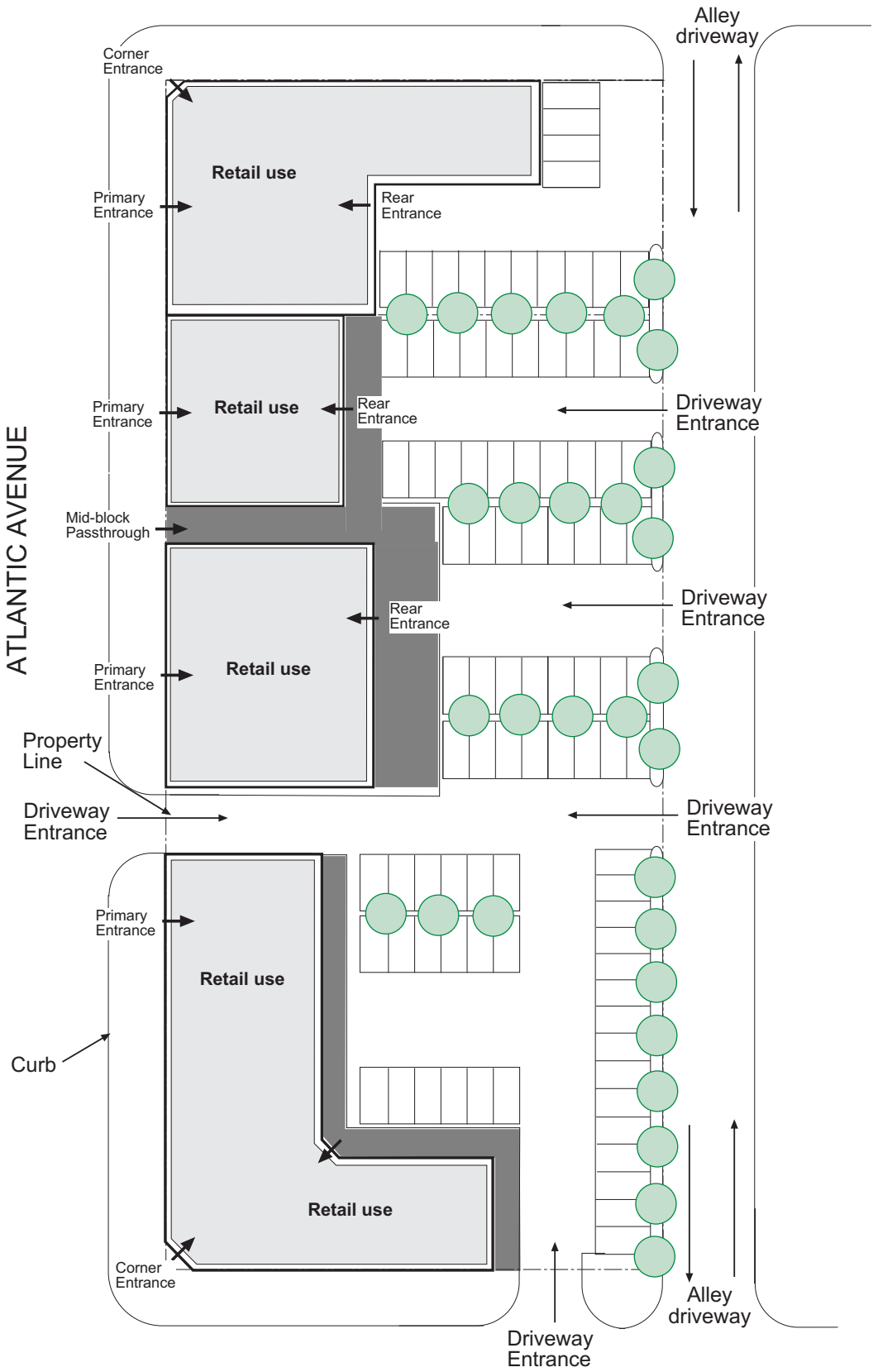


Figure 3.2: Typical block plan: Pedestrian-oriented subarea

Properties along the west side of Atlantic Avenue are required by City of Long Beach Public Works to dedicate ten feet for street widening purposes. This requirement shall remain unchanged and new buildings on the western side will be set back the required distance. This setback area shall be landscaped per guidelines included in Chapter 5.

D. Parking access and curb-cuts

Minimize vehicular entrances to off-street parking lots along Atlantic Avenue in order to maintain retail facade and pedestrian continuity. No existing storefronts may be removed to provide vehicular access to parking. Encourage alley access to parking by implementing a district-wide parking information and signage system.

E. Service/Loading access

Limit service and loading access from the alley during business hours in this subarea. Limit service access from Atlantic Avenue to after-business hours from 10 PM to 11 AM to maintain retail and pedestrian continuity. Service access, including loading docks, should be located in a manner such that an unsightly condition is not created and the flow of pedestrians or user circulation when in use is not obstructed.

F. Mechanical Equipment

Screen roof-mounted mechanical equipment, electrical and plumbing equipment from the view of pedestrians and the users of adjacent buildings. The building parapet is the preferred element to screen roof equipment.

If the parapets do not provide adequate screening of the equipment, provide alternate adequate screening. Design the screening as an integral element of the overall architectural design. The screening shall be painted a color as to allow its blending with its visual background.

Owners of existing buildings in noncompliance with this guideline shall have one year *(City Attorney to suggest a reasonable amortization period)* from the date of adoption of these guidelines to bring their buildings into compliance.

3.2.2 Building and Architecture

A. Storefront Modulation and Articulation

A typical storefront module shall range from 30 to 45 feet and have a typical three-bay modulation with a centered entrance. Buildings wider than two modules (45-75 feet) shall have a different modulation. These buildings shall either repeat the basic three-bay module of 30 to 45 feet or increase the number of bays while keeping the individual bay width to 10-15 feet. Buildings wider that 75 feet shall be visually broken into two or more buildings (each with a maximum width of 75 feet) in terms of the façade treatments. The modules should be articulated in a manner consistent with the building style. The use of pilasters is one element commonly used to achieve this articulation. *See figure 3.3: Typical storefront modulation and figure 3.7: Atlantic Avenue Pedestrian-oriented subarea – Mid-block storefront.*

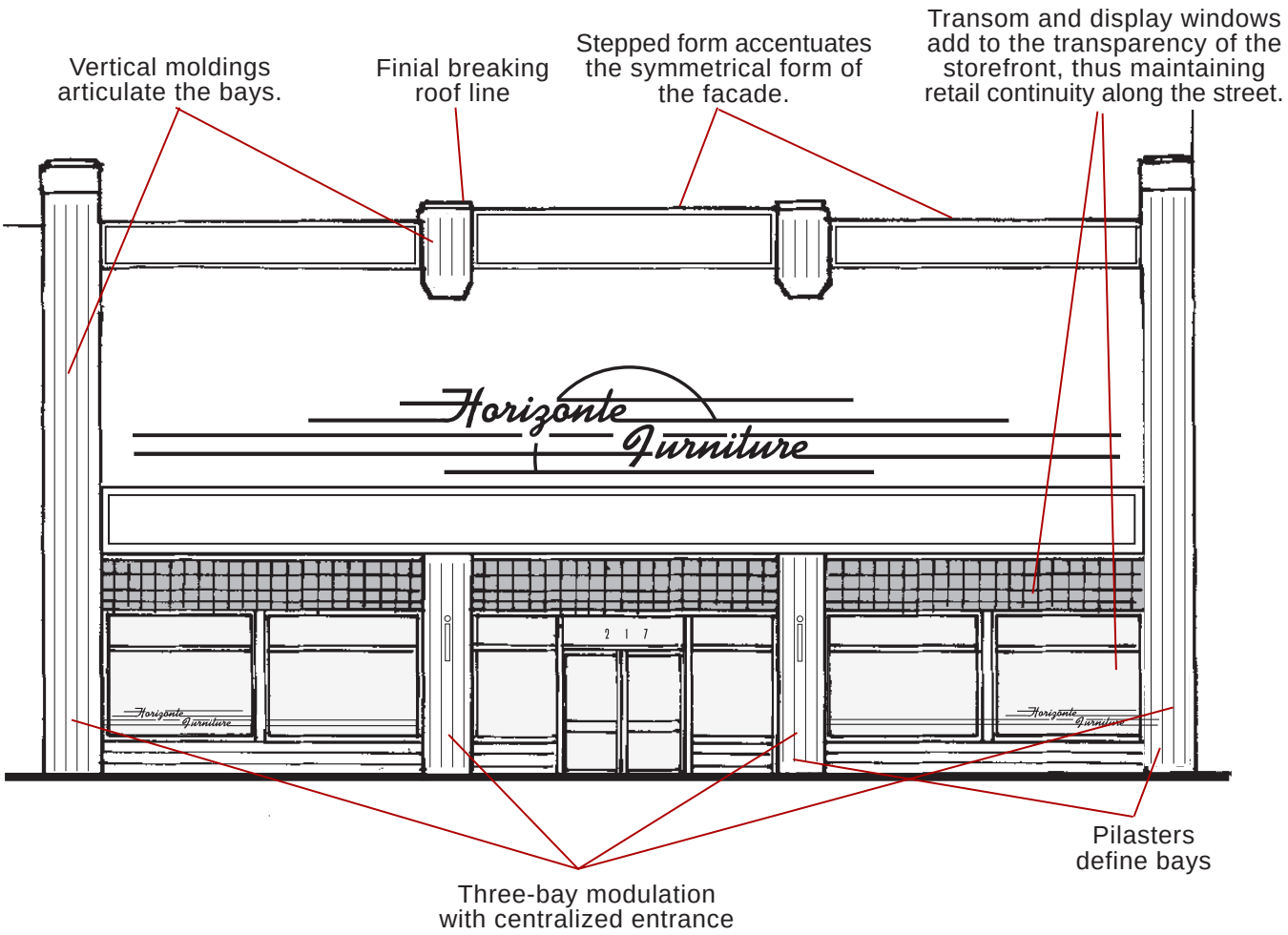


Figure 3.3: Typical storefront modulation

B. Entrances

Locate entrances centrally within the building façade. Entrances should comprise no more than a third of the ground floor façade. Entrances should not be recessed more than five feet in depth and should be located no more than fifty feet apart. For retail establishments with patio dining, guidelines as specified in 3.2.2 I apply with regard to entrance setbacks. Corner buildings shall have entrances at the corners. If parking is located behind the stores, provide additional well-lit and signed rear entrances to allow easy access.

Entrances for the second floor uses are encouraged from the rear, adjacent to the parking. If separate entrances for the upper floor(s) are provided from the front, the entrance width should be limited to 15 feet to maintain retail continuity.

C. Corner Treatments

A common characteristic of the corner buildings along Atlantic Avenue is chamfered or curved corners with canopies extended out over the sidewalk. This feature provides an opportunity for establishing a distinctive rhythm as one travels along the street. This element is required in the rehabilitation of existing buildings and the construction of new buildings. The chamfer or curve shall be at least 10 feet by 10 feet or 10 feet radius. The chamfer or curved element must extend the full height of the building. *See figure 3.4: Corner Element (plan) and figure 3.8: Atlantic Avenue Pedestrian-oriented subarea – Corner building rehabilitation.*

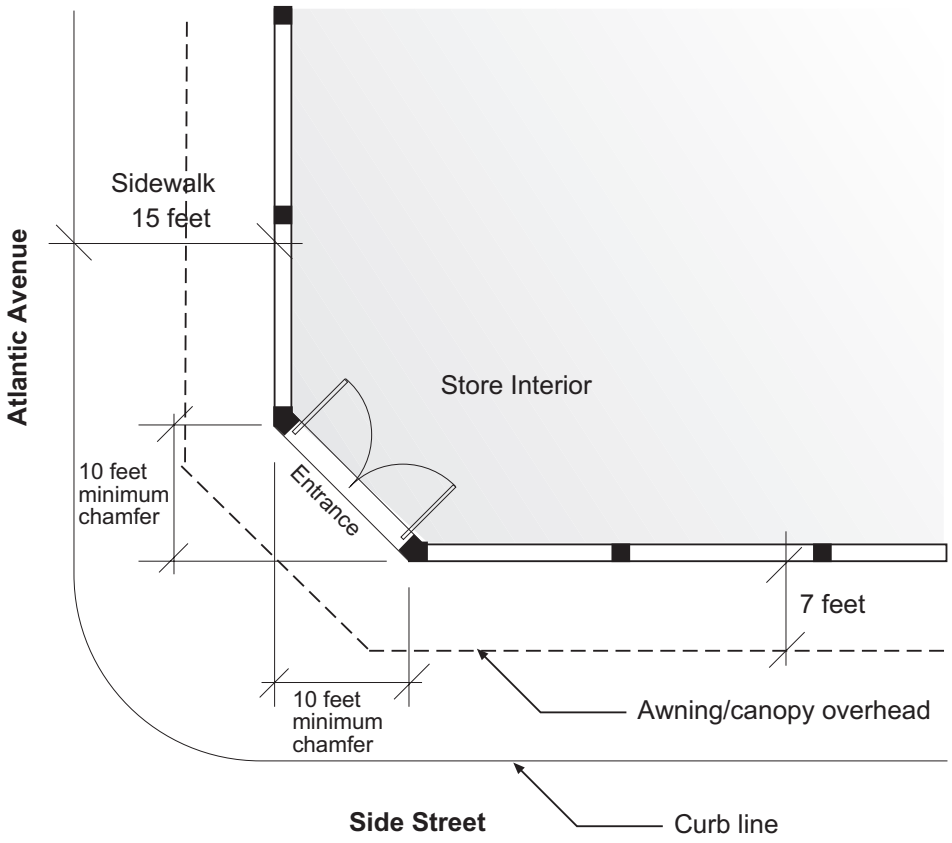


Figure 3.4: Corner element (plan)

Corner tower elements and vertical moldings accentuate verticality in this theater building in Old Pasadena, California

Example of a corner building within the subarea that should be redesigned to incorporate the desirable elements mentioned.

Example of a corner building with chamfered corners, emphasized height, corner entry within the subarea

D. Roof Design

Visible sloped roofs are not permitted in this subarea. If a building has a sloped roof, provide an extended parapet to conceal the roof. The parapet shall also screen rooftop equipment (see 3.2.1F)

E. Architectural Styles

Several impulses merged in Art Deco architecture, most notably the urge to be modern without completely abandoning traditional forms or the integration of decorative elements into design. In a similar phase, sometimes referred to as "Zig Zag Moderne", a pronounced verticality, articulated by uninterrupted stepped piers and cornices, endless variations on triangular and chevron motifs, and the frequent use of tall marquees to catch the eye of the motorized passerby, can be observed. This style, also known as 'Streamline Moderne,' includes features such as tripartite (three divisions) facades with centralized entrances, large glass panels, façade moldings, curved surfaces, vertical and horizontal moldings, and projecting slab canopies.

In the thirties, the skyward thrust was tempered by a horizontal thrust suggestive of the streamlined, aerodynamic forms of the ocean liner, the locomotive, and the airplane. Raised bands of horizontal moldings often doubled or tripled, canopies, and pipe railings appeared, along with rounded corners, porthole windows, and opening glazed with glass brick. Metal elements were popular, for example, metal casement windows, decorative panels, and stainless steel storefront trim. Signage in this style includes projecting roof signs, vertical fin signs, freestanding letters, blade signs, stylized lettering, neon usage, etc. Other buildings along Atlantic Avenue display typical retail facades with large expanses of glass windows, slab canopies or awnings.

The further development of these styles can help in creating a cohesive character within this subarea. The architectural elements specifically related to **Art Deco and Zig Zag or Streamline Moderne** styles are:

- Tripartite division of the façade with the central façade being the most prominent (both width and height).
- Articulation of the tripartite façade with pilasters. Verticality emphasized with vertical flutings.
- Flat roofs with parapet walls, often stepped to raise the central façade.
- Cantilevered or suspended integral horizontal canopy slabs, no awnings.

Example of Art Moderne building in Pasadena, California

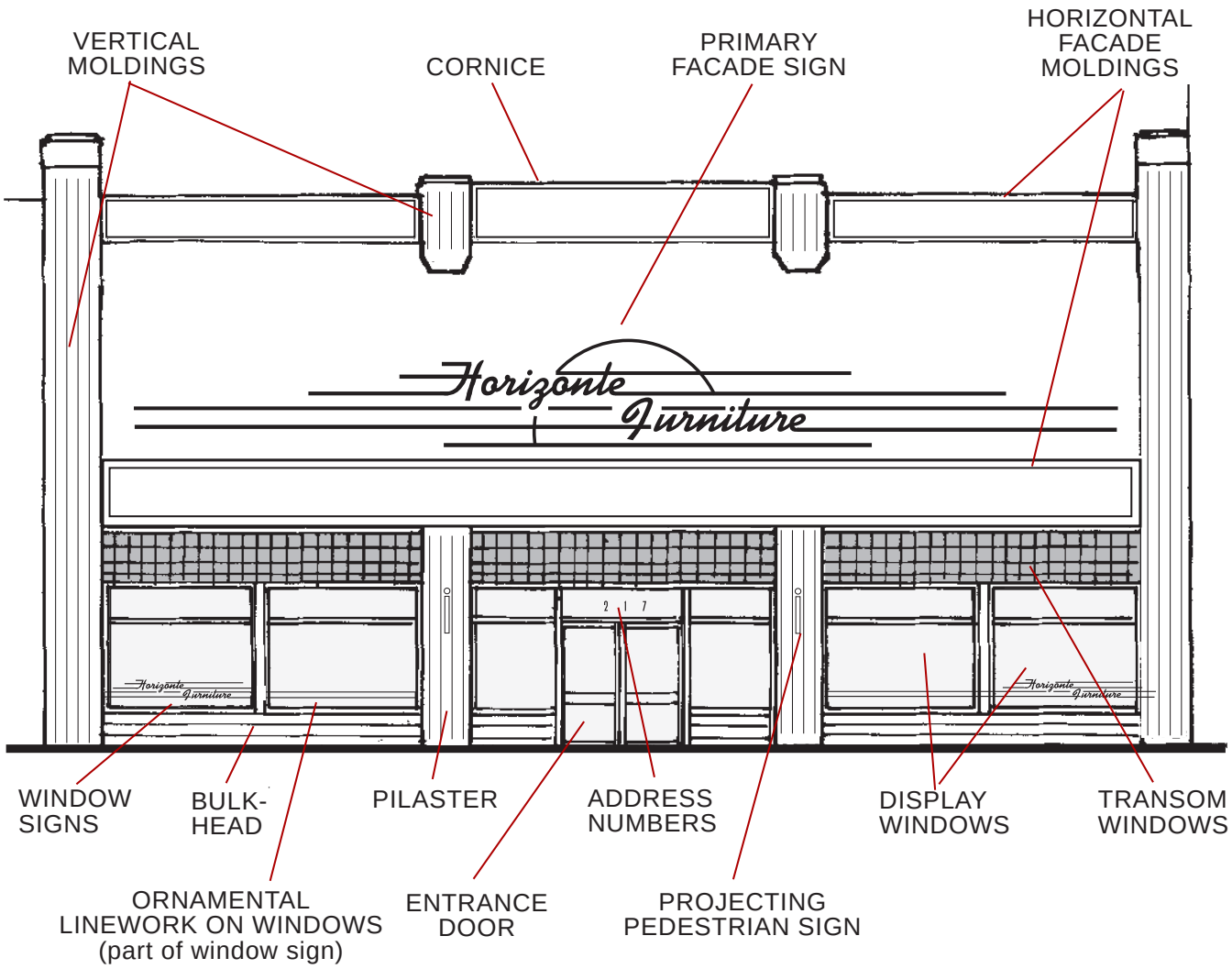


Figure 3.5: Typical Retail Facade

See figures 3.3 and 3.5 for an illustration of these elements.

A variety in building styles contributes to interest, vitality, and accommodates different ideas of what is visually appealing. New projects should respect the nature of the existing styles. That does not necessarily mean copying them. Existing shapes, forms, massing and details should be reinterpreted or assimilated in new project designs.

The materials and colors chosen for the storefronts are very important elements that can contribute to the selected architectural style. The materials and colors recommended for this subarea are based on the Art Deco and Streamline Moderne styles.

F. Building Elements

A typical retail storefront may have the following characteristic elements:

- Bulkhead
- Entrance door
- Display windows
- Transom windows

- Upper level windows
- Pilasters
- Canopy or awnings
- Cornice

These elements are described below. These characteristics should be achieved in both the rehabilitation of existing storefronts and the construction of new buildings. Appropriate scale and proportion are two important elements to guide the use of these elements.

Bulkhead
A bulkhead should be provided at the base of the storefront display window. The height of the bulkhead should be at least 12 inches and no more that 18 inches.

Entrance Door
The entrance door should be kept simple and located centrally in the building façade. The door should be made of materials compatible with the building architecture and style. All entrances shall meet all handicapped accessibility requirements.

Display Windows
To promote a retail environment, all display windows shall provide a clear view of the store merchandise or a view into the business interiors. To achieve this purpose, the greater portion of the window itself (at least two-thirds) shall remain clear and free from obstructions. This zone should be between three

Figure 3.6: Display windows

BEFORE

This storefront is typical of those found in this subarea. The problems displayed include a poorly defined storefront, a poorly sized and placed major sign, a grossly oversized secondary sign, hanging signage from canopy and visible mechanical equipment.

AFTER

With the application of these design guidelines, the following changes would take place: articulated storefront with pilasters and parapet, new transom windows, signage in compliance with the sign guidelines, no pennants.

Note: The palm tree has been removed for illustration purposes only. Street trees will be planted on the sidewalk in front of the storefronts.

Figure 3.7: Atlantic Avenue Pedestrian-oriented Subarea: Mid-block storefront rehabilitation

While this corner building has a consistent architectural style, its lack of maintenance and proliferation of signs detracts from its appearance.

A consistent bulkhead along the storefront and a strong parapet line will help make this building consistent with the design guidelines.
A building with multiple tenants and a strong architectural style should have signs with a common style to reinforce the design of the building.

Figure 3.8: Atlantic Avenue Pedestrian-oriented Subarea: Corner Building Rehabilitation

and eight feet from the base of the façade. Ground floor wall sections without windows should not be more than five feet in width. *See figure 3.8: Display windows.*

The display windows should be composed of a single pane of glass as large as possible. When required to be divided into smaller lights, use clear silicone vertical joints, glazing bars, or muntins. Glazing bars and mullions should be of a minimal size and utilized to enhance the architectural style. The glass should be clear with an exterior daylight reflectance of not more than eight percent.

Transom Windows
Transom windows may be provided above the display windows. The transom window height depends on the overall ceiling height and ranges from eighteen inches to three feet. Awnings or canopies should be used to shade the transom windows. Transom windows may have clear, tinted or etched glass. The use of glass block or metal grilles is also encouraged in transom windows.

Upper level Windows
The upper level windows should be symmetrically arranged. The number of windows should be based on the storefront modulation at the street level. The windows may be combined into pairs, triples or bands. These windows should be set back from the face of the wall, articulated with delineated sills, lintels or frames so as to create shadow lines. Arched windows are discouraged.

Pilasters (Storefront Frame)
The pilasters on the buildings should be emphasized and articulated on the façade so as to frame it visually. Pilasters may extend the full height of the building or be limited to the storefront level. The use of pilasters should enhance the architectural style of the building.

Canopy or awnings
Cantilevered or suspended integral horizontal canopy slabs should be used in place of awnings. If appropriate to the building style, awnings may be used. Awnings should be divided into sections to reflect the major vertical divisions of the façade. Barrel-shaped awnings are prohibited.

The awning or canopy shall be a minimum of eight feet above the sidewalk level. It should project between four and seven feet from the building face but no closer than five feet from the edge of the curb face. Please see Zoning Code for information regarding any requirements for permits. *See figure 3.9: Awnings.*

Cornice or parapets
Each building should have a simple cornice. If a parapet is provided, it may be stepped vertically to provide modulation and emphasis on the central module. The cornices should enhance the architectural style of the building. The use of elements such as oversized crown moldings is not permitted.

G. Materials
Building materials should reflect quality, durability and consistency, where possible, with the materials used throughout the surrounding subarea. The following materials are evocative of the Art Deco and/or Streamline Moderne era and are recommended. Backs of buildings should use similar materials, however, less expensive and more utilitarian substituted materials are acceptable, provided they are compatible with the overall design.

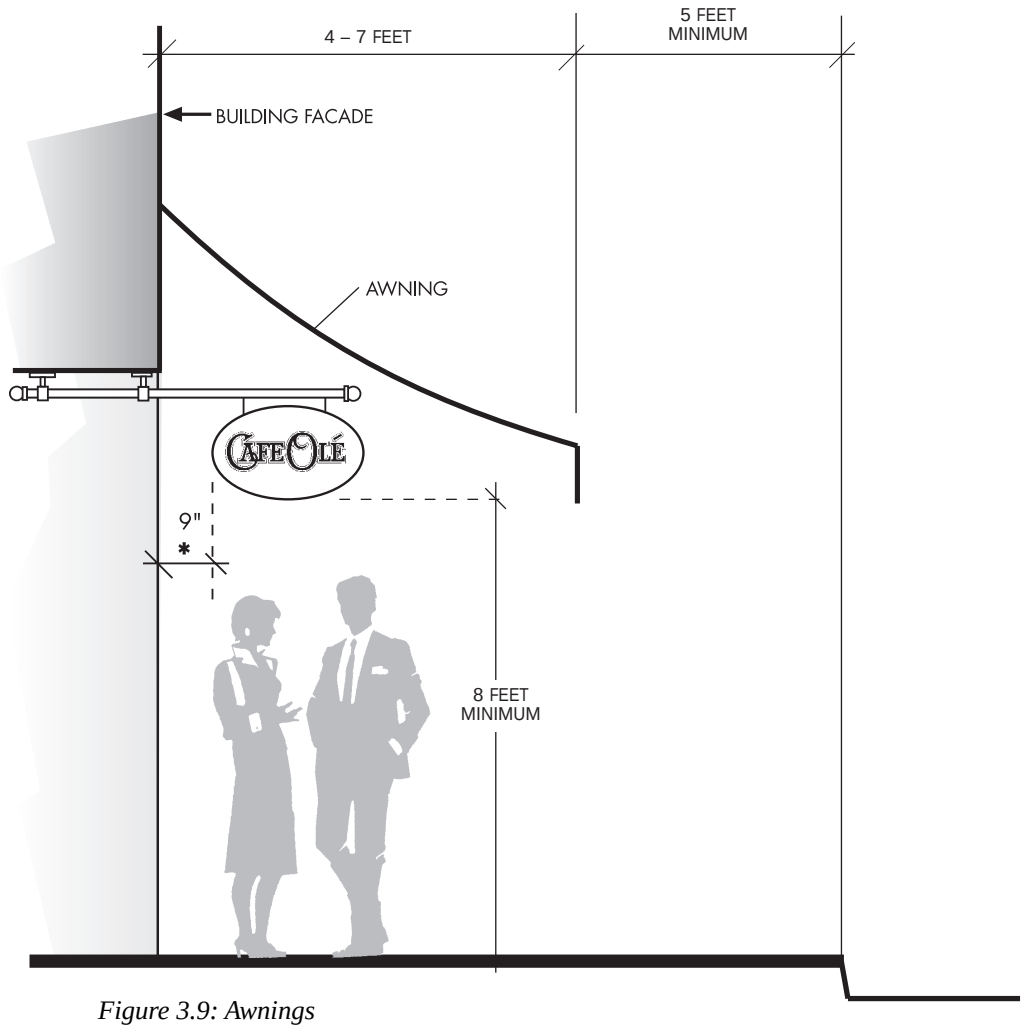


Figure 3.9: Awnings

Façade
The preferred façade finish is smooth finished plaster. Brick, concrete, ceramic tile, stone (ashlar patterns, not river rock) and metal finishes are also permitted.
Bulkheads
Bulkheads should be made of one of the following: brick, terra-cotta, stone (ashlar patterns, not river rock), aluminum, stainless steel, bronze, or iron panels/grilles, ceramic tiles, glass block. Smooth finish plaster is permitted but not encouraged.

Restricted materials
Materials that have no relationship to the architectural style shall not be permitted. These include used, antiqued or imitation old brick, fake or cultured river rock, exposed concrete block, etc. Translucent plastic is strongly discouraged for use in awnings.

H. Colors

The colors chosen should accentuate the architectural details of the building and be consistent with its architectural style. A minimum of three and a maximum of five exterior building colors are required. These colors should be used on the base (main body), trim and accent. The base colors should be the lightest and the accents used sparingly. The two additional colors may be used on the base (main body) to distinguish between upper and lower floors or as an additional trim color.

Sign colors and finishes shall relate to those of the building. Signs may use any of the building colors plus up to three additional colors for a maximum of eight colors. Signs must use at least one of the building exterior colors.

Sample Color Palettes

Several paint manufacturers offer historic combinations of colors or color palettes. Sherwin Williams, ICI Paints, Benjamin Moore, etc. are a few such paint companies. The following combinations from the Sherwin Williams 'Preservation Palette for Exterior Colors' are listed to illustrate the principles set out in this section.

Note: It is to be noted that this listing of brand names is for illustrative purposes only. This listing is not intended, nor should be construed, as an endorsement of the manufacturers or their product lines.

Combination 1:
Base Color: Roycroft Vellum (SW 2833)
Secondary Base Color: Birdseye Maple (SW 2834)
Major Trim Color: Renwick Olive (SW 2815)
Minor Trim Color: Avocado (SW 2861)
Accent Color: White (SW 2123)
Signage Color: Gold, Silver or Red

Combination 2:
Base Color: Roycroft Mist Gray (SW 2844)
Major Trim Color: Bunglehouse Gray (SW 2845)
Minor Trim Color: Roycroft Suede (SW 2842) or Roycroft Brass (SW 2843)
Accent Color: Polished Mahogany (SW 2838) or Fairfax Brown (SW 2856)
Signage Color: Copper Red, Gold, and Brown
Awning Color: Burgundy or Hemlock Tweed or Terra Cotta.

I. Sidewalk Dining

Long Beach's climate is well suited for outdoor dining. The provision of sidewalk/outdoor dining in this pedestrian-oriented retail area will add interest and vitality.

Sidewalk dining is an area adjacent to a street level eating or drinking establishment, and is located within the sidewalk area of the public right-of-way, and is defined by a barrier that separates the dining area from the remainder of the sidewalk, in place during hours of operation, and is used exclusively for dining, drinking, and circulation therein. The minimum width of the public walkway where sidewalk dining is proposed should not be less than ten feet. Sidewalk dining within the public walkway shall maintain a clear passage, free from all obstructions, for pedestrians, of not less than seven feet. A clear passage of 10 feet in width is preferred. *See figure 3.10: Outdoor Dining – Typical layout (for stores with a frontage less than 60 feet)*

Detailed standards for outdoor dining are specified in Chapter 14.14 of the City of Long Beach Municipal Code. These design guidelines are intended to supplement, not replace any of the requirements included in the aforementioned chapter. The use of sidewalks for dining also requires City permits and liability insurance. Please see Chapter 14.14 of the Municipal Code for this information.

If the developer proposes building setbacks to accommodate outdoor dining areas, the setback depth should be limited to 15 feet. If building frontage is larger than 45 feet, the length of this setback will be limited to 45 feet. In addition, the setback should be covered with a permanent structure. This space shall function as an arcade or porch that could be easily enclosed if no longer needed for sidewalk dining purposes. *See figure 3.11: Outdoor Dining – Typical layout (for stores with a frontage greater than 60 feet).*

Gaucho Grille, Pasadena, California

Mi Piace, Pasadena, California

J. Security Grilles

Visible security grilles are prohibited on the building facade exterior. Security grilles installed on the interior of the storefront are permitted. The color of these grilles should blend with background color so as to reduce their visibility. Exterior grilles on existing structures are encouraged to be removed and placed on the interior of the storefront per these guidelines.

K. Architectural Lighting

- Reinforce "corners" throughout the district by illuminating the facades of the corner occupying structures.
- Utilize a façade light style that is sympathetic to the building's architecture.
- Visible direct lamp glare from unshielded floodlight fixtures is not allowed.
- Owners of corner buildings should be actively encouraged to illuminate their buildings for the good of the district.

Example of corner building with demonstration of lighting techniques such as lighting of architectural features at the corners, well-illuminated store windows, and integral canopy lighting

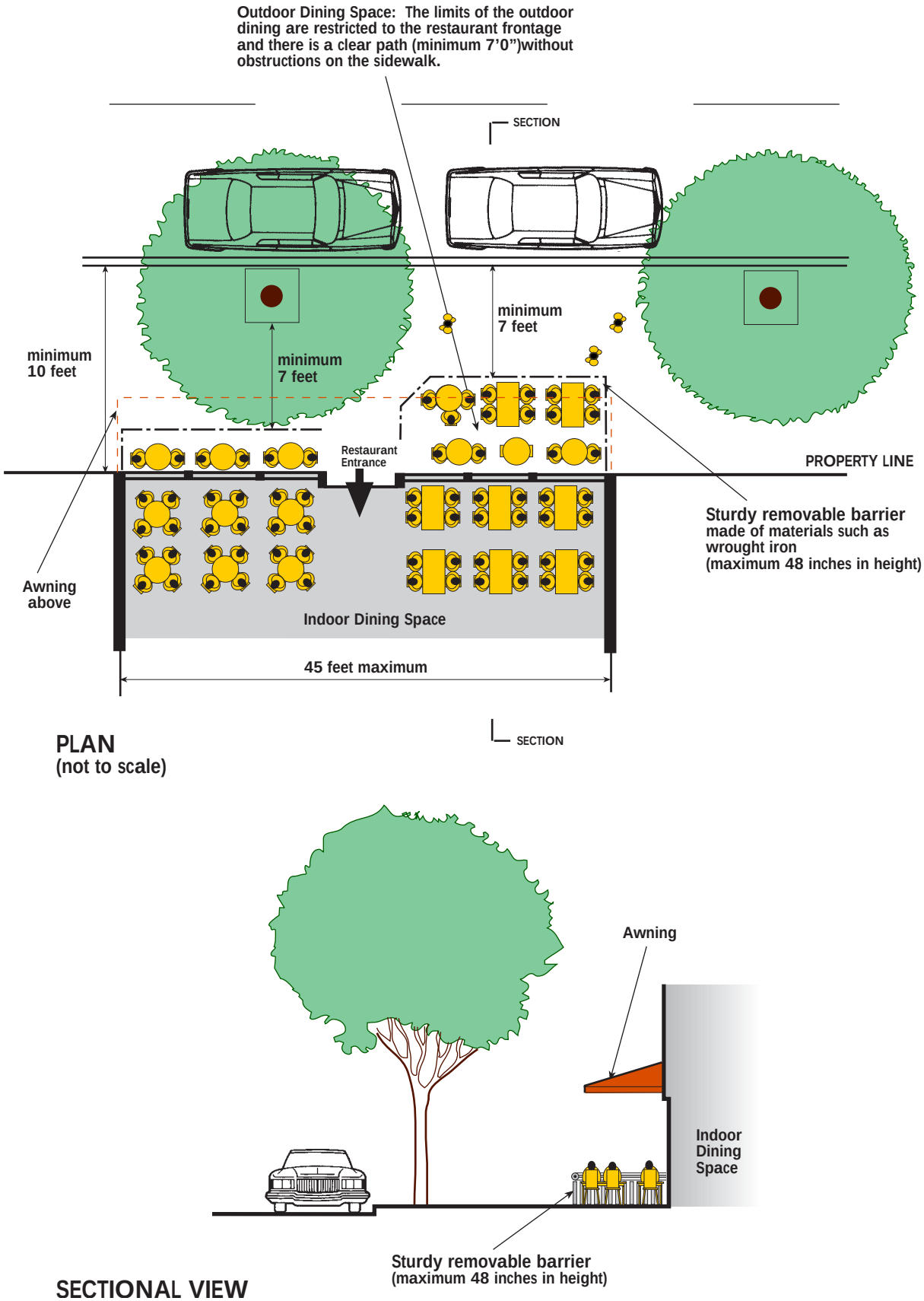


Figure 3.10: Outdoor Dining: Typical Layout (For stores with a frontage less than 60 feet)

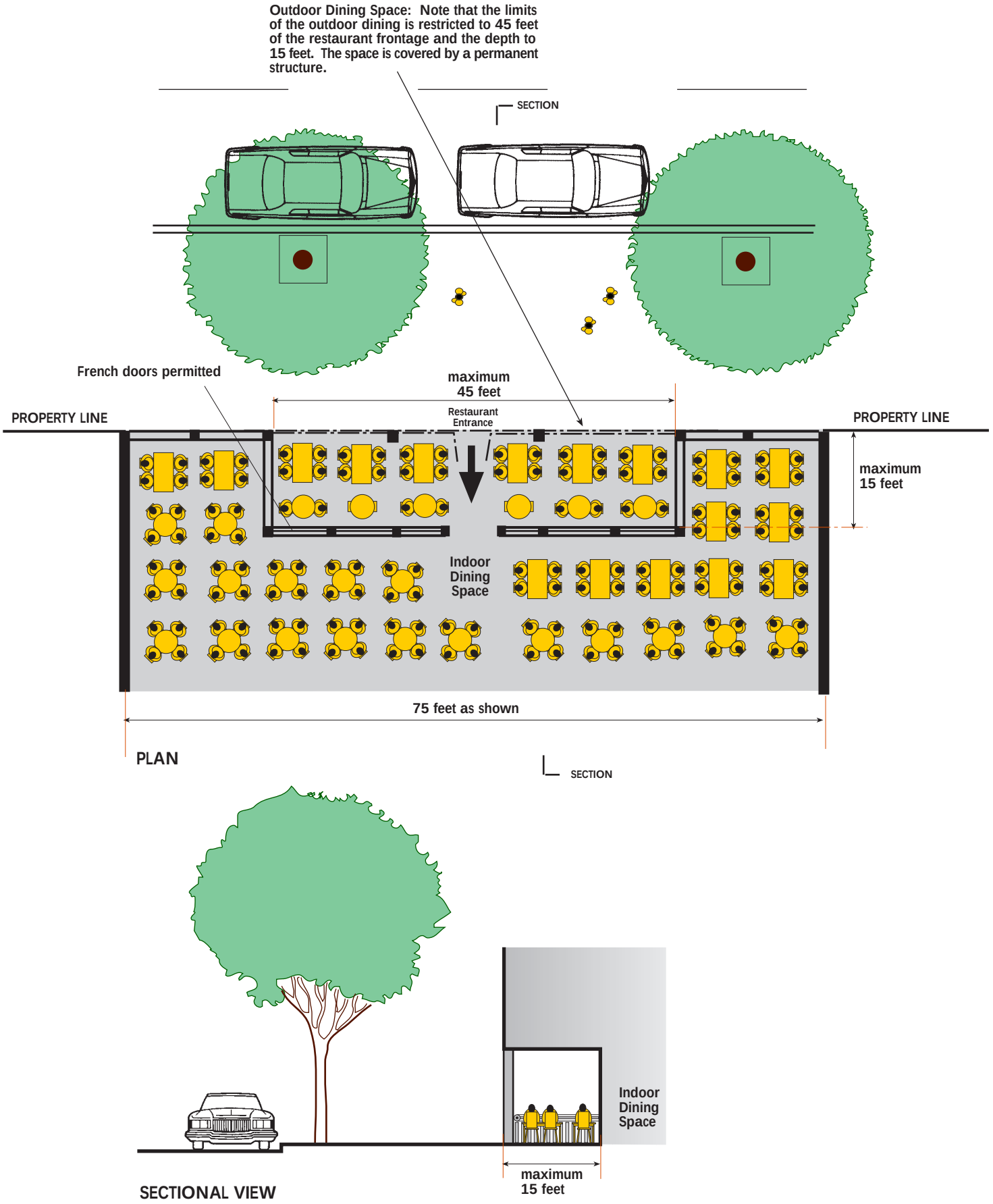


Figure 3.11: Outdoor Dining: Typical Layout (For stores with a frontage greater than 60 feet)

- Retailers and other building users shall be discouraged from allowing a direct view to any bare light source from normal pedestrian or vehicular sight lines. This includes both façade lighting as well as interior light within 10 feet of the structures' windows.
- Store and building owners shall supply a separate circuit dedicated to illumination of store windows and the building entries. These will be left on until an agreed upon hour (up to restaurant closing time at a minimum) to encourage pedestrian use of the sidewalks.

L. Alleys

For projects adjacent to alleyways, considerations should be given to improving the appearance of the alleyway:

- relate the alley (rear) facade to main (front) facade.
- prepare and follow a maintenance / upkeep program.
- provide additional lighting for security.
- implement a signage program.
- use graffiti and vandal resistant products.
- restripe or reseal concrete.
- group and conceal building services such as trash, storage and utility structures.
- keep parking spaces clear and open for parking. (Long-term vehicle storage is discouraged in the parking areas.)
- incorporate landscaping such as vines and tree pockets, wherever possible.

3.3 Transition (Mixed-use) Subarea (Bixby Road to 37th Street)

This subarea functions as a transition area between the northern pedestrian-related and southern auto-related areas. The existing uses along this subarea include medical offices, churches and housing mixed in with retail establishments. This subarea should continue the pedestrian emphasis of the Pedestrian-oriented Subarea. However, the level of pedestrian activity will be less owing to the noncontinuous nature of the retail frontage. Over time, this subarea is intended to become a part of the northern subarea. For this transition to take place, retail uses should be strongly encouraged in this subarea while non-retail uses are located elsewhere.

3.3.1 Site Planning

A. Building Usage

All new buildings along Atlantic Avenue within this subarea should have retail uses exclusively at the street level. Office uses should be discouraged on the street level. If more than one story is proposed, office uses are encouraged on the upper level.

B. Height and Massing

The western side of Atlantic Avenue within this subarea with Bixby Knolls Tower is zoned R-4N and Institutional (I). These sites are fairly static in terms of uses and are not expected to change. *The rest of this subarea falls within the Community Automobile Oriented (CCA) District. The zoning for this portion is being changed to Commercial Neighborhood Pedestrian (CNP) District to transform this subarea to a pedestrian-oriented area.* Please refer to the guidelines in Section 3.2.1B. These shall apply only to the eastern side of Atlantic Avenue in this subarea.

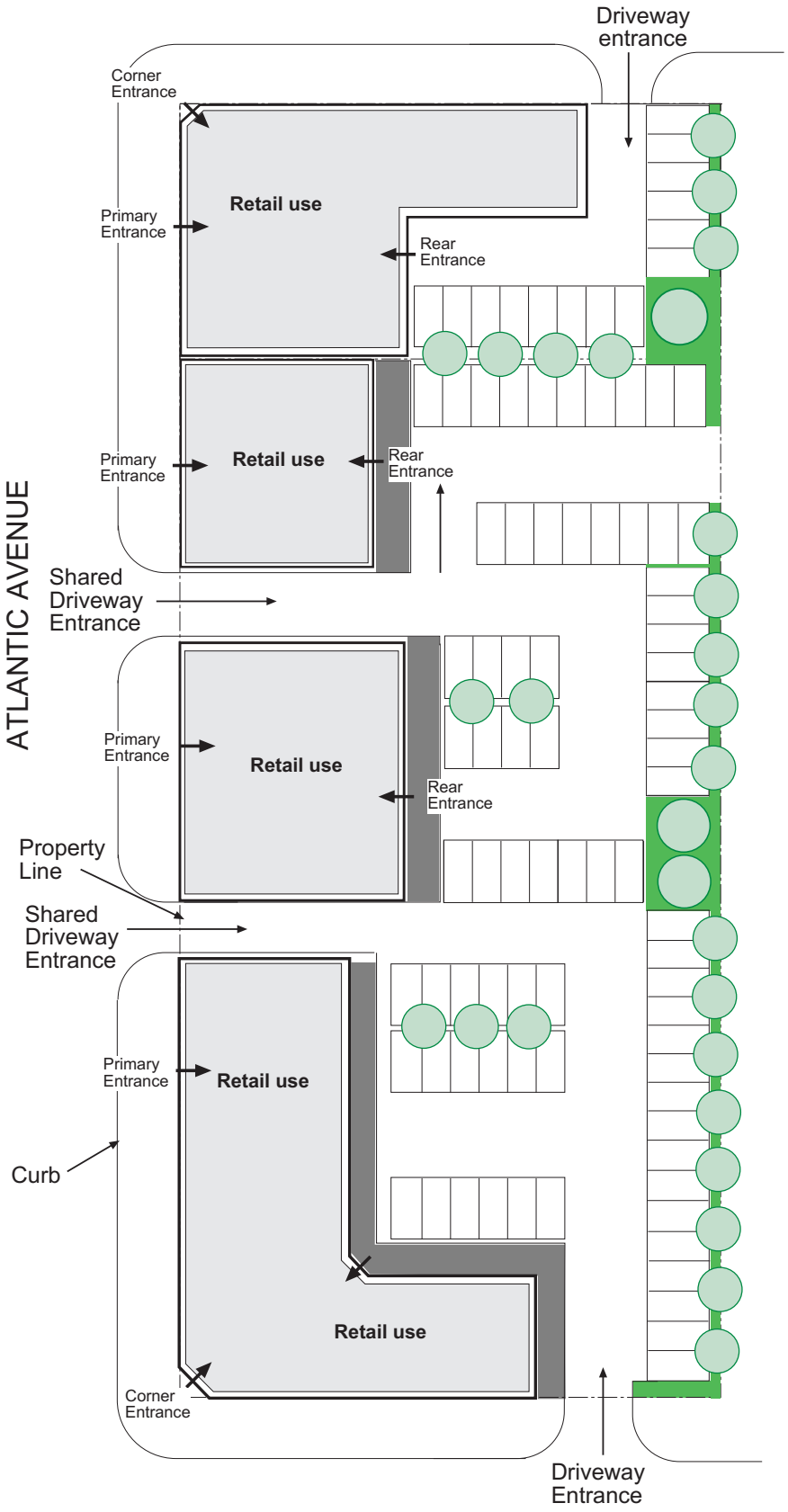


Figure 3.12: Typical block plan: Transition (Mixed-use) Subarea

C. Setbacks

As mentioned before, one of the critical elements of a successful retail area is continuous street frontage. The current zoning requires a minimum setback of ten feet from the front property line and most of the existing non-retail structures in this zone are in compliance with this requirement. If these buildings are rehabilitated, the existing setbacks may be maintained or brought into conformance with the new zero setback requirements. With the change in zoning to Commercial Neighborhood Pedestrian (CNP) District for this subarea, new retail buildings within this transition area shall be built to zero lot-line. *See figure 3.12: Typical block plan: Transition (Mixed-use) Subarea.*

D. Parking access and curb-cuts

As mentioned in the Concept Plan, vehicular entrances to off-street parking lots should be minimized along Atlantic Avenue to maintain retail and pedestrian continuity. Since there are no alleys in this subarea, encourage shared parking/driveways to minimize the number of curb cuts.

E. Service/Loading access

Limit service access from Atlantic Avenue to after business hours from 10 PM to 11 AM, to maintain retail and pedestrian continuity.

F. Mechanical Equipment

The guidelines outlined for equipment screening in section 3.2.1 F should be followed in this subarea as well.

3.3.2 Building and Architecture

The rehabilitation of existing or construction of new retail buildings should follow the guidelines previously set forth in section 3.2.2.

The rehabilitation of existing office buildings should follow the guidelines set forth in section 4.2.

3.4 Auto-oriented Retail Subarea (37th Street to Wardlow Road)

The design guidelines for this subarea are intended to encourage auto-oriented retail activities. Design guidelines for rehabilitating existing buildings as well as new infill buildings are included. This four-block area should focus on attracting a wider range of users than just the Bixby Knolls residents. The close proximity of the I-405 freeway is an added advantage for reaching a regional market base. The existing and future land uses in this subarea are, and should continue to be, automobile-oriented. Larger projects that require parcel assembly are possible in this subarea and could take potentially advantage of the freeway adjacency. The Concept Plan recommendations for adding streetscape amenities as well as other street enhancements will also contribute to the revitalization of this section of Atlantic Avenue.

3.4.1 Site Planning

A. Building Usage
All buildings along Atlantic Avenue within this subarea should have retail uses at the street level exclusively. If more than one story exists or is proposed, locate office uses on the upper level. Usage of upper levels for retail is also permitted.

B. Height and Massing
This subarea falls within the Community Automobile Oriented (CCA) District. The City of Long Beach Development Code allows a maximum of two stories (28 feet) within the CCA District. No changes are recommended in this subarea.

C. Setbacks
The front setbacks of ten feet as specified by the Zoning Code are appropriate for maintaining the feel of an automobile-oriented area. Locate all new buildings including those at corners with similar setbacks from the front property lines in keeping with the adjacent buildings. *See figure 3.13: Typical block plan: Auto-oriented subarea.*

D. Parking access and curb-cuts
Although curb cuts to the businesses are allowed from the street, most of the parking should be provided behind or next to the buildings. If the parking is visible from the street, screen the parking using appropriate techniques such as landscaped walls, screens and arbors. (see Section 5.4.3) Encourage common parking and access between adjacent uses. Entrances to parking should be clearly identified with appropriate directional signage *See figure 3.13: Typical block plan: Auto-oriented subarea.*

E. Service/Loading access
Provide adequate loading spaces on-site based on the zoning code (see Chapter 21.41). Limit on-street loading on Atlantic Avenue to after business hours from 10 PM to 11 AM.

F. Mechanical Equipment
The guidelines outlined for equipment screening in section 3.2.1F should be followed in this subarea as well.

G. Landscape Screening
The guidelines outlined for landscaping and screening parking lots are detailed in section 5.2.

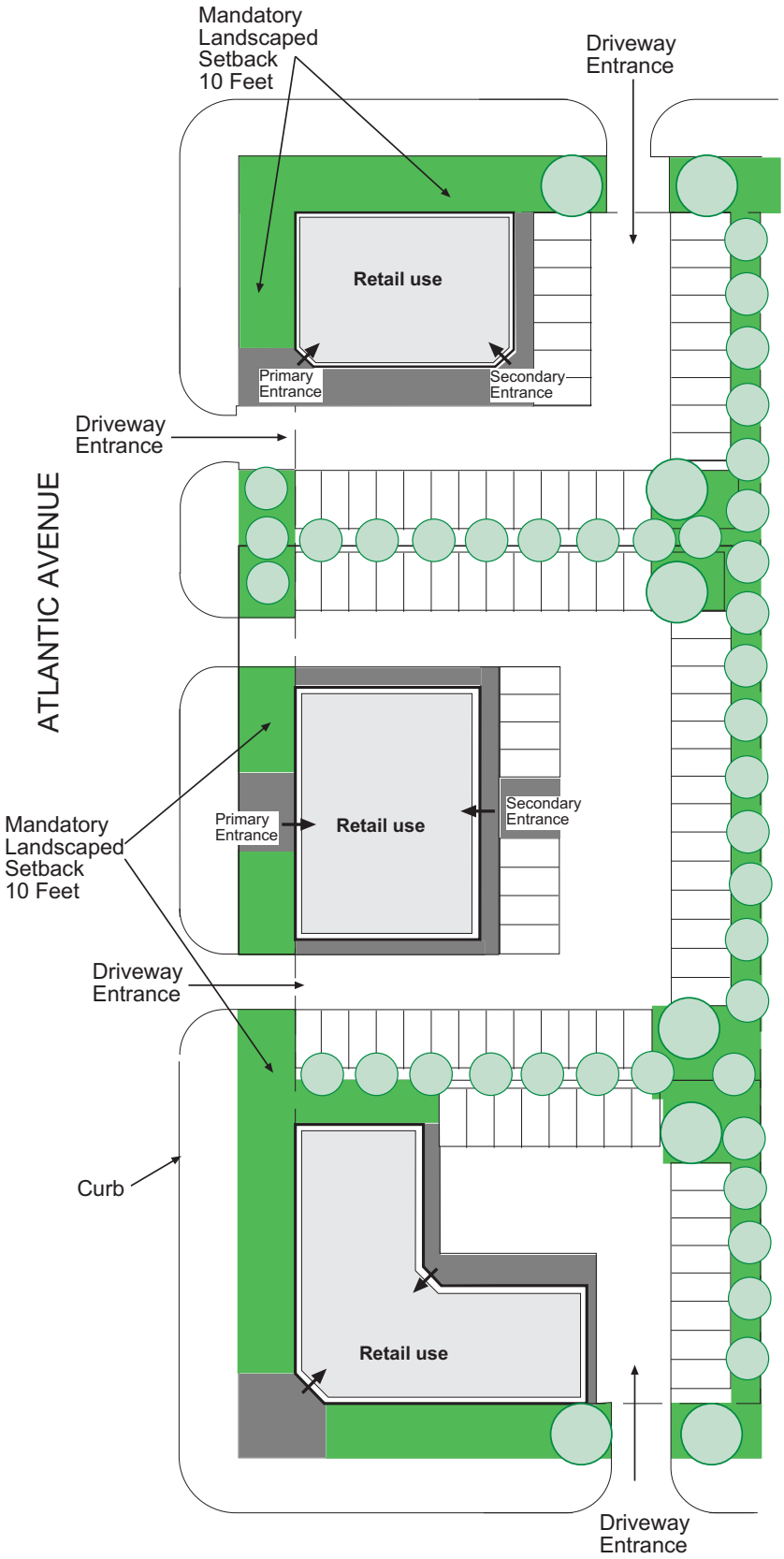


Figure 3.13: Typical block plan: Typical block plan: Auto-oriented subarea

3.4.2 Building and Architecture

A. Storefront Modulation and Articulation

A typical storefront may range from 30 to 100 feet. The storefront may have a typical multiple-bay modulation with a centered or asymmetrical entrance. Asymmetrically organized façades are also permitted. Buildings should be modulated at 10-15 feet intervals. For example, pilasters may be used to modulate the facade. Avoid designing buildings longer than 100 feet. Buildings wider (or longer) than 100 feet shall be visually broken into two or more buildings (each with a maximum width of 100 feet) in terms of the façade treatments to stay in scale with the rest of the block. *See figure 3.14: Auto-oriented subarea: Big Box Retail.*

B. Entrances

Entrances should comprise no more than a third of the ground floor façade. Locate entrances along the street side of the building. If the parking is located to the side or rear of the building, a secondary entrance may be located on the side of the building adjacent to the parking. This entrance should be visible and obvious from the street and not be located more than 25 feet from the front property line. Entrances should be located no more than 60 feet apart. If only one entrance is provided, it should be located along the street side of the building.

C. Corner Treatments

Corner entrances are encouraged. Corners should also be enhanced with additional landscaping within the corner setback (10 feet by 10 feet) spaces.

D. Roof Design

The style of the building shall signify if a visible sloped roof is appropriate. Coffee shops of the 1950's often had sloped roofs. Varied roof forms such as tower elements, gabled roofs, extended eaves with rafters and corbels, may also be used to add interest and to create a consistent style. Where gabled or pitched roofs are used, careful integration with the primary building and adjacent buildings should be considered in design. Slopes of pitched roofs should be between 3:12 and 6:12. Continuous mansard roofs are discouraged. Use parapets to break up continuous stretches of roof. City Staff should review all sloped roofs for approval.

Original Googie's that lent its name to an entire style of commercial architecture in the 1950's. Note the sloped roofs on the main structure as well as the lower dining space.

E. Architectural Styles

The existing architectural character along southern Atlantic Avenue is a mixture of 1930's, 1940's and 1950's automobile-oriented architecture such as Tuttle's and George's 50's Diner.

There are several new structures on Wardlow Road and Long Beach Boulevard that have picked up on the motifs of the existing styles. Some of these are good examples (such as the gas station shown in the adjacent picture) with appropriate signage while others (not shown) have used the style in an exaggerated manner with over-scaled elements. The latter approach is discouraged in these design guidelines.

Art Deco inspired Food Mart

The further development of these styles can help in building a cohesive character within this subarea. The architectural elements specifically related to **Art Deco and Streamline Moderne styles** are:

- Tripartite division of the façade with the central façade being the most prominent (both width and height).
- Articulation of the tripartite façade with pilasters. Verticality emphasized with vertical flutings.

Dave's Burger is an example of roadside architecture from the 1950's – the sign is more significant than the building.

Tuttle Camera: Note the asymmetrical entrance, raised parapet and sign structure

Typical 1950's era restaurants

- Flat roofs with parapet walls, often stepped. (Visible sloped roofs were not an element of this style and hence are not permitted).
- Cantilevered or suspended integral horizontal canopy slabs. (awnings are less common).

The architectural elements related to **1950's "Googies,"** a style that built on the sleek lines of the Deco and Moderne styles of the previous decades are described below. Organic forms of spider webs and seashells as well as technological forms of jets and rockets influenced the building forms in this style. The distinction between the sign elements and the major architectural elements was frequently indiscernible in this style. The name 'Googie's, often used for this style of commercial architecture, was from the name of a coffee shop of the era.

- Asymmetrical organization of the façade.
- Cantilevered or suspended integral canopy slabs, may be non-horizontal – curved or saw-tooth.
- No awnings.
- Non-horizontal (curved, angled or saw-tooth) parapets and visibly sloped roofs are common.

A variety in building styles contributes to interest, vitality, and accommodates different ideas of what is visually appealing. New projects should respect the nature of the existing styles. That does not necessarily mean copying them. Existing shapes, forms and details can be reinterpreted or assimilated in new project designs.

The materials and colors chosen for the storefronts are important elements that reinforce the architectural style. The materials and colors recommended for this subarea are appropriate for the Art Deco, Streamline Moderne and 1950's "Googie's" architecture styles.

F. Building Elements

A typical retail storefront may have the following characteristic elements:

- Bulkhead
- Entrance door
- Display windows
- Transom windows
- Upper level windows
- Canopy or awnings
- Cornice or parapet

These elements are described below. These characteristics should be achieved in both the rehabilitation of existing storefronts and the construction of new buildings.

Bulkhead

A bulkhead shall be provided at the base of the storefront display window to maintain retail continuity along Atlantic Avenue. The bulkhead height should be at least 6 inches and no more that 24 inches.

Entrance Door

The entrance door should be kept simple and as transparent as possible. The door should be made of materials compatible with the building architecture and style.

BEFORE

The blank facade presented to the street creates an unwelcoming appearance and the lack of any articulation negatively impacts the perception of a chesive area. Primary access from the parking lot does not contribute to a pedestrian-friendly environment.

AFTER

If built today following these design guidelines, this store would have a glass storefront, a corner entrance visible and accessible from both the sidewalk and parking lot, and major facade sign in scale with the articulated storefront.

Figure 3.14: Atlantic Avenue Auto-oriented Subarea: Big Box Retail

Display Windows
Please refer to Section 3.2.2 F: Windows and figure 3.6: Display windows.

Transom Windows
Transom windows may be provided above the display windows. The transom window height depends on the overall ceiling height and ranges from two to three feet. Awnings or canopies may be located so as to shade the transom window. Transom windows may use clear, tinted or etched glass. Glass block or metal grilles are also encouraged.

Upper level Windows
The upper level windows may be either symmetrically or asymmetrically arranged. The number of windows should be based on the storefront modulation at the street level. The windows may be combined into pairs, triples or bands.

Canopy or awnings
Cantilevered or suspended integral horizontal canopy slabs should be used in place of awnings. If appropriate to the building style, awnings may be used. Awnings should be divided into sections to reflect the major vertical divisions of the façade.

The awning or canopy shall be a minimum of eight feet above the finished floor level. It should project between four and seven feet from the building face. As all buildings are setback a minimum of ten feet, the awning or canopy will not affect any public property.

Cornice or parapets
Each building should have a simple cornice. If a parapet is provided, it may be stepped to provide modulation and emphasis on the central module in buildings that reflect Art Moderne styles. Buildings in the 1950's style may have non-horizontal (curved, angled, or saw-tooth) parapets. The parapet should have a simple molding to articulate its edge.

G. Materials
Building materials should reflect quality, durability and consistency, where possible, with the materials used throughout the surrounding subarea. The following materials are evocative of the Art Deco, Streamline Moderne and/or 1950's era and are recommended. Backs of buildings should use similar materials, however, less expensive and more utilitarian substituted materials are acceptable, provided they are compatible with the overall design. The use of the following materials are recommended:

Façade
The façade may be smooth finish plaster. Ceramic tile, cut stone and metal finishes are also permitted.

Bulkheads
Bulkheads should be made of one of the following: cut stone, aluminum, stainless steel, bronze, or iron panels/grilles, ceramic tiles, glass block. Smooth finish plaster is permitted but not encouraged.

Roofs
Dimensional asphalt shingles, unglazed concrete or flat clay tile, Exposed wood structural lumbers such as rafter tails, roof beams, and ornamental corbels.

Restricted materials
Materials that have no relationship to the architectural style shall not be permitted. These include used, antiqued or imitation old brick, fake or cultured river rock, exposed concrete block, reflective or dark glass, etc. Spanish tile for the roof is also not permitted.

H. Colors
The colors chosen should accentuate the architectural details of the building and be consistent with its architectural style. A minimum of three colors per building are required. These colors should be used on the base (main body), trim and accent. The base colors should be the lightest and the accents used sparingly. Two additional colors are allowed per facade. One of these may be used on the base (main body) to distinguish between upper and lower floors.

Signage colors are permitted in addition to the family of the building colors, but should be derived from the same. The maximum number of colors including both building and signage colors should not exceed eight.

I. Security Grilles
Exterior security grilles are not permitted. Security grilles provided on the interior of the storefront are permitted. The color of these grilles should blend with background color so as to reduce their visibility.

J. Corporate identity issues
Make corporate identity secondary in the design of projects, and consistent with the architecture of the surrounding community. The design character should not be a standard franchise prototype and should incorporate dominant characteristics that are unique to Long Beach and the Bixby Knolls neighborhood. Corporate signage for renovations should be modest in scale and be compatible with the existing building.

K. Guidelines for office buildings
The rehabilitation of existing office buildings in this subarea should follow the guidelines set forth in section 4.2.

Chapter Four: Design Guidelines for Long Beach Boulevard

4.1 Overall Concept

As mentioned in the previous sections, the uses along Long Beach Boulevard consist primarily of professional offices and financial institutions. The photographs on the facing page show the various building typologies that can be found along Long Beach Boulevard. The building character along this corridor is low-rise commercial and retail buildings (one-to-two stories) with a few high-rise office buildings (eight-to-ten stories). The design guidelines are aimed at rehabilitating existing or developing new low/medium rise office as well as retail uses.

4.1.1 Site Planning

The following site planning guidelines are aimed at rehabilitating existing or developing new low/medium rise office as well as retail uses along Long Beach Boulevard.

A. Building Usage

Office and convenience retail uses are allowed along Long Beach Boulevard.

B. Height and Massing

This sub-area falls within the Community Automobile Oriented (CCA) District. The height limit for this District is 28 feet or two stories. The southern section of Long Beach Boulevard (approximately south of Bixby Road) has a height overlay designation, which allows a maximum of four stories within. This allowed height limit is in keeping with the scale of the street itself. The 28 feet height limit is also compatible with the scale of the adjoining residential uses.

In the height overlay zone, develop buildings with interesting massing by employing techniques such as:

- vary roof or parapet heights,
- vary the face of the building by extending or recessing certain areas, and
- avoid long, uninterrupted walls as a general rule.

For infill projects, maintain existing building heights that relate to adjacent structures.

Interface with residential neighbors

Most of the parcels along Long Beach Boulevard, abut residential properties at their rear, potentially raising privacy and sunlight access issues. Taller elements of the building shall be set at the front end of the property as opposed to the rear. For the portions of Long Beach Boulevard with the overlay zone, the massing will be decided as follows: no portion of the building (including parapets) shall be above an imaginary plane drawn at the rear property line and extended at an angle of 45 degrees towards the front of the property. See *Figure 4.1: Setbacks and Massing for commercial buildings*

C. Setbacks

The office buildings along Long Beach Boulevard are setback between ten and thirty feet from the front property line. The ten-foot setbacks permitted by the Zoning Code are appropriate for maintaining the feel of an automobile-oriented office and retail area. Locate new buildings with similar front setbacks as the adjacent parcels. These setbacks should be attractively landscaped as detailed in Chapter 5. A minimum rear setback of 28 feet from the rear property line is required for all parcels along Long Beach Boulevard adjacent to a Residential District. If an alley is present, the setback shall

Low-rise Garden Offices

This type of garden office is typical of Southern California with large expanses of glass and indoor-outdoor relationship. These garden office suites are compatible with the adjoining residential uses. There is a unique conglomeration of this office type on Long Beach Boulevard. However, such a low density is no longer economically feasible.

Multistory Offices (residential)

One of the means to make an appropriate interface with the surrounding neighborhoods is the concept of combining residential inspired elements for office uses.

Low-rise Office Complex

This recent low rise office complex achieves several positive elements: massing and scale compatible with the adjacent residential uses, well-landscaped and screened parking.

Multistory Offices

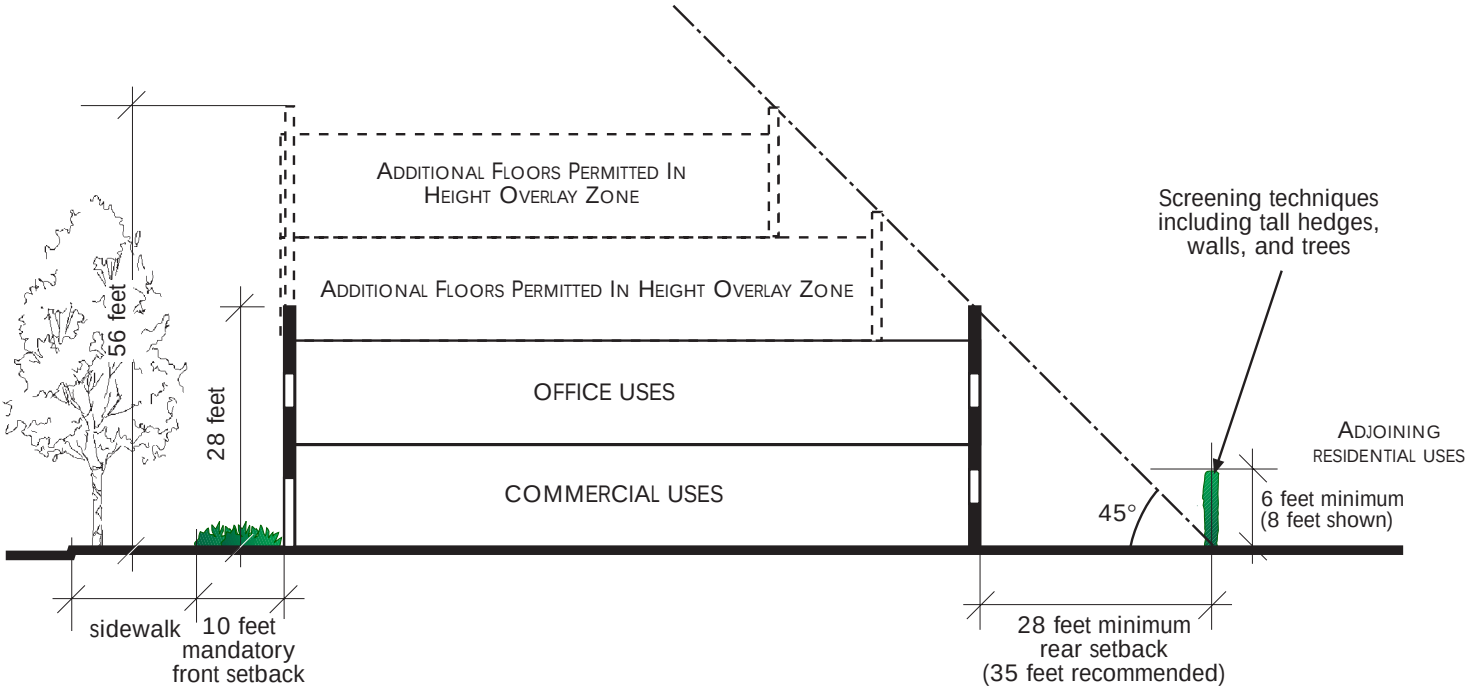


Figure 4.1: Setbacks and Massing for Commercial Buildings (not to scale)

be measured from the center-line of the alley. The setback may be reduced to 20 feet for a single-story commercial structure through site plan review. *See figure 4.1: Setbacks and massing for commercial buildings.*

D. Parking access and curb-cuts

All parking, as required by zoning, shall be provided off-street. Provide the parking in the rear of the building. Landscape and screen the parking lots according to the guidelines included in section 5.4. As on Atlantic Avenue, implement strategies such as providing better directional signage guiding vehicles to off-street parking lots to create a more efficient usage of parking. Long Beach Boulevard parking should also be included in the district-wide parking study recommended for Atlantic Avenue. Design the main driveway to be easily identifiable, incorporating landscaping and possibly accent paving that is related to the building hierarchy and color. *See figure 4.2: Typical layout showing site design – parking access and entrances.*

E. Service/Loading access

Provide adequate loading spaces on-site based on the zoning code (see Chapter 21.41). Limit on-street loading on Long Beach Boulevard to after business hours from 10 PM to 10 AM. Service access, including loading docks, should not create an unsightly condition, and be located in a manner such that the flow of pedestrians or user circulation when in use is not obstructed.

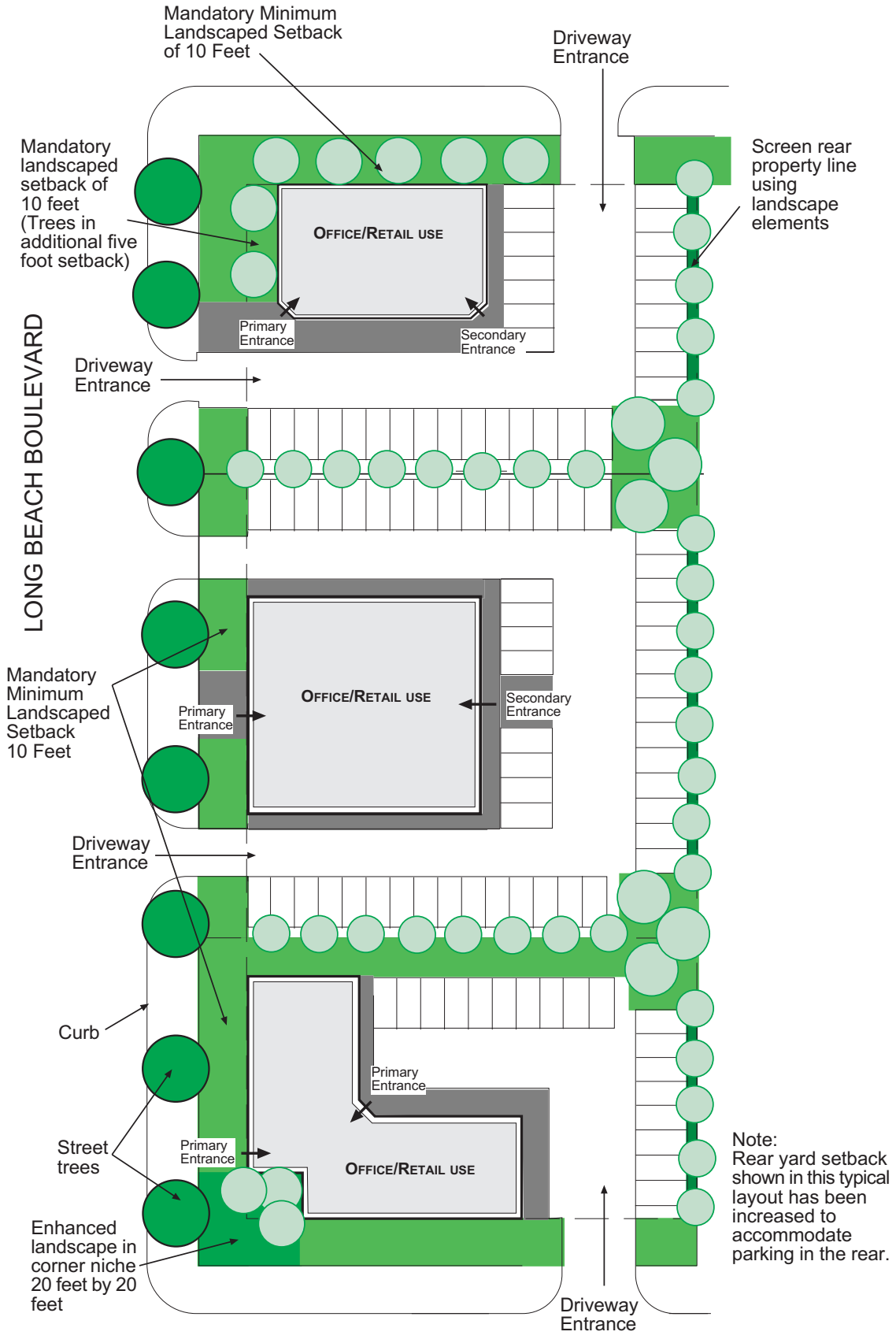


Figure 4.2: Typical layout showing site design for retail and office uses

F. Utilities and Mechanical Equipment
The guidelines outlined for equipment screening in section 3.2.1.6 should be followed in this area as well.

G. Landscape Screening
The guidelines outlined for screening parking lots as well as the abutting residential uses are detailed in section 5.2.

Exposed roof equipment is prohibited.

4.1.2 Building and Architecture

As mentioned earlier, while Long Beach Boulevard has both office and convenience retail uses, office uses dominate the corridor. The following design guidelines address office uses. Guidelines for retail uses are included in section 4.1.3.

A. Building Modulation and Articulation

- A typical office building module should range from 40 to 60 feet with the articulation of the building structure at 10 to 20 feet. Buildings wider than two modules (80-120 feet) shall have a different modulation. These buildings shall repeat the basic module of 40 to 60 feet. Buildings wider that 120 feet should be visually broken into two or more buildings (each with a maximum width of 120 feet) in terms of the façade treatments to stay in scale with the rest of the block.
- Emphasis the horizontal to create a low profile and human scale. Use vertical elements such as towers to accentuate the predominantly horizontal massing.
- Façades should reflect the quality and integrity of the underlying structure in a clear and consistent manner. The use of architectural elements that define and organize space at the ground plane such as arcades, colonnades and covered walkways are encouraged.
- Express both the vertical and horizontal elements of the building structure to articulate the wall planes.

B. Entrances

Entrances should be located prominently within the building façade and be clearly visible from the street. Ensure that the entrance is visible and obvious from the street and not located more than 30 feet from the front property line. If the parking is located to the rear of the building, and hence not visible from the street, provide a secondary entrance on the street side of the building. Ensure handicapped accessibility for all entrances. Entrances should comprise no more than a third of the ground floor façade or 20 feet, whichever is less. If the building frontage is greater than 120 feet, provide additional entrances. Avoid long balconies and corridors for access to upper level units.

C. Roof Design

New or renovated buildings should be compatible with existing roof forms along Long Beach Boulevard: predominantly flat roofs with parapets and a few sloped roofs. The style of the building shall signify if a visible sloped roof is appropriate. Buildings in the 1950's 'Googies' style had visible sloped roofs but buildings in the International Style did not. Continuous or false mansard roofs are discouraged.

Parapet wall designs should be used on flat roofs to conceal roof-mounted mechanical equipment and to add architectural variety. Parapets should have sufficient articulation of detail such as corner treatments, continuous banding, details, or varying pitch. City Staff shall review all sloped roofs for consistency with the architectural style. The design review process shall include the review of roof forms for all new buildings.

D. Architectural Styles

The architectural styles of the office buildings along Long Beach Boulevard range from modern or 'International Style' of the 1930-1950's to the Californian 'post and beam' style of the 1950's and 1960's. The conception of the International Style occurred in Europe in 1920's by Le Corbusier, Walter Gropius, and Mies Van de Rohe and in Southern California by Rudolph Schindler and Richard Neutra. The office buildings in the International Style display common features such as ribbon windows, flat roofs, grid of supports, cantilevered horizontal planes, metal railings and curved partitions, piloti, lack of ornamentation and structure independent of the skin. There is a recurrent tendency to use simple rectangular volumes, articulated crisply cut openings, or to emphasize hovering planes and interpenetrating spaces. The stress in the International Style is on volume rather than mass and the avoidance of the permanent - buildings are given no firm base; they sit right on the ground. Corporate International became popular after World War II and generally involves an exterior wall surface of metal and glass independent of the steel skeleton.

Some of the offices are in low-rise suites set in extensive landscaped surroundings that characterize a typical Californian suburban relationship of the indoor with the outdoors. This typology is very attractive and well suited to the climatic and neighborhood context.

The referencing of these styles can help build a cohesive character within this sub-area. The architectural elements that are encouraged are:

- Flat roofs
- Large windows that help in creating an indoor-outdoor relationship
- Expression of the building structure
- Clear proportionate relationships between building elements
- Contemporary expressions of building details

The following additional guidelines are intended to provide direction for new buildings along Long Beach Boulevard:

- Provide a coherent design concept appropriate in scale, consistent with the palette of materials, textures, and colors, and achieving consistency on all faces.
- Locate new structures on the property to maintain access to light and air circulation, and ensure privacy of existing private open spaces on adjoining properties.
- Building articulation can be accomplished with the placement of windows and entries, planar changes, volume changes, significant color and material changes, variable transparency, and the creation of shadow textures with trellises and overhangs.
- Details provide shadows, and volumes at a different and more human scale than larger building volumes, allowing buildings to feel less intimidating to people.

A variety in building styles contributes to interest, vitality, and accommodates different ideas of what is visually appealing. New projects should respect the nature of the existing styles. That does not necessarily mean copying them. Existing shapes, forms and details should be reinterpreted or assimilated in new project designs.

E. Building Elements

These elements are described below. These characteristics should be achieved in both the rehabilitation of existing office buildings and the construction of new office buildings.

Roofs and Parapets

- Parapets should have sufficient articulation of detail such as corner treatments, continuous banding, details, or varying pitch. Parapets should always include a cap and corner detail to enhance the building. Parapets should look integrated with the building.
- As a building feature, sloped roofs make a visual transition from office uses to the surrounding residential neighborhoods. When gabled or pitched roofs are used, careful integration with the primary building and adjacent buildings should be considered in design. Roof slopes should be between 3:12 and 6:12.

Windows

Use interior and/or external shading devices to reduce solar heat gain and reduce energy consumption. Windows should be set from the exterior face of wall to create a shadow line. The glazing used for the windows may be clear or partly tinted glass. Highly reflective or dark tinted glass is not permitted.

Entrance Doors

Every building entry should be well-lit. The entrance door should be kept simple and located prominently in the building façade. The door should be made of materials compatible with the building architecture and style.

F. Materials

Building materials should reflect quality, durability and consistency, where possible, with the materials used throughout the surrounding subarea. Backs of buildings should use similar materials, however, less expensive and more utilitarian substituted materials are acceptable, provided they are compatible with the overall design. In keeping with the International Style and contemporary designs, exposed materials such as smooth stucco, concrete, glass, ashlar, architectural metals, contemporary wood siding, and brick are encouraged.

Restricted materials

Materials that have no relationship to the architectural style shall not be permitted. Authenticity in materials is essential; imitation materials should be avoided and are strongly discouraged. These include used, antiqued or imitation old brick, fake or cultured stone, river rock, exposed concrete block, etc.

G. Colors

The colors chosen should accentuate the architectural details of the building and be consistent with its architectural style. A minimum of three and a maximum of five exterior building colors are required. These colors should be used on the base (main body), trim and accent. The base colors

should be the lightest and the accents used sparingly. The two additional colors may be used on the base (main body) to distinguish between upper and lower floors or as an additional trim color. In keeping with the International Style, the colors for this district should be predominantly whites and grays with appropriate color accents. Materials provide texture and color as well and should influence the choice of other colors on the façade.

Sign colors and finishes shall relate to those of the building. Signs may use any of the building colors plus up to three additional colors for a maximum of eight colors. Signs must use at least one of the building exterior colors.

H. Corporate identity issues

Make corporate identity secondary in the design of projects, and consistent with the architecture of the surrounding community. The design character should not be a standard franchise prototype and should incorporate dominant characteristics that are unique to Long Beach and the Bixby Knolls neighborhood.

4.1.3 Guidelines for retail buildings

The rehabilitation of existing retail buildings in this area should follow the site planning guidelines included in Section 4.1.1. The retail uses along Long Beach Boulevard are in a variety of architectural styles; from Streamline Moderne and 1950's Googies architecture to 'modern' structures. Architectural design guidelines for buildings in Streamline Moderne and 1950's Googies architecture should follow those in section 3.4. Architectural design guidelines for other buildings are included in this section.

A. Storefront Modulation and Articulation

A typical storefront may range from 30 to 60 feet. The storefront may have a typical multiple-bay modulation with a centered or asymmetrical entrance. Asymmetrically organized façades are also permitted. Buildings should be modulated at 10 to 20 feet intervals. For example, columns or pilasters may be used to modulate the facade. Avoid designing buildings longer than 120 feet. Buildings wider (or longer) than 100 feet shall be visually broken into two or more buildings (each with a maximum width of 120 feet) in terms of the façade treatments to stay in scale with the rest of the block. *See figure 4.2: Typical layout showing site design – parking access and entrances.*

B. Entrances

Entrances should comprise no more than a third of the ground floor façade. Locate entrances along the street side of the building. If the parking is located to the side or rear of the building, a secondary entrance may be located on the side of the building adjacent to the parking. This entrance should be visible and obvious from the street and not be located more than 25 feet from the front property line. Entrances should be located no more than 60 feet apart. If only one entrance is provided, it should be located along the street side of the building.

C. Corner Treatments

Corner entrances are encouraged. Corners should also be enhanced with additional landscaping within the corner setback (10 feet by 10 feet) spaces.

D. Roof Design
Varied roof forms such as tower elements and extended eaves with rafters and corbels, should be used to add interest and to create a consistent style. Roof planes may be extended beyond the building volume to create covered walkways and verandahs.

E. Architectural Styles
Please refer to section 4.1.2 D for a discussion of 'International Style' architecture.

The materials and colors chosen for storefronts are important elements that also reinforce the architectural style. The materials and colors recommended for this area are appropriate for 'International Style' architecture.

F. Building Elements
A typical retail storefront may have the following characteristic elements:
- Bulkhead and transom windows
- Entrance door
- Display windows
- Upper level windows
- Canopies
- Cornice or parapet

These elements are described below. These characteristics should be achieved in both the rehabilitation of existing storefronts and the construction of new buildings.

Bulkhead and transom windows
Bulkheads and transom windows are optional elements. Generally, the glass windows extended from the floor to the ceiling without interruptions.

Entrance Door
The entrance door should be kept simple and as transparent as possible. The door should be made of materials compatible with the building architecture and style.

Display Windows
Please refer to Section 3.2.2 F: Windows and figure 3.6: Display windows.

Upper level Windows
The upper level windows may be either symmetrically or asymmetrically arranged. The number of windows should be based on the storefront modulation at the street level. The windows may be combined into pairs, triples or bands.

Canopy or awnings
Cantilevered or suspended integral horizontal canopy slabs should be used in place of awnings.

The canopy shall be a minimum of eight feet above the finished floor level. It should project between four and seven feet from the building face. As all buildings are setback a minimum of ten feet, the canopy will not affect any public property.

Cornice or parapets
Each building should have a simple cornice. The parapet should have a simple molding to articulate its edge.

G. Materials
Please follow the same guidelines as for office buildings (Section 4.1.2 F)

H. Colors
Please follow the same guidelines as for office buildings (Section 4.1.2 G)

I. Security Grilles
Exterior security grilles are prohibited. Security grilles provided on the interior of the storefront are permitted. The color of these grilles should blend with background color so as to reduce their visibility.

J. Corporate identity issues
Please follow the same guidelines as for office buildings (Section 4.1.2 H)

Chapter Five: Landscape Design Guidelines

5.1 Concept

The landscape design guidelines are intended to create a visually pleasing and safe environment and by doing so, encourage retail and pedestrian activities. The landscape design guidelines are also intended to reinforce the overall concept of a cohesive and unique district established for the Bixby Knolls neighborhood as detailed in Chapter 2: Concept Plan.

These guidelines address landscape design in both the public and private realms. While this Concept Plan establishes overall direction for streetscape improvements in the public right-of-way for Atlantic Avenue and Long Beach Boulevard, these recommendations should be studied further under the umbrella of a future Streetscape Master Plan. Figure 5.1 illustrates the Landscape Concept Plan.

5.2 Streetscape Guidelines for Atlantic Avenue

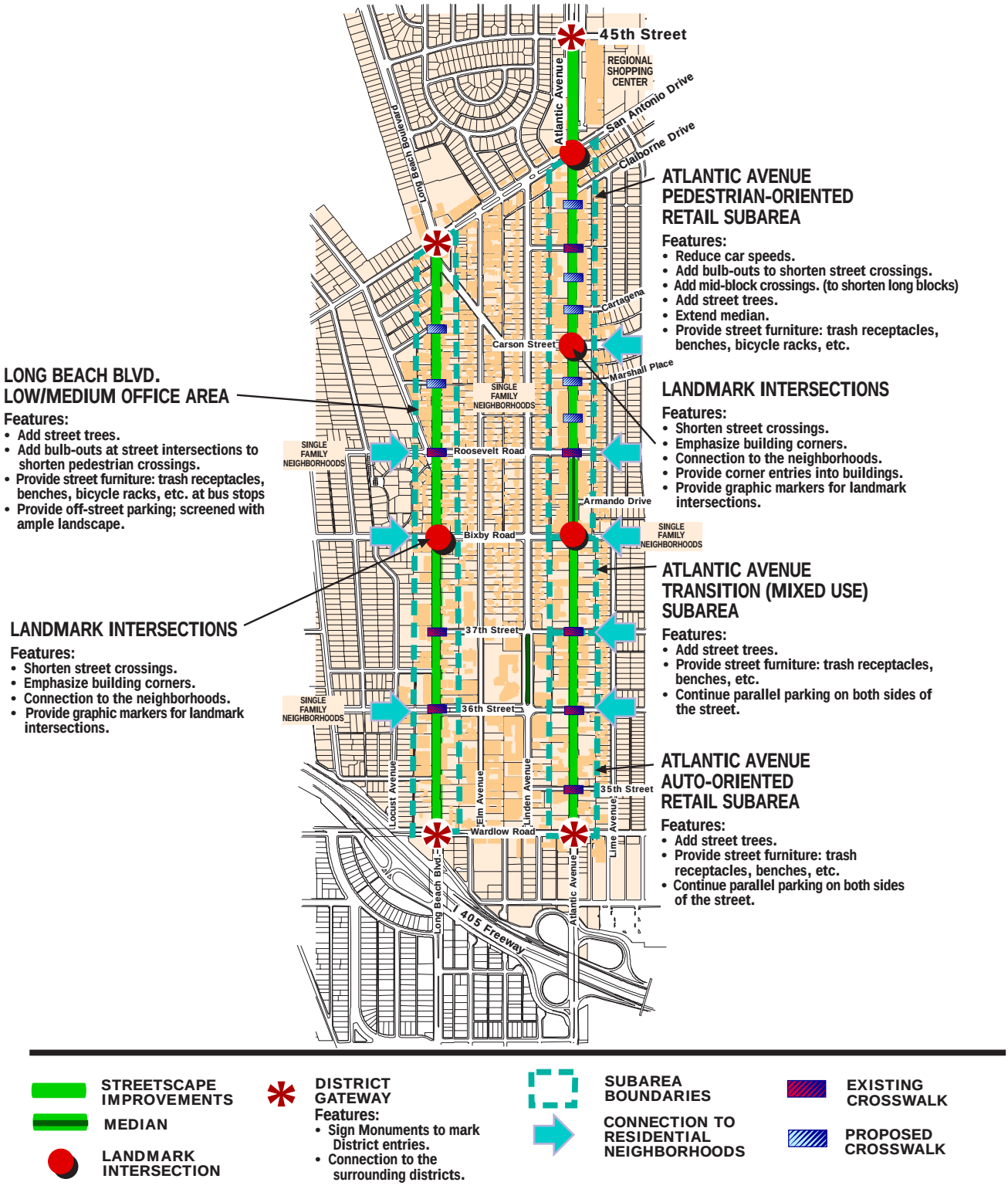
5.2.1 Pedestrian-oriented subarea

- **Establish a continuous pattern of street trees** that echoes the rhythmic nature of storefronts. BKBIA has established an alternating pattern of "Bradford Pear" with Mexican Fan Palms as the street trees for this subarea and started the implementation in several blocks. This pattern should be continued along Atlantic Avenue. The pear trees should be located 40 feet on center to allow for views of storefronts. The palm trees should be located midway between the pear trees. All new palm trees should remain unskinned to match the existing palm trees. *See figure 5.2: Typical street tree layout (plan and cross-section) for Atlantic Avenue (without median)*
- **Maintain the existing median** in the center of the street in the southernmost block of this subarea, between Roosevelt and Bixby Roads. This median provides a place of refuge to the pedestrians crossing the street. **Extend the median northward** to San Antonio Drive. The median should be attractively landscaped. The median should be a minimum of ten feet in width and planted with medium–sized canopy trees (no palms). See section 5.4 for plant type recommendations. *See figure 5.3: Typical street tree layout (plan and cross-section) for Atlantic Avenue (with median)*
- **Landscape the bulb-outs at the "landmark intersections," district gateways and mid-block bulb-outs.** The bulb-outs at mid-block crossings shall have landscaped areas flanking a 12 foot crosswalk. Landscaped bulb-outs should include clusters of two to four palm trees and flowering accent plants below with a maximum height of three feet for visibility. *See figure 5.4: Typical bulb-out plan at mid-block intersections* and *figure 5.5: Typical bulb-outs at street intersections.*
- **Encourage retail businesses to provide and maintain flowerpots, etc.** in front of their storefronts on the sidewalks to add to the area's appeal.

5.2.2 Transition (mixed use) subarea

- **Establish a continuous pattern of street trees**. The choices made in the northern subarea shall also be implemented in this subarea to provide continuity along the entire length of Atlantic Avenue. See section 5.2.1 for tree type and spacing requirements.
- **Landscape the bulb-outs at the "landmark intersection."** These landscaped areas should include clusters of two to four palm trees and flowering accent plants with a maximum height of

Figure 5.1: Concept Plan



three feet for visibility. See section 5.2.1 for tree type and spacing requirements. *See figure 5.5: Typical bulb-outs at street intersections.*

- **Encourage retail businesses to provide and maintain flowerpots, etc.** in front of their storefronts on the sidewalks to add to the area's appeal.

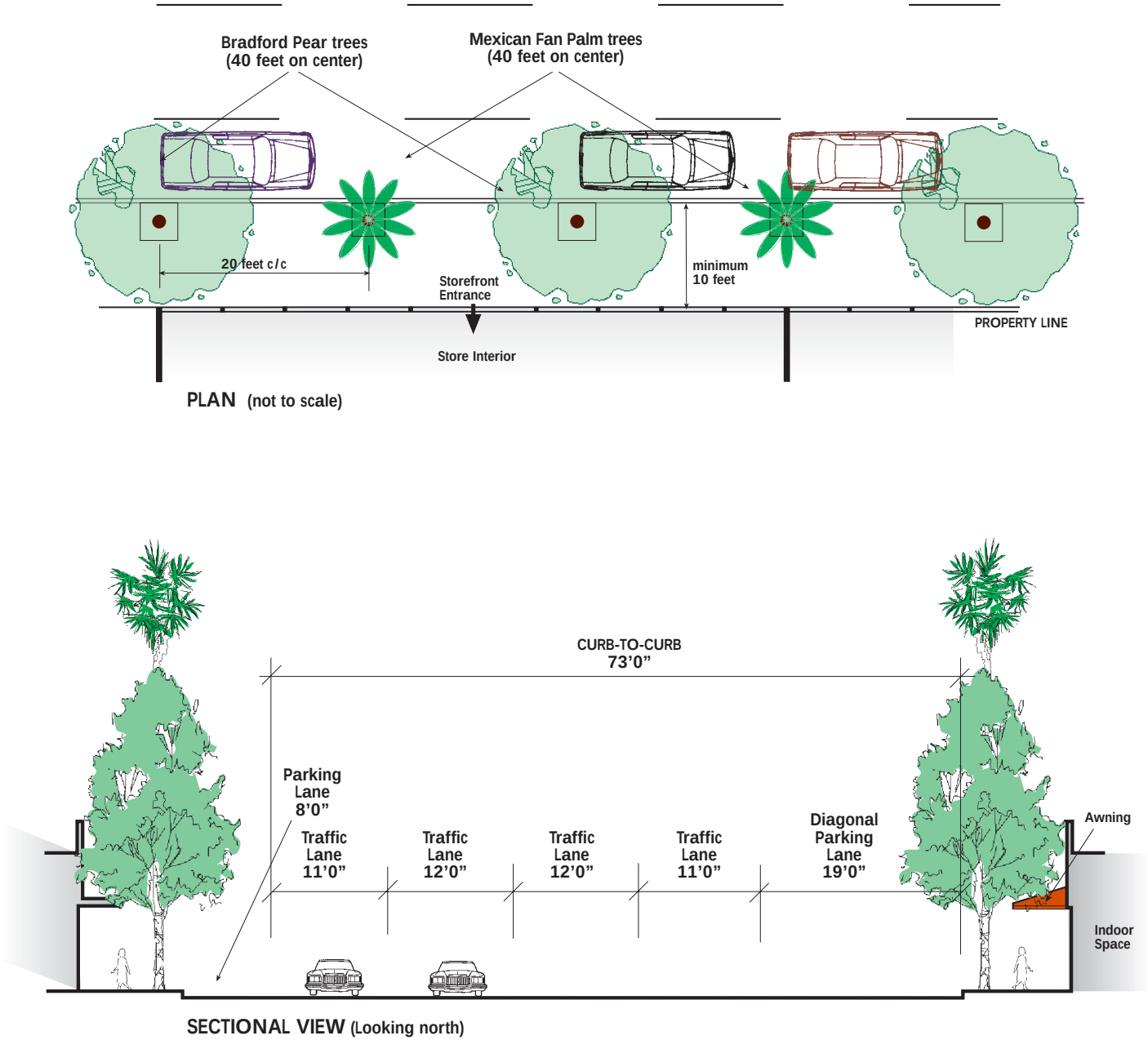
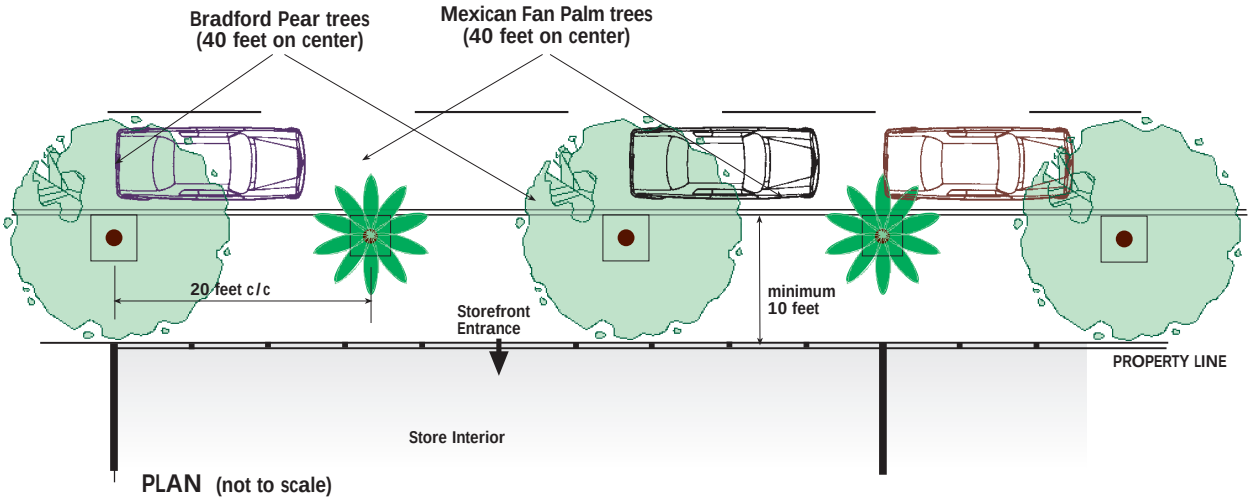


Figure 5.2: Typical street tree layout (plan and cross-section) for Atlantic Avenue (without median)

Potted plants provided and maintained by retailers add positively to the street environment.



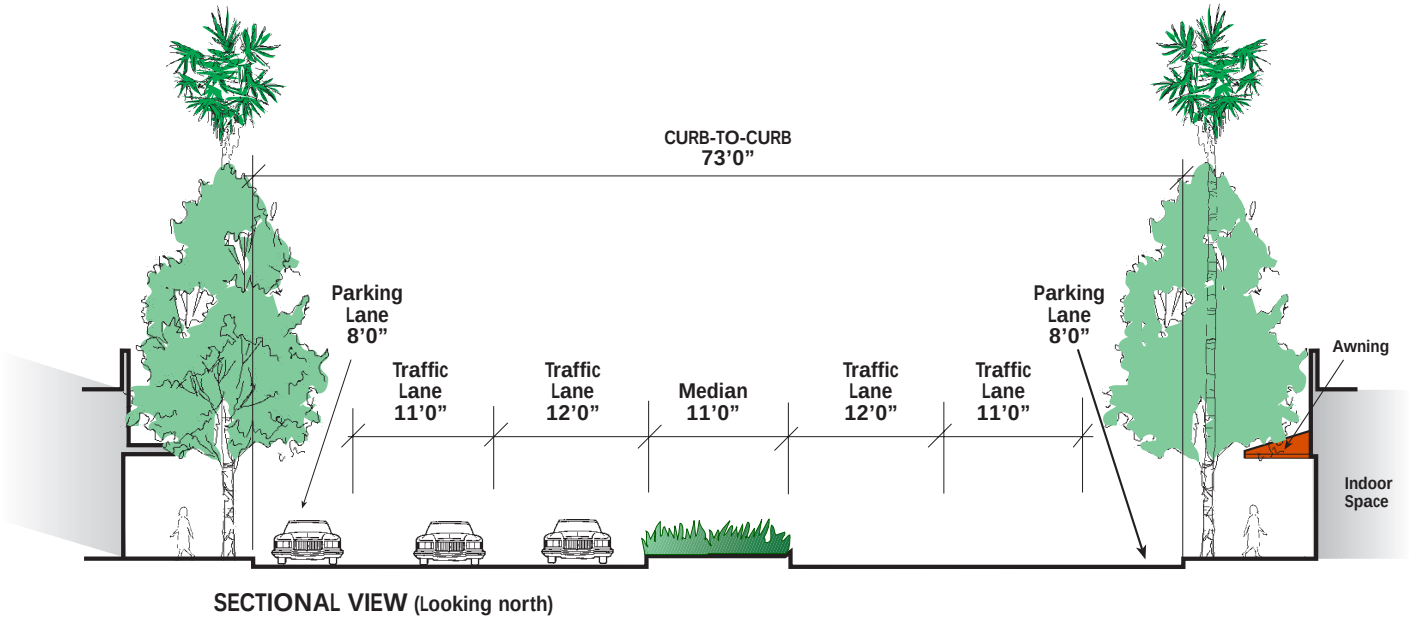
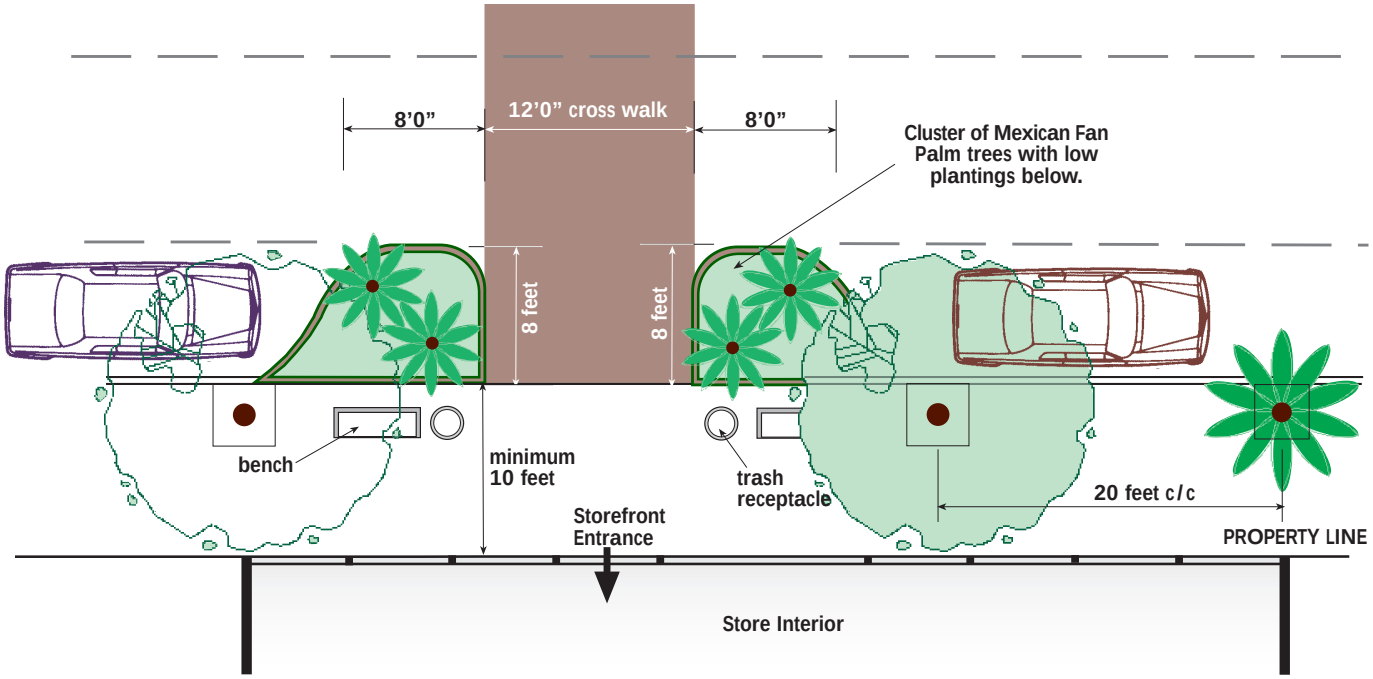
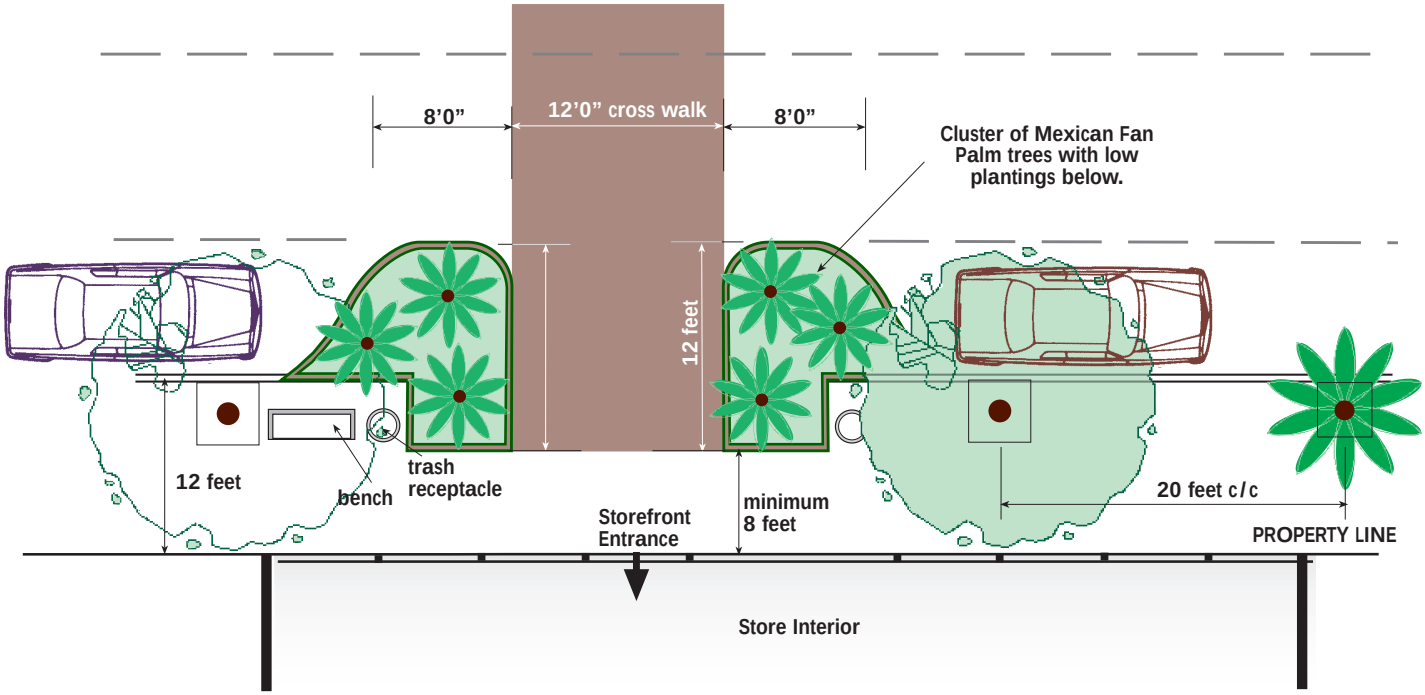


Figure 5.3: Typical street tree layout (plan and cross-section) for Atlantic Avenue (with median)



PLAN: sidewalk width limited to 10 feet (not to scale)



PLAN: sidewalk width greater than 10 feet (not to scale)

Figure 5.4: Typical bulb-out layout (plan) for mid-block intersections on Atlantic Avenue

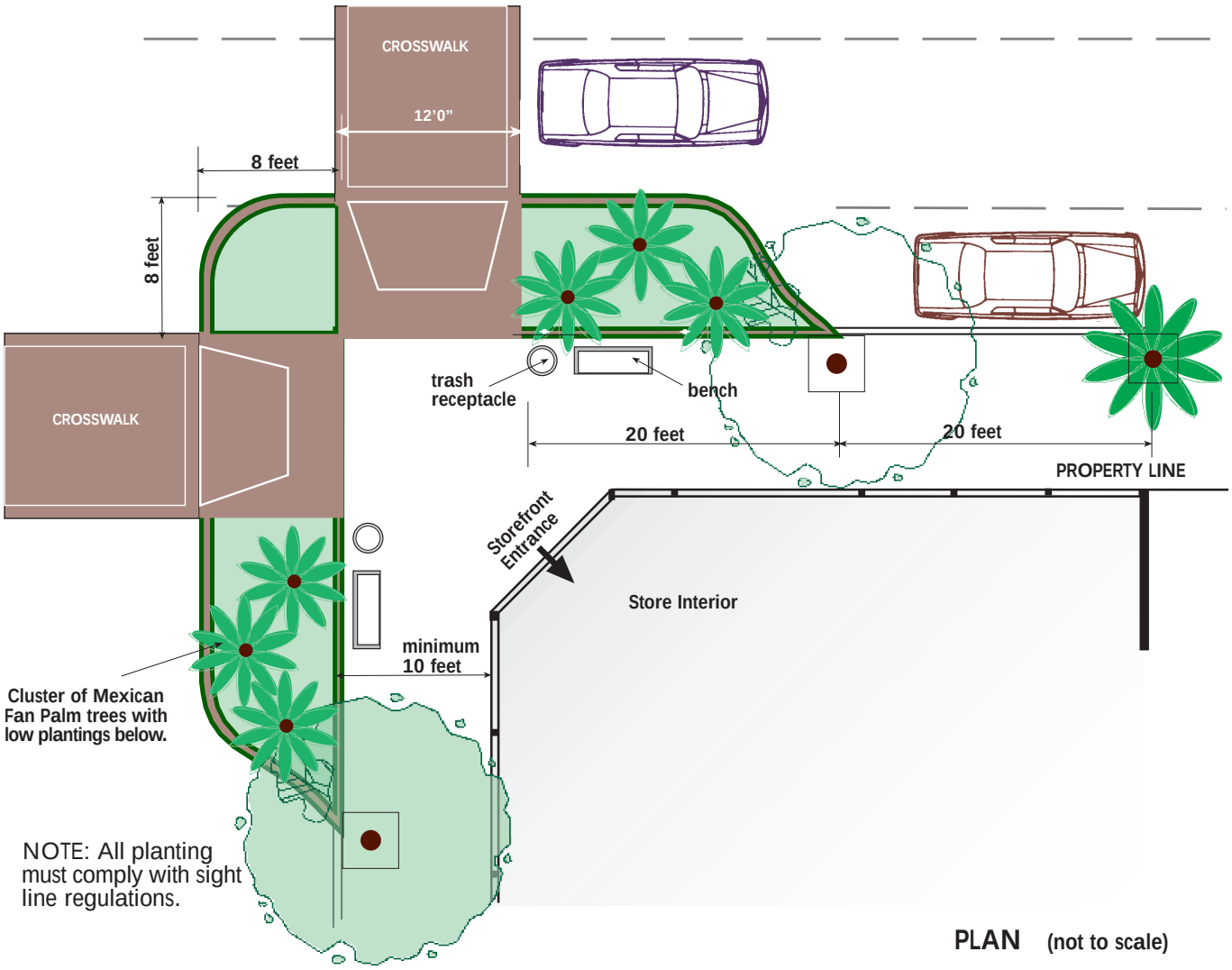


Figure 5.5: Typical bulb-out layout (plan) for street intersections

Example of a bulb-out at a street intersection

5.2.3 Auto-oriented subarea

- **Continue the pattern of Mexican Fan Palms** in this subarea to create a visually consistent element along the length of Atlantic Avenue, from San Antonio to the 405 Freeway. The spacing shall be 40 feet on center to allow for visibility of store frontage. *See figure 5.6: Typical street tree layout (plan and street cross-section) for Atlantic Ave. auto-oriented sub*area

- **Landscape the bulb-outs at the district gateways.** These landscaped areas should include clusters of two to four palm trees and flowering accent plants with a maximum height of three foot for visibility. See section 5.2.1 for tree type and spacing requirements. *See figure 5.5: Typical bulb-outs at street intersections.*

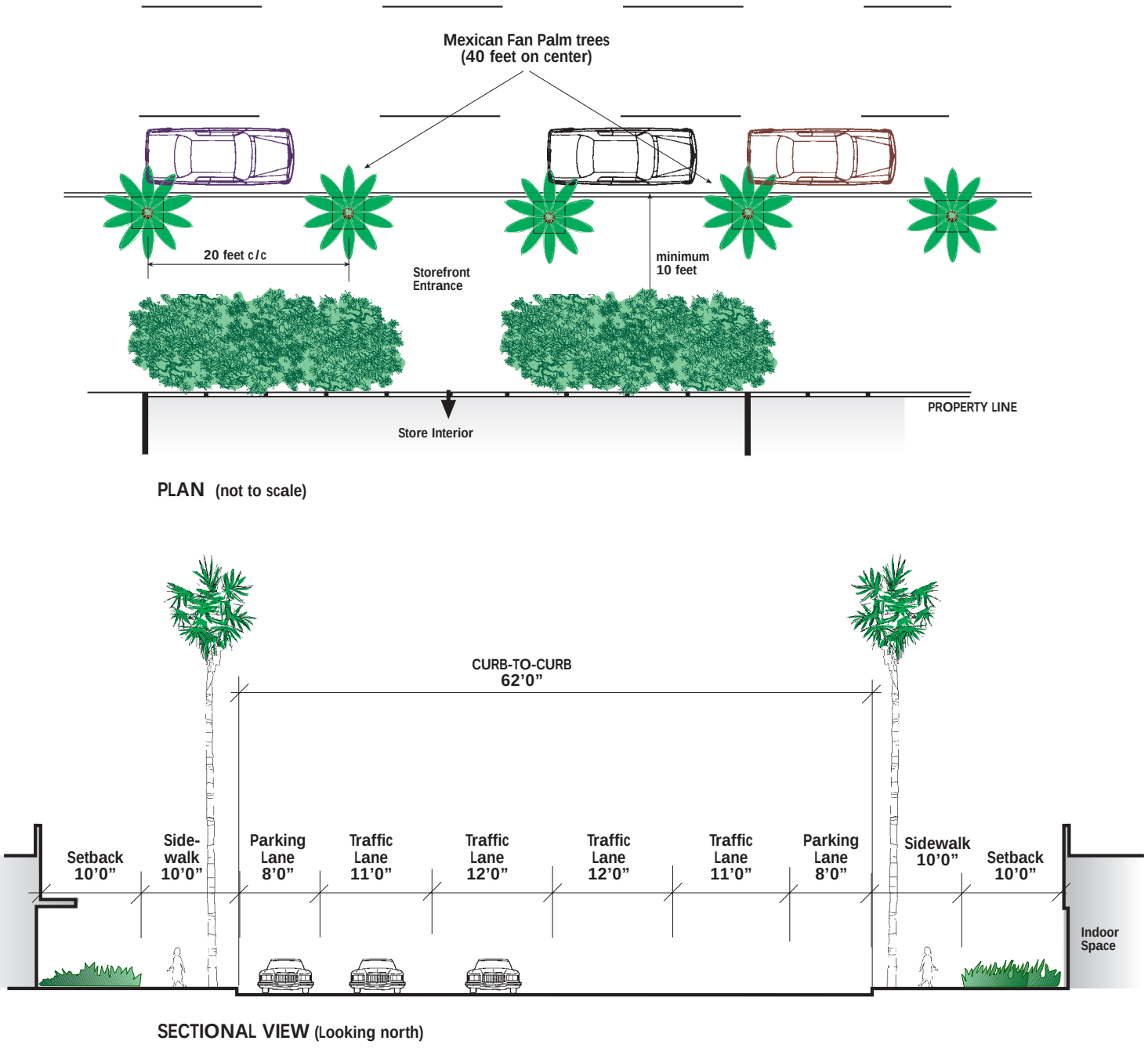


Figure 5.6: Typical street tree layout (plan and cross-section) for Atlantic Avenue: Auto-oriented subarea

5.3 Streetscape Guidelines for Long Beach Boulevard

- **Plant a continuous and dense pattern of street trees**. As uninterrupted visibility to the office buildings is not an issue, a denser spacing (30 feet on center) of street trees is recommended. A large canopied deciduous tree species such as London Plane tree, is appropriate for the street scale. This tree also complements the existing sycamores present at setbacks along the street.

  The sidewalk width is inconsistent throughout the length of Long Beach Boulevard. Where possible, plant street trees in the sidewalk area. At these locations, no trees are allowed in the first 10 feet of front setback. At locations where the sidewalk is not wide enough for street trees, encourage property owners to plant trees within the setback area. See section 5.4 for plant type recommendations. *See figure 5.7: Typical street tree layout (plan and street cross-section) for Long Beach Boulevard*

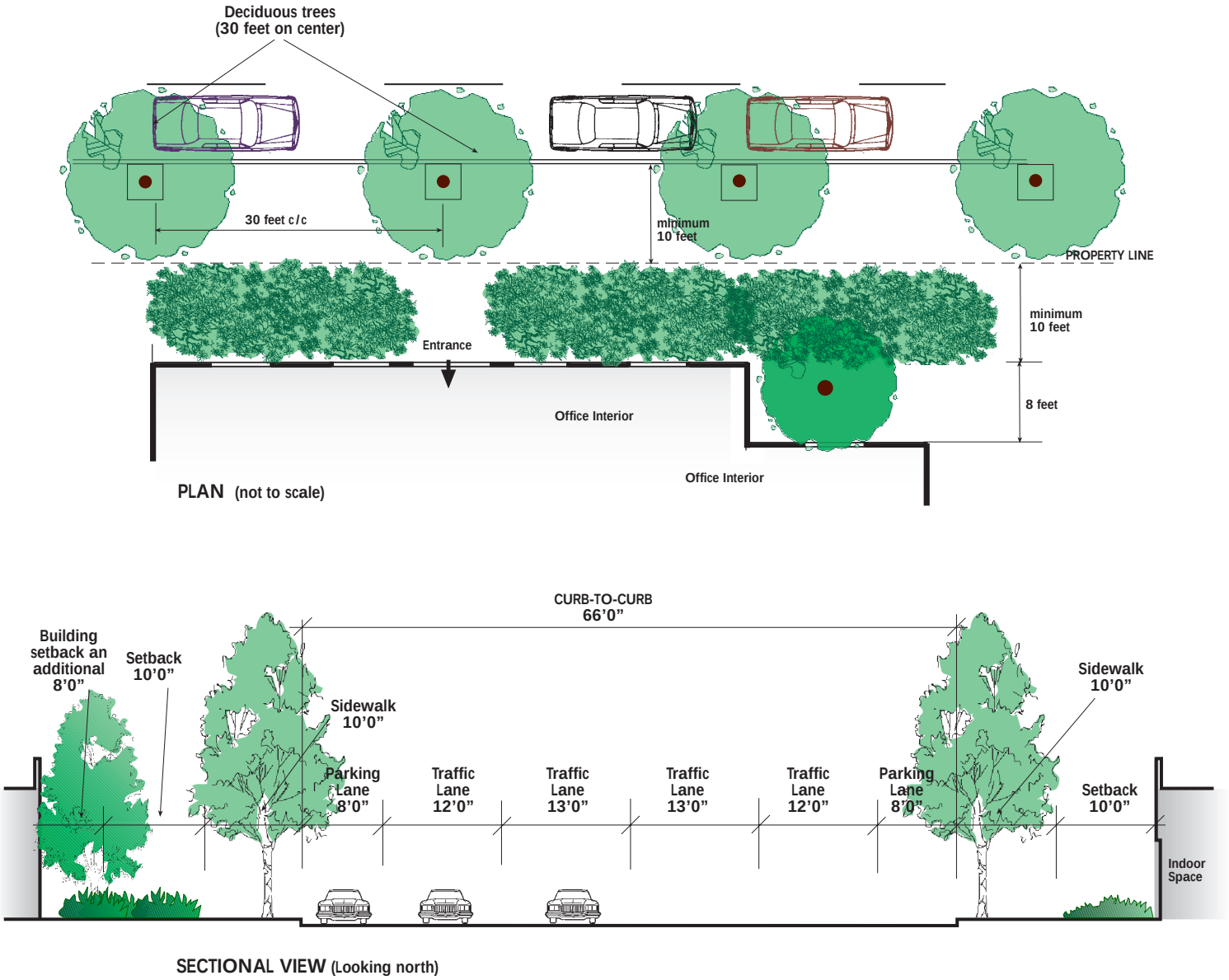


Figure 5.7: Typical street tree layout (plan and street cross-section) for Long Beach Boulevard

- **Landscape the bulb-outs at the "landmark intersections" or gateway nodes.** These landscaped areas should include clusters of two to four palm trees and flowering accent plants with a maximum height of three feet for visibility. See section 5.2.1 for tree type and spacing requirements. *See figure 5.5: Typical bulb-outs at street intersections.*
- Provide evergreen street trees along the east-west pathways (Roosevelt Street, Bixby Road, 37th and 36th Street) to link the westerly residential neighborhoods with Atlantic Avenue. Existing species include Oak, California Sycamore *(Platanus racemosa),* and Brisbane Box *(Tristania conferta).*

5.4 Guidelines for private property

5.4.1 Landscape and hardscape guidelines for front setbacks (retail and office uses)

- Setbacks are required in both the Transition (mixed use) and Auto-oriented subareas along Atlantic Avenue and for office uses in several locations: Long Beach Boulevard, Transition (mixed use), and Auto-oriented subareas along Atlantic Avenue. These setback areas should be landscaped as follows:
- No more than 50% of the setback area shall be turf.
- The plantings shall not obstruct views into the retail display windows (where retail uses are present). In all the areas, the height for these plantings shall not exceed three feet for security and safety.
- Canopy trees should be planted within the setback in the Auto-related subarea since the street tree in this subarea is Mexican Fan Palm. Canopy trees are also encouraged within the setback in those parts of Long Beach Boulevard where the sidewalks are too narrow to accommodate street trees. Trees are not permitted in the first 10 feet of front setback of those parts of Long Beach Boulevard where street tree planting is possible.
- The criteria for selecting plant materials, as established in section 5.3, shall be followed. Sample plant palettes are also included in section 5.3.

5.4.2 Landscape screening between office and residential uses

- Provide screening at property line to provide privacy for adjacent residential properties. Eighty percent of the vertical plane at the property line to a height of six feet shall be opaque.
- Screening may consist of one of the following:
  "Vertical" trees closely spaced
  "Green" (vine-covered) solid or fenced walls
  Hedges (Minimum height of six feet)
- The criteria for selecting plant materials, as established in section 5.3, shall be followed.

5.4.3 Parking lot landscape/screening guidelines

- All visible parking lots shall be screened from the street with landscape, fences or hedges.
- The height of these screens (landscape, fences or hedges) shall be limited to three feet for security and safety.
- These screens shall be setback 10 feet from the front property edge to maintain the continuity of a setback along the length of the subarea.
- If the length of the screen (landscape, fences or hedges) exceeds 45 feet, a break of at least eight feet in the screen shall be provided. These breaks shall function as accent points and be planted with plant types different from that of the screen. See *Figure 5.8: Typical parking lot screening guidelines*

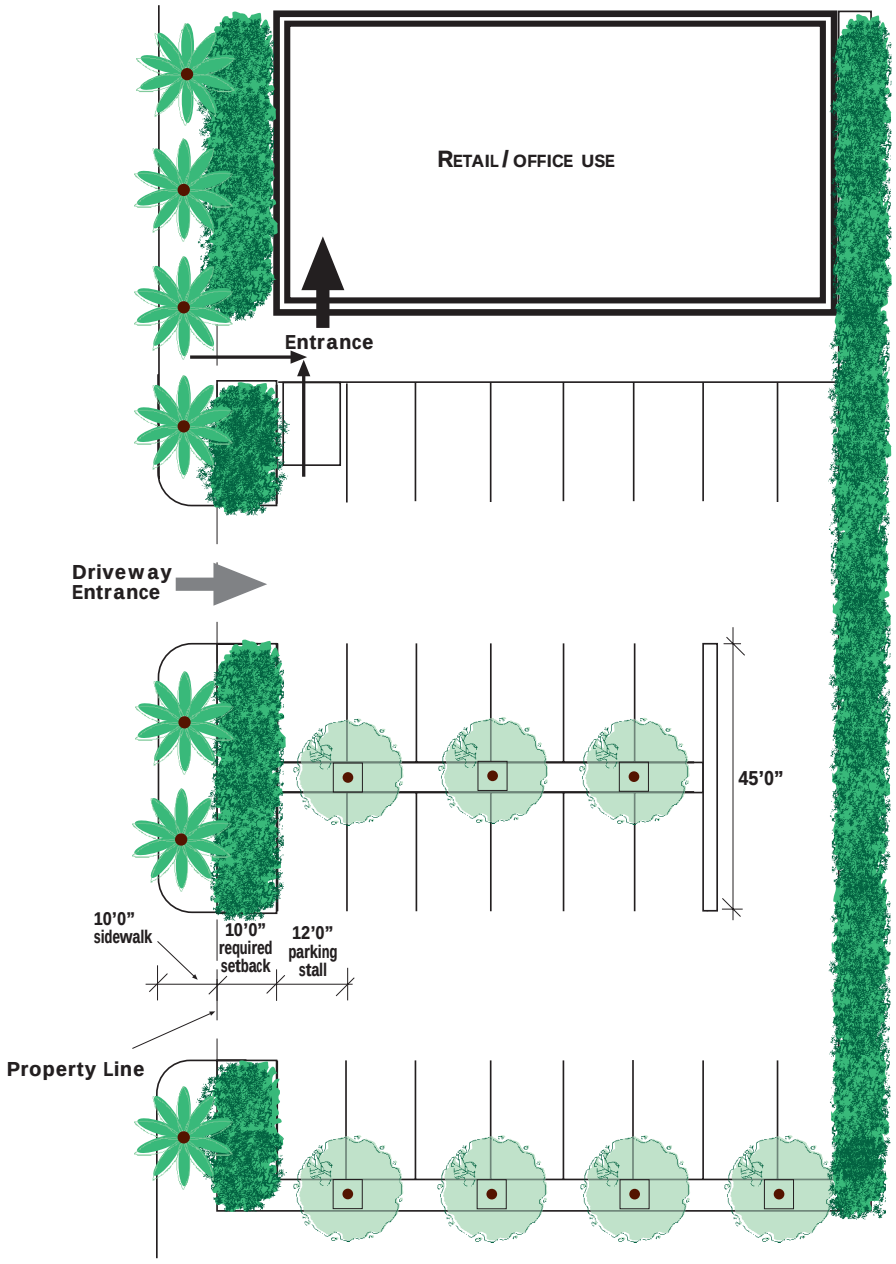


Figure 5.8: Typical parking lot screening guidelines

5.4.4 Landscaping guidelines for walkways and paseos

- The blank facades of buildings along mid-block pass-throughs and paseos can be softened with the use of landscape and amenities such as lighting, benches, flowerpots, trash receptacles, etc. Besides potted plants and planter boxes, small trees, shrubs and flowering vines on trellises and pergolas should be used.
- The minimum width of a walkway/paseo should be 10 feet.
- If the walkway/paseo is used for outdoor dining, the minimum width should be 15 feet.

Examples of paseos and courtyards with privately provided landscape amenities that add positively to the retail environment.

5.5 Plant Palette

The following criteria have been established for the selection of the plants:

- Color, flowering accent
- Compatible with building architecture
- Low maintenance
- Low water consumption
- Discourage vandalism (do not block windows or screen entryways)

The plant palette shown on the following pages lists various plant type recommendations, their characteristics, growth rates and suggested locations.

Table 5a: Sample Palette – Trees

	Characteristics									Growth Rate			Location						
	Evergreen	Deciduous	Sun	Partial Shade	Shade	Height	Width	Flower Color	Drought Tolerant	Fast	Moderate	Slow	Parking Lot	Paseo	Landscape Setback		Median	Bulb-out	Residential Screen
Trees																			
Casuarina stricta (Coast Beefwood)	■		■	■		30'	20'	-	■	■			■			■			
Cocos plumosa (Queen Palm)	■		■	■		25'	15'	-		■				■	■				
Geijera parviflora (Australian Willow)	■		■			25'	20'	-	■		■		■		■				■
Lagerstroemia x fauriei (Crape Myrtle)		■	■			20'	20'	M			■			■	■				
Liquidamber styraciflua (Sweet Gum)		■	■			50'	20'	-			■		■				■		
Melaleuca quinquenervia (Cajeput Tree)	■		■			30'	20'	W	■	■			■		■				■
Platanus acerifolia (London Plane Tree)		■	■			40'	30'	-		■			■			■	■		
Podocarpus gracilior (Fern Pine)	■		■	■		50'	35'	-			■					■	■		■
Prunus caroliniana (Carolina Cherry)	■		■	■		15'	4'		■	■	■								■
Prunus cerasifera 'Krauter Vesuvius' (Purple Leaf Plum)		■	■			15'	12'	P		■				■	■			■	
Pyrus calleryana 'Bradford' (Bradford Pear)		■	■			30'	25'	W			■					■	■		
Quercus virginiana (Southern Live Oak)	■		■			40'	40'	-	■		■		■			■			
Rhus lancea (African Sumac)	■		■			25'	25'	-	■		■	■	■		■	■			■
Tabebuia ipe (Pink Tabebuia)	■		■	■		25'	15'	P		■				■	■				
Tristania conferta (Brisbane Box)	■		■			40'	30'	-	■	■			■			■			■
Washingtonia robusta (Mexican Fan Palm)	■		■			50'	10'	-			■					■		■	

Table 5b: Sample Palette – Shrubs

	Characteristics									Growth Rate			Location						
	Evergreen	Deciduous	Sun	Partial Shade	Shade	Height	Width	Flower Color	Drought Tolerant	Fast	Moderate	Slow	Parking Lot	Paseo	Landscape Setback		Median	Bulb-out	Residential Screen
Shrubs																			
Abelia g. 'Edward Goucher' (Pink Abelia)	■		■	■		3'	3'	Pi			■		■		■				
Arctostaphylos e. 'Carmel Sur' (Little Sur Manzanita)	■		■	■		2'	5'	Pi	■	■			■		■		■	■	
Bergenia cordifolia (Heartleaf Bergenia)	■		■	■		18"	18"	Pi			■			■	■			■	
Buxus microphylla japonica (Japanese Boxwood)	■		■	■		3'	1'	-			■			■	■		■	■	
Ceanothus g. 'Horizontalis' (Carmel Creeper)	■		■			2'	5'	B	■	■			■		■		■	■	
Cistus skanbergii (Rockrose)	■		■			18"	3'	Pi	■	■			■		■		■	■	
Convolvulus mauritanicus (Ground Morning Glory)	■		■			1'	3'	B	■	■			■		■		■	■	
Dietes bicolor (Butterfly Iris)	■		■			3'	2'	Y	■		■		■	■	■		■	■	
Erigeron karvinskianus (Santa Barbara Daisy)	■		■	■		1'	2'	W	■	■				■	■				
Escallonia 'Compacta' (Dwarf Escallonia)	■		■	■		3'	3'	R	■		■		■		■			■	
Lantana camara varieties (Common Lantana)	■		■			3'	3'	M	■	■			■		■			■	
Lavandula angustifolia (English Lavender)	■		■			3'	3'	P	■		■		■		■		■	■	
Lavandula a. 'Munstead' (Dwarf English Lavender)	■		■			18"	18"	P	■		■		■				■	■	
Nandina domestica (Heavenly Bamboo)	■		■	■	■	4'	3'	-		■				■	■			■	
Phormium t. 'Dazzler' (Red New Zealand Flax)	■		■	■		3'	3'	-	■	■			■	■	■			■	
Phormium t. Maori Maiden' (New Zealand Flax)	■		■	■		3'	3'	-	■	■			■	■	■		■	■	
Pittosporum t. 'Crème de Mint' (Dwarf Varigated Tobira)	■		■	■	■	2'	2'	-	■		■		■	■	■				
Raphiolepis i. 'Pink Cloud' (Pink Indian Hawthorn)	■		■	■		3'	4'	Pi			■		■	■	■		■	■	
Santolina chamaecyparissus (Lavender Cotton)	■		■			2'	3'	Y	■		■		■	■	■		■	■	
Tulbaghia v. 'Silver Lace' (White Society Garlic)	■		■			1'	1'	P		■				■	■			■	

Table 5c: Sample Palette – Groundcover and Vines

	Characteristics									Growth Rate			Location						
	Evergreen	Deciduous	Sun	Partial Shade	Shade	Height	Width	Flower Color	Drought Tolerant	Fast	Moderate	Slow	Parking Lot	Paseo	Landscape Setback		Median	Bulb-out	Residential Screen
Groundcover																			
Achillea tomentosa (Woolly Yarrow)	■		■	■		6"	18"	Y	■	■			■		■				
Armeria maritima (Sea Pink)	■		■			6"	12"	P			■			■	■			■	
Campanula poscharskyana (Serbian Bellflower)	■			■	■	1'	3'	B		■				■	■				
Cerastium tomentosa (Snow in Summer)	■		■			8"	3'	W	■	■			■		■			■	
Fragaria chiloensis (Mock Strawberry)	■		■	■		6"	2'	W		■			■	■	■			■	
Helianthemum nummularium (Sunrose)	■		■			8"	3'	M	■		■				■			■	
Heuchera maxima (Island Alum Root)	■		■	■	■	12"	18"	P	■		■				■			■	
Lantana montevidensis (Trailing Lantana)	■		■			18"	4'	P	■	■			■		■		■	■	
Limonium perezii (Sea Lavender)	■		■	■		18"	18"	P	■		■			■	■			■	
Pelargonium peltatum (Ivy Geranium)	■		■			1'	3'	M			■			■	■			■	
Rosmarinus o. 'Prostratus' (Prostrate Rosemary)	■		■			2'	4'	B	■	■					■			■	
Trachelospermum jasminoides (Star Jasmine)	■		■	■	■	18"	4'	W		■			■	■	■		■	■	
Verbena peruviana (Verbena)	■		■			1'	4'	M	■	■			■		■				
Vines																			
Bougainvillea 'San Diego Red' (Bougainvillea)	■		■			-	-	R	■	■				■	■				
Clytostoma callistegioides (Lavender Trumpet Vine)	■		■			-	-	P		■				■	■				
Pandorea jasminoides (Bower Vine)	■		■			-	-	W		■				■	■				

Chapter Six: Sign Design Guidelines

6.1 The Necessity for Sign Design Guidelines

Due to the age of these business districts, many of the properties have experienced numerous changes in ownership and occupancy. And while each successive occupant may not have altered the architecture and landscaping, the signs are always changing or new signs being added. Over the years as the signs have been replaced without design guidelines, there has been a decline in their quality and an increase in their quantity. Currently, many of the signs no longer compliment the architectural style of their building. The result has been a visual deterioration of corridors' image.

While there are new commercial buildings in the area, many of the small to medium size properties are of an age and condition that no longer attract retail tenants who take a coordinated approach to marketing. Signs are a form of marketing because they identify the type of business. When a business uses an excessive number of signs to "advertise" their goods and services, the result is a visual blight that thwarts comprehension and undermines the economic image of the district. These design guidelines in general, and specifically the sign design guidelines should be regarded as a marketing tool to create a better business image for the districts and therefore a climate for increased sales.

In the same way that Architectural Design Guidelines are not building codes, Sign Design Guidelines are not as specific as the City's Sign Ordinances. They apply in addition to the Sign Ordinances. The following guidelines are intended to explain which types of signs enhance the visual impression of the two districts and conversely what types of signs detract from a favorable visual impression.

The goals of these Sign Design Guidelines are to:
- identify businesses in a manner that promotes an attractive image of the two districts.
- prevent a decline in the visual image of the districts due to excessive or inappropriate signs.

Relationship of sign design guidelines to architectural design guidelines:
In most cases, signs should find their design style in the style of the building architecture. The style could be historic due to the age of the structure or the style could be any of those favored by today's builders, Spanish-Colonial, Modern, Post-Modern etc. Customarily, signs use brighter, more contrasting colors than the colors used on the building exterior. Sign colors should be compatible with the building color. Buildings are seldom a single color. The building colors should be considered when selecting sign colors. The architectural design of any building suggests appropriate sign placement locations and sign scale. Signs should compliment and never obscure architectural style and details. With large buildings or building complexes signs should be placed to identify the formal entry.

6.2 Glossary of Terms

- **Abandoned sign**... the sign face, frame and supporting pole of any permanent sign advertising a business which has abandoned the premises for ninety (90) days or more. Abandoned sign also includes any promotional activity sign advertising an activity which ended five or more days previous. Signs associated with a demolished building shall also be considered abandoned signs.
- **Adhesive vinyl**... an extremely thin sign material available in a large range of colors which is cut by hand or machine and applied to a surface as letters, artwork and/or backgrounds... an alternative to

painting or printing.

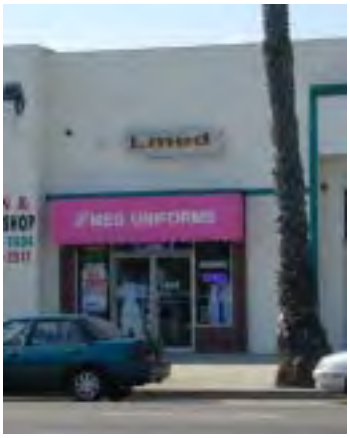
- **Architectural detail**... any physical component of the building's design, examples being: window & door frames, moldings, cornices, recessed panels, grilles, bas relief, light fixtures, decorative tile, stair and balcony railings.
- **Area identification sign**... identifies a group of contiguous activities having combined lot frontage and having on-premises public parking held in common. Such signs shall not identify individual activities within the group, nor contain any additional message.
- **Awning sign**... a sign painted or affixed to an awning**.**
- **Awning valance**... the narrow, vertical, hanging flap at the front edge of a traditional awning.
- **Backdrop wall sign**... a sign placed on a freestanding wall to the rear or side of an open display business such as, but not limited to, vehicle, boat, or plant nursery sales or equipment rental.
- **Banner sign**... a promotional activity sign with wording or symbols.
- **Building directory sign**... a pedestrian sign listing multiple occupants of a building.
- **Changeable copy sign**... a sign whose copy is periodically changed to advertise events, sales, and the like, with detachable but motionless lettering that must be manually installed, usually on a series of parallel tracks. A changeable copy sign shall not include a "tri-vision" sign, electronic sign, or electronic message center.
- **Channel letter**... an individual letter made of formed sheet metal, usually with an acrylic face and an internal light source.
- **Chaser lights**... multiple ornamental lights that rapidly flash off and on in a sequence that implies motion.
- **Community identification sign**... identifies a community comprised of various residential neighborhoods and/or commercial or industrial district(s) and announces its geographical boundaries (i.e., now entering or leaving community name) within the City. This sign shall always identify that the respective community is part of the City.
- **Electronic message center sign**... a sign whose alphabetic, pictographic, or symbolic informational content can be changed or altered on a fixed display surface composed of electronically illuminated or mechanically driven changeable segments. This includes signs that have to be preprogrammed to display only certain types of information (i.e., time, date, temperature) and signs whose informational content can be changed or altered by means of computer-driven electronic impulses.
- **Façade sign**... the major (largest) sign attached to the building exterior. These signs should be legible to persons in moving vehicles and therefore brief in their information
- **Freestanding sign**... a sign which is displayed directly on the ground and which is supported neither wholly nor in part by a building.
- **Letter Area**... the total square feet of the letters and logos in a sign that can fit within 8 straight vertical and horizontal lines and be no closer than 5 inches to the edge of the Placement Area.
- **Lineal frontage**... the left to right maximum dimension of a building.

- **Marquee/canopy sign**... a sign that is attached to the vertical face or the soffit of a marquee or canopy.
- **Monument sign**... a sign that is displayed directly on the ground or on a base which is the same width as the sign.
- **Mural...** abstract or realistic artwork applied to a wall for decorative purposes containing no trademarks, corporate logos, words or letters, and therefore not a sign.
- **Noncommercial sign**... any device or structure used for visual communication which does not advertise or promote any business enterprise, product, service or activity that is revenue-promoting. Such signs include addresses, business hours, building directories, cornerstones, parking limitations, traffic directional, warning and other similar signs determined by the Zoning Administrator to be noncommercial.
- **On-premises sign**... a sign that identifies or communicates a message related to the activity conducted, the service offered, or the commodity sold on the premises upon which the sign is located**.**
- **Outdoor menu display**... a single-sided framed menu attached to the moveable barrier that defines the outdoor dining area in the public right-of-way.
- **Painted sign**... a sign painted on a wall or window, or a decal (or similar application of permanent material with an adhesive surface).
- **Parapet**... the top portion or edge of a building façade.
- **Parking information sign**... a sign with parking information oriented to persons in vehicles.
- **Pedestrian sign**... small signs meant to be legible only to persons as they enter or pass in front of a business.
- **Pole sign**... a sign supported by pole(s) or post(s) with the lowest part of the sign is above 4 feet.
- **Political sign**... a sign indicating the name and/or picture of an individual seeking election or appointment to a public office, or relating to a proposition or change of law in a public election or referendum, or pertaining to the advocating by persons, groups or parties of political views or policies. Political signs are considered to be on-premises signs unless the advertising is placed on a billboard.
- **Portable sign**... a freestanding sign not permanently located upon a foundation.
- **Projecting sign**... a sign that is attached to, and at an angle from, a wall or other essentially vertical plane of a building or structure.
- **Promotional activity sign**... any sign made of cloth or paper taking the form of a banner, balloon, kite, placard, pennant or similar device, or painted on a window area.
- **Pylon sign**... a sign that is attached to or appears to project through a building, and is architecturally integrated into the building design yet structurally independent.
- **Raceway**... a box mounted on the building exterior that houses the wiring and transformers to which channel letters are mounted.

- **Reverse channel letter**... a three-dimensional letter with a metal face and sides and an open back so the internal light source illuminates the wall and silhouettes the letters at night.
- **Roof sign**... a sign that is mounted on the roof of a building or which is wholly dependent upon a building for support and which projects above the point of a building with a flat roof, the eave line of a building with a gambrel, gable or hip roof, or the deck line of a building with a mansard roof.
- **Sign area**... the entire face of a sign including the advertising surface and any framing, trim or molding. For signs with more than two (2) surfaces, the area is the maximum area of all display faces, which are visible from any ground. If the supporting device is in itself a part of the sign, it shall be included in the calculation of the area of the sign.
- **Sign cabinet**... a type of sign construction made of a metal container which houses fluorescent tube lights. Frequently these signs have a translucent acrylic sign face.
- **Sign face**... the surface of the sign that carries the words (and artwork).
- **Sign placement area**... the area of one rectangle on a wall, within the required height limits, which is unbroken by major architectural features such as doors, windows, columns or architectural protrusions. Only one placement area is permitted per building elevation per business. Only that portion of the building occupied by the business shall be used in calculating the placement area. A business fronting onto more than one public right-of-way may not combine the permitted sign placement area for one wall with that of another wall for the purpose of placing the combined area, or any part of the combined area, on one wall.
- **Sign**... any device or structure used for visual communication or attraction, including any announcement, declaration, demonstration, display, illustration, insignia, model, statue, or symbol used to identify a place, or to advertise or promote the interest of any person; together with a framework, background material structure, component parts, and bracing materials (not including the supporting pole on freestanding signs). Official traffic-control devices are specifically exempted from this definition. The official flags of nations, states, counties, cities and recognized nonprofit organizations shall not be considered signs, but flags, banners or similar devices containing a commercial message shall be signs.
- **Temporary sign**... any sign of cloth, paper or similar material (except as window signs). These are considered promotional activity signs.
- **Temporary sign**... time limited sale signs, real estate signs.
- **Vehicle oriented signs**... signs that are of a size that can be easily read by the occupants of a moving car, usually the façade sign and address numbers.
- **Visual Façade...** the combination of all the facades or sides of a building that can be seen from one position, for instance, a free standing or a corner building.
- **Wall sign...** a sign fastened to or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure for or forms the background surface of the sign. Such a sign may not project more than fourteen inches (14") beyond the vertical wall surface or it shall be considered a projecting sign.
- **Window sign**... a sign which is painted on, or attached to, the interior side of window or glass doors, or which is inside a window and mounted within one foot (1') of a window.

Underutilized sign locations

Signs whose material, color and detailing share no visual similarity to the building.



Sign with too much information to be an attractive design and too much information for comprehension from a moving vehicle

Typical sign problems

Excessive quantity of signs which compete for attention and diminish communication.

6.3 Existing Conditions

6.3.1 Atlantic Avenue

The Atlantic Avenue district is made up of predominantly retail businesses. Frequently, retail businesses overuse signs as an advertising medium for their goods and services. When this advertising impulse is not tempered by design guidelines, the result can be "sign blight". This condition occurs when retail businesses cover their facades with so many signs that their message is obscured rather than understood. This visually degrades the image of the district.

6.3.2 Long Beach Boulevard

There are fewer retail businesses on Long Beach Boulevard. Here the professional offices, motels and schools are generally more restrained in the design and number of their signs. However, there are a significant number of properties that would benefit from the application of sign design guidelines. Some of the businesses utilize the undesirable sign cabinets or the prohibited roof signs. Many of the business sign designs do not support the style or the functionality of the building's architecture. These inconsistencies convey a negative impression that the district is past its prime.

6.4 Differing Sign Characteristics of the two Districts

6.4.1 Signs more characteristic of the Atlantic Avenue Project Area

An auto-oriented subarea has been defined as part of the Atlantic Avenue Project Area. Auto-oriented refers to businesses like car dealers, gas stations and any business with "drive-thru" services, like a laundry or fast food restaurant. These buildings are usually setback from the sidewalk. The lot size to building footprint ratio of auto-related businesses makes them excellent candidates for freestanding signs. Freestanding signs (pole and monument) are permitted only in the auto-oriented subarea.

Gas stations signs are directed to persons in vehicles who uniquely make their price decisions while still driving. Therefore, they should be allowed to continue the use of large price marquee signs, even though vehicle-oriented merchandise and price signs are prohibited to all other types of retailers throughout the district.

6.4.2 Signs more characteristic of the Long Beach Boulevard Project Area

Multiple tenant office buildings may find it more practical to treat their address number as their primary or secondary sign due to the number and variety of the building's tenants. Buildings with a group of related, but independent tenants might have a collective name with a descriptive term like Medical Building or Law Offices for their primary façade or monument sign.

Motels presently occur only in this district and are a nonconforming use. While they are still in this district, they should be encouraged to play a more visual role that spans between residential and commercial. This can be done by reducing the number of signs to a primary sign and a vacancy /no vacancy sign and prohibiting pedestrian and window signs for motels.

6.5 Sign Design Guidelines

6.5.1 Information should be prioritized

Retail businesses have several messages to communicate to their potential customers through the use of signs, for example:

Business Name
Address
Type of Goods and Services
Brand Names carried
Credit Cards honored
Telephone number
Parking directions
Business hours

"Sign Blight" occurs when a business has so many signs that potential customer is overwhelmed and communication is thwarted. The business owner should limit the size and number of their signs so information can be understood in a sequence of importance. *See Figure 6.1: Matching the sign message with the appropriate sign category.*

6.5.2 Design Factors

A. The role of letter style in design

Various letter styles have different strokes. Letter stroke width has an important effect on the visual impact of a sign. The use of all capital letters or initial capital and lower case letters also affects sign impact. To promote visual variety between facade signs, these sign guidelines encourage a variety of letter stroke widths and capitalization. *See Figure 6.2: The Role of Letter Style and Capitalization.* Therefore, an increase of 5–15% in letter area is allowed to promote variety while maintaining legibility.

B. Sign scale and placement

Most commercial building exteriors have a Sign Placement Area. This is the largest flat rectangular area on the building that is above eight feet. The placement area should not include any architectural details. The placement area could be made of a plain or patterned material.

Letter area of a sign is the area containing all the letters and logos of the sign that can be defined by no more than eight vertical and horizontal lines. Sign ornamentation is not included in letter area.

- If the placement area is 25% or more of the total area of the façade, the maximum letter area is 20% of the placement area.
- If the placement area is between 25% and 15% of the façade area, the maximum letter area is 25% of the placement area.
- If the placement area is 15% or less of the total façade area, the maximum letter area is 30% of the placement area.

See Figures 6.3, 6.4 & 6.5: Diagrams of Façade area, Placement area and Letter area

Figure 6.1: Matching the sign message with the appropriate sign category

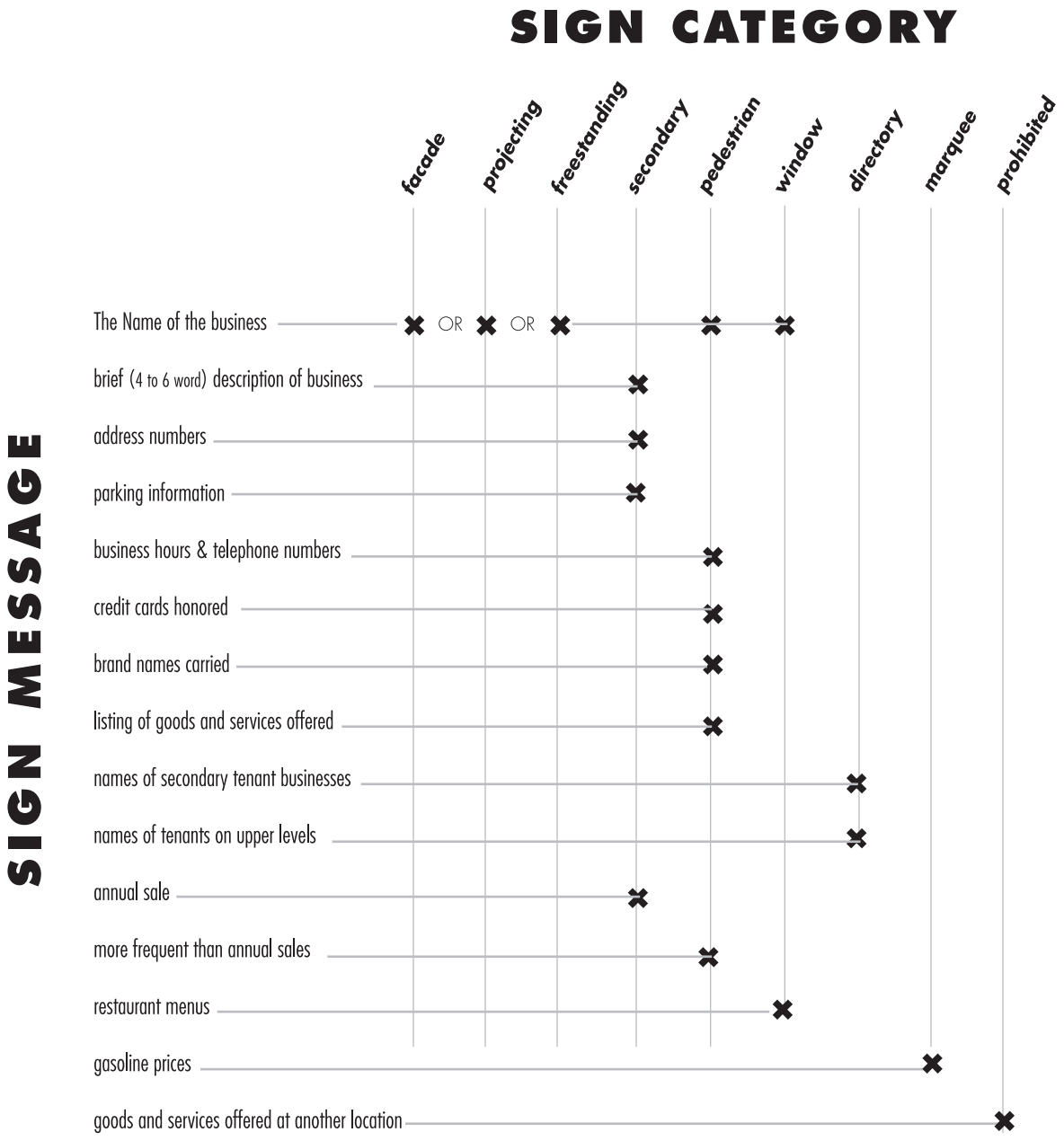


Figure 6.2: The Role of Letter Style and Capitalization

Thin letters can be larger. Facade sign capital letters whose widest stroke is not greater than one tenth of the letter height adds 10% to the allowable letter area.

MAXIMUM LETTER AREA

STARDUST JEWELERS

STARDUST JEWELERS

MAXIMUM LETTER AREA PLUS 10%

Using initial capitals and lower case letters of the same letter style and point size adds 5% to the allowable letter area.

MAXIMUM LETTER AREA

STARDUST JEWELERS

Stardust Jewelers

MAXIMUM LETTER AREA PLUS 10%

Using thin letters with capitals and lower case letters adds 15% to the allowable letter area

MAXIMUM LETTER AREA

STARDUST JEWELERS

Stardust Jewelers

MAXIMUM LETTER AREA PLUS 15%

Figure 6.3: Building/Sign Area Ratio: Condition One

The Sign Placement Area is the most appropriate and visible (usually flat) area above 8 feet on the facade that contains no architectural details.

If the Sign Placement Area is 25% or more of the Facade Area, the Maximum Letter Area is 20% of the Sign Placement Area

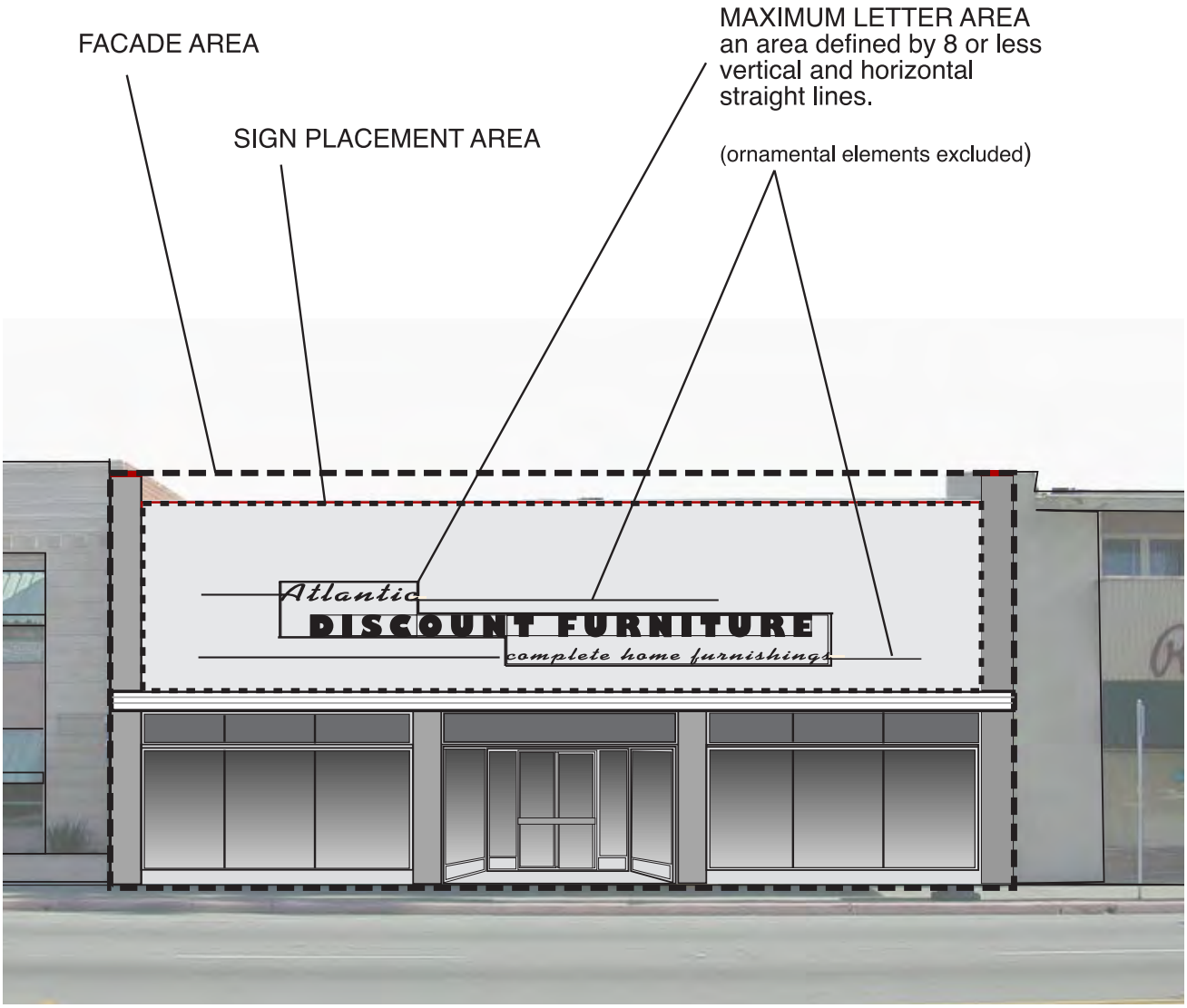
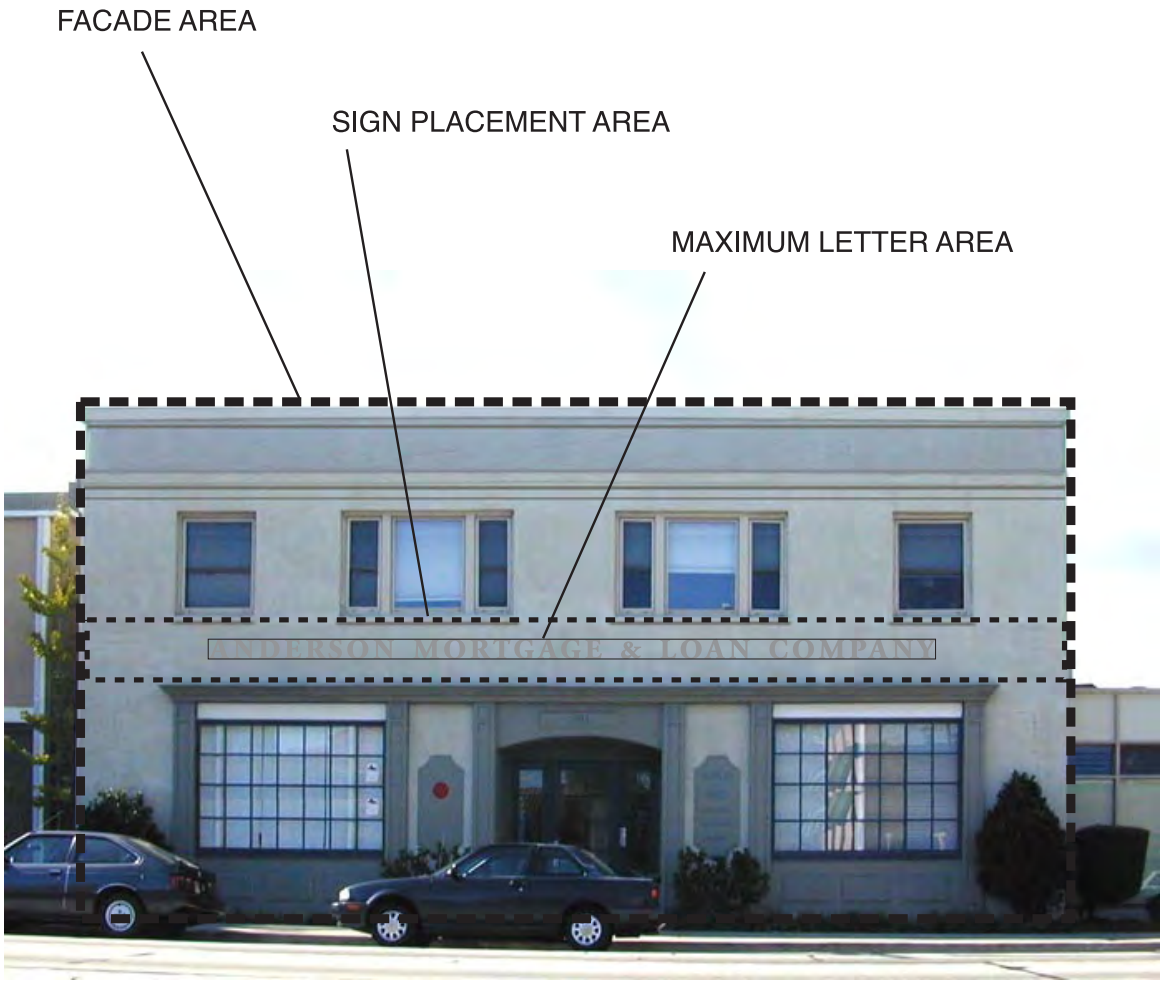


Figure 6.4: Building/Sign Area Ratio: Condition Two

If the Sign Placement Area is between 25% to 15% of the Facade Area, the maximum letter area is 25% of the Placement Area

Figure 6.5: Building/Sign Area Ratio: Condition Three

If the Sign Placement Area is 15% or less of the Facade Area, the maximum letter area is 30% of the Placement Area



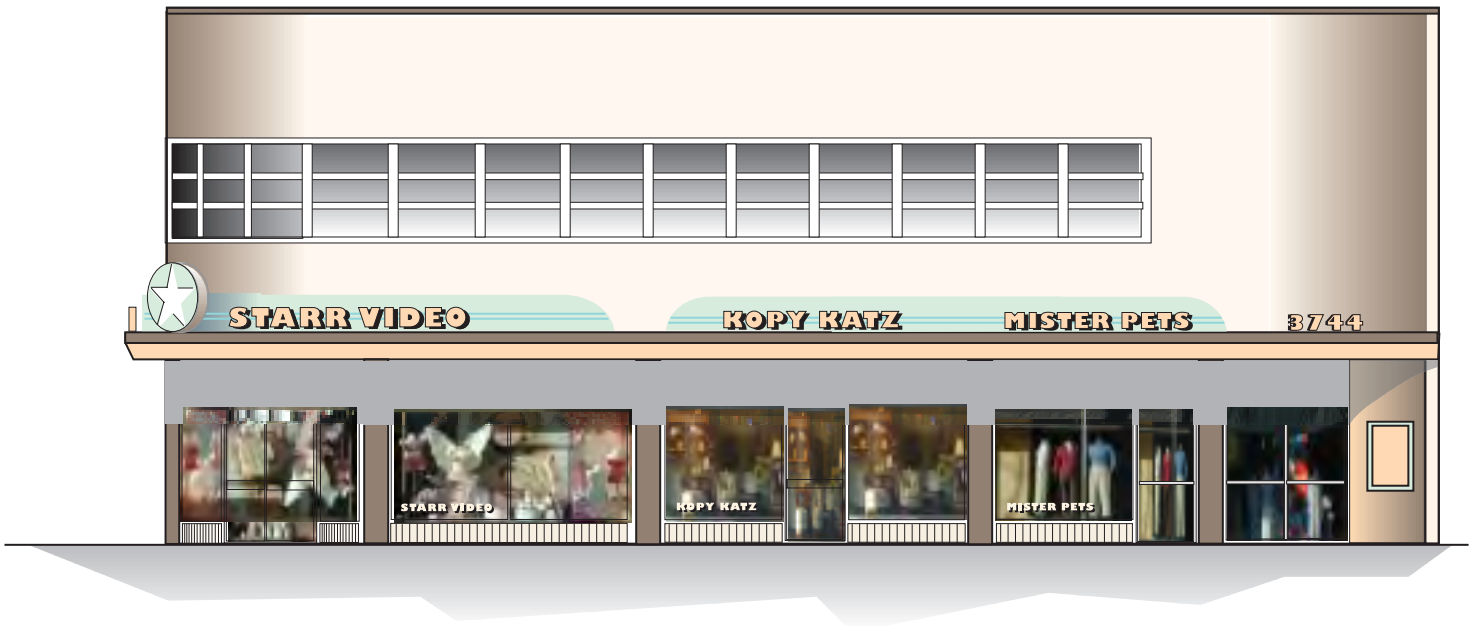
C. Multi Tenant Buildings and Mini Malls

When a building has multiple ground floor tenants all of their signs must share a common design in materials, colors, size, letter style and placement which is appropriate to the architectural style of the building. *See Figure 6.6: Multi-tenant signage: Starr Video Building.*

Multiple independent businesses sharing a single building entrance should be encouraged to adopt a single collective name and sign program to avoid a counterproductive excessive number of exterior signs.

D. Acceptable Sign Design/Construction Alternatives

- Letters on a raceway, neon letters and externally lighted letters.
- Sign cabinets with a distinctive curvilinear form and having no more than two parallel signs. *See Figure 6.7: Sign Cabinets*



A building with multiple tenants and a strong architectural style should have signs with a common style to reinforce the design of the building.

Figure 6.6: Multi-tenant signage: Starr Video Building

E. Structure and Lighting

Individual three-dimensional fabricated letters mounted directly on the building with an internal neon light source are preferred. Sheet metal letters with an internal light source are called channel letters. Letters fabricated of a solid material are called cutout letters and require an external light source. Exposed neon letters are encouraged. *See Figure 6.8: Sign Lighting Techniques.*

F. Prohibited Signs

- Signs painted directly on the building surface. (decorative murals with no letters are not considered signs)
- Signs with moving mechanical parts or flashing incandescent lights.
- Signs promoting products or services at other locations.
- Roof-mounted signs.
- "A" frame or "sandwich board" signs
- Rectangular sign cabinets without a distinctive curvilinear form.

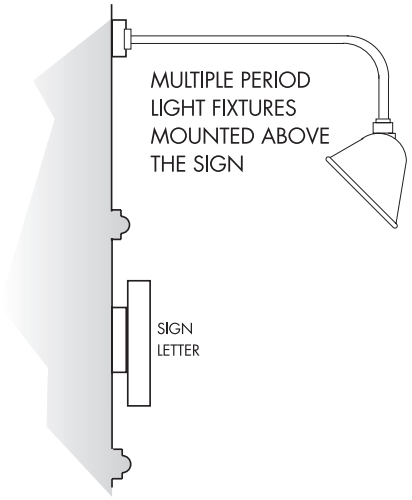
Prohibited sign cabinet

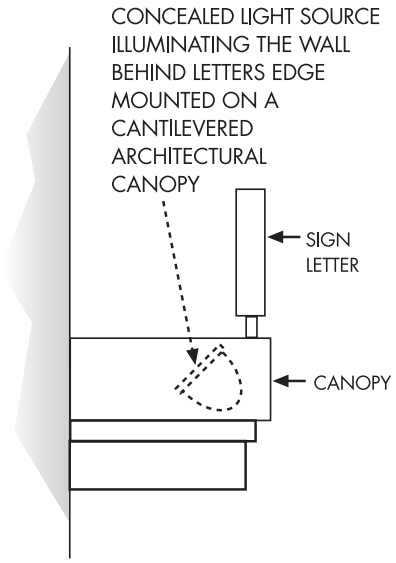
Preferred sign cabinet

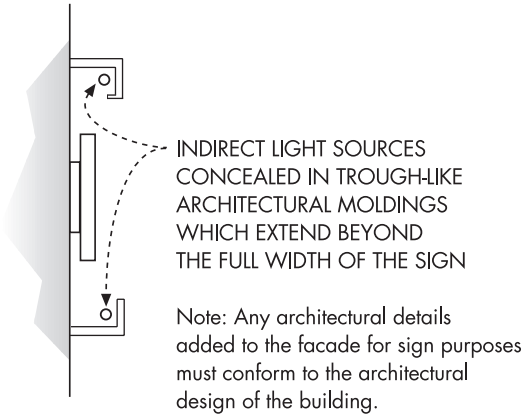
Figure 6.7: Sign Cabinets

Figure 6.8: Sign Lighting Techniques

Examples of externally lighting multiple letters

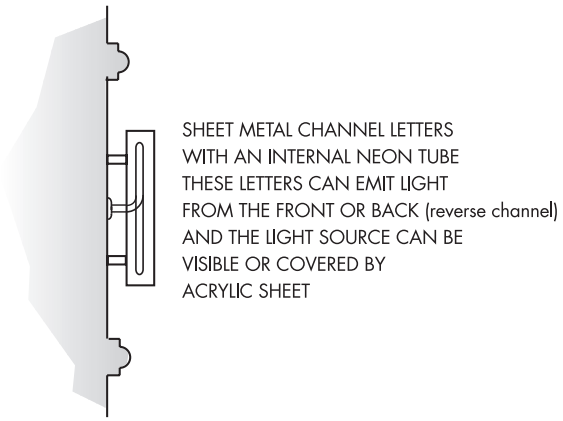


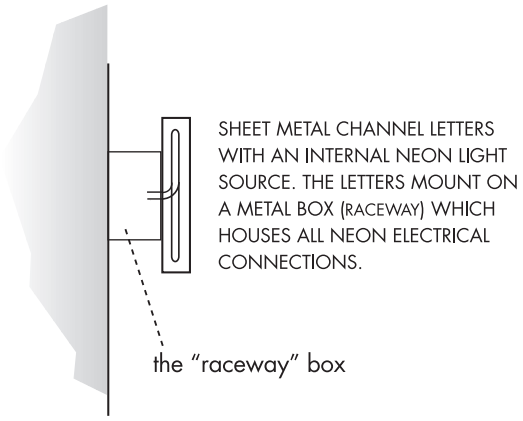


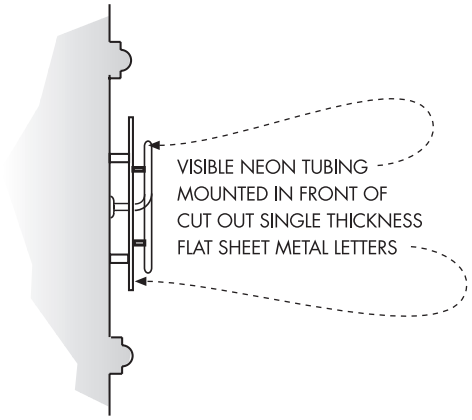


Note: Any architectural details added to the facade for sign purposes must conform to the architectural design of the building.

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







6.5.3 Auto-Oriented Signs

Only one of the following types of major signs shall be completely visible when viewed from a single position.

A. Primary Facade Signs

The primary sign identifies the business. If the sign is mounted flat to the building, it is called a façade sign. Most of the existing vehicle oriented business signs in both project areas are façade signs. All façade signs must be mounted above 8 feet. A large awning could carry a primary sign. If the primary sign is edge mounted to the building, it is called a major projecting sign. Primary signs, which are not attached to the building, are freestanding signs. The sign message shall be limited to the business name and a total of two products or services sold on the premises. Flat mounted façade signs should be mounted no closer to the parapet edge of the building than one half of the sign's greatest vertical height. To promote the economic image of the district, every business should have a primary sign. Only one primary sign is allowed for each "visual façade" (see Glossary). Multiple independent businesses sharing a single building entrance should be encouraged to adopt a single collective name and sign program to avoid a counterproductive excessive number of exterior signs.

B. Major Projecting signs

Projecting signs are double-sided signs edge mounted to the façade. They should be non-rectangular in shape. They should have their own light source, internal or external. If internally lit, only the letters and logos should emit light. The term Major refers to a sign, which is meant to be legible from a moving vehicle. There can also be small projecting signs oriented to pedestrians (see 6.5.4 B: Small Hanging Blade Signs). When calculating sign area, only one of the sign faces is considered. Projecting signs are allowed to extend above the parapet of the building by no more than 10% of the sign's total area. Roof mounted signs are prohibited in both districts.

See Figure 6.9: diagram of allowable sign projection from building line with size and position limitations based on building height and sign width.

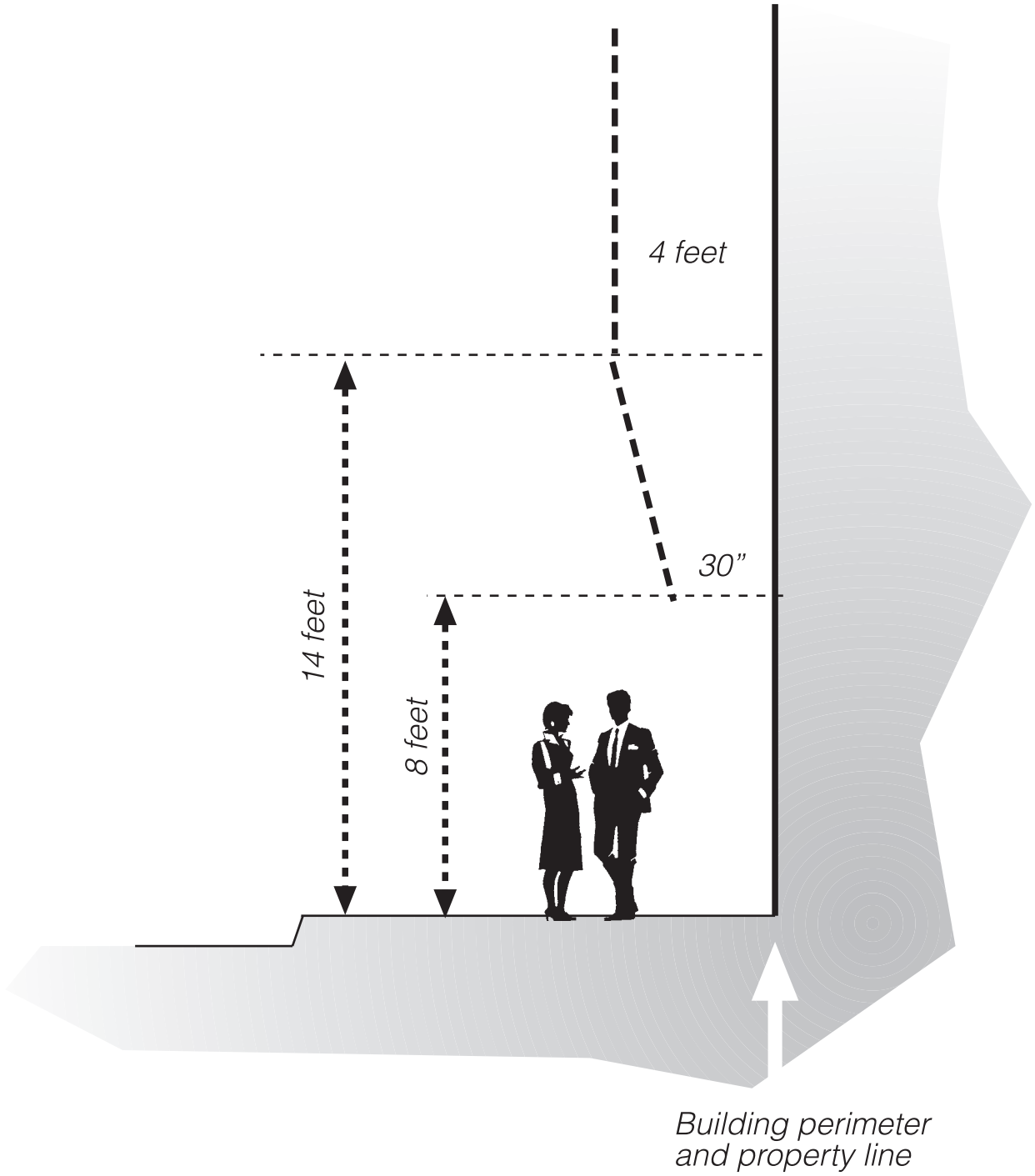
C. Freestanding signs

Signs that are not attached to a building are of two basic types: Pole signs and Monument signs. These signs are permitted throughout the Long Beach Boulevard District, but are confined to the Auto-oriented subarea in the Atlantic Avenue District. The signs require a minimum distance to the nearest building of 10 feet. There should be only one freestanding sign per visual building façade (see Glossary of Terms). The sign should mount to a base whose material and/or color and finish is in use on the building. These signs must be lit. The light source can be internal or external. Ground mounted external lights must be concealed in landscaping. The light source must be shielded so that it is not visible from any public right-of-way or adjacent property.

Monument signs

Monument signs are appropriate to larger buildings with grounds or a complex with multiple buildings. These sign are characterized by sign-faces that continue their full width down to a low formal base. Larger businesses will frequently have on-site parking with access driveways, building entry walkways and landscaping, which are the customary locations for monument signs. The permitted sign area is one square foot for each lineal foot of building frontage. The maximum sign area is 60 square feet. The maximum sign height is eight feet. The sign text should be limited

Figure 6.9: Maximum sign projection beyond building line



to the name of the business or building only. All business must have clearly visible address numbers. Placing the address on a monument sign is an option. There should be only one monument sign per Visual Building Façade (see Glossary of Terms). All monument sign should be lighted. If internally illuminated, only the letters (logo symbol included) should emit light. A permitted variation of the freestanding monument sign is where three-dimensional letters have been mounted to a low formal wall that is part of a formal landscape design.

Pole Signs

These are freestanding signs mounted on one or more poles or posts. The minimum height to the lowest portion of the sign is eight feet. The permitted sign face area is one sq. ft. per side for every linear foot of a single street frontage. The maximum sign area is 30 square feet. The maximum height is 12 feet. Poles signs and their bases must be located within a minimum of 64 sq. ft. of planted landscape that is at least six feet wide with no more than 50% turf. Pole signs should mount to a base whose material and/or color and finish is in use on the building. These signs must be lit. As an option to mounting the pole(s) in a base, dense foliage like a hedge may be used where the pole(s) meet the ground. *See Figure 6.10: Freestanding Signs.*

D. Address numbers

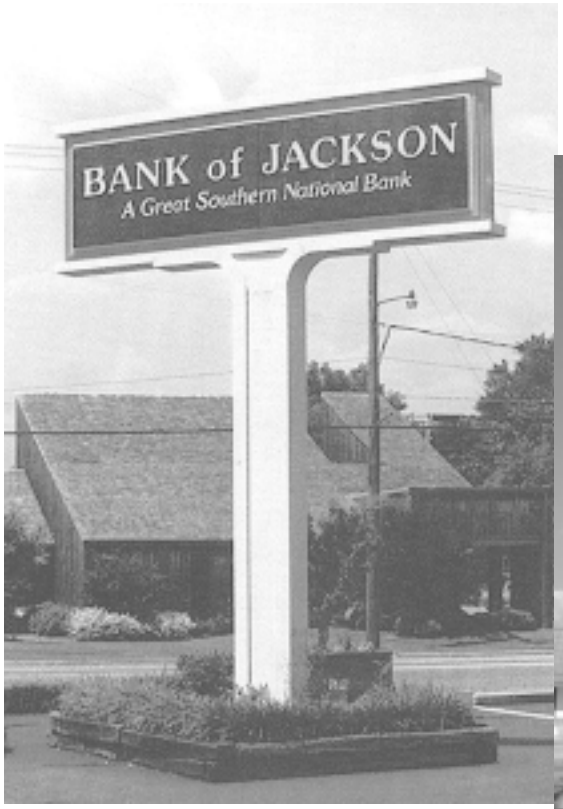
Business addresses must be legible to persons in vehicles and located within four feet of an entry door. Address numbers should be a minimum of four inches and a maximum of six inches in height. They can be individually cutout numbers mounted on the building exterior or numbers applied to a plaque. Numbers applied to a plaque can be painted, screen printed or adhesive vinyl. The plaque should be a minimum of one half inch thick and no larger than three inches from any edge to the numbers.

E. Secondary Façade Signs

If the brief descriptive message is not part of the primary sign, it is considered a secondary sign. Secondary signs might convey parking information, a small business name sign oriented to a secondary approach to the building. An information marquee is a secondary sign. No other permanent signs should be of a scale that is oriented to moving vehicles. Temporary (one-month duration) promotional signs would be an exception to this guideline. Telephone numbers are discouraged as vehicular oriented signs. Only one secondary sign is allowed for each "visual façade" (see Glossary).

Figure 6.10: Examples of Freestanding Signs

Monument Signs



Pole Signs

F. Awning Signs

Awning signs could be either primary or secondary signs subject to the same area guidelines as façade signs. Traditional sloping awnings usually have secondary sign information on their narrow vertical valances. If an awning is used as a secondary sign the information must be confined to a single horizontal line positioned within three inches of the bottom edge of the awning and the maximum height of the letter is six inches. If an awning sign is internally lighted only the sign letters and ornamentation can be translucent. The background material shall be opaque. *See Figure 6.11: Example of an awning sign.*

G. Rear Facade Signs

Business name and address numbers are required on the rear facades of all businesses. Signs at the rear of a building can repeat those of the front if the rear entry is of a similar scale with similar sight lines (for example businesses with deep rear parking lots). The rear signs should be reduced to 75% of the area of the primary façade signs. Rear façade signs should be mounted no closer to the parapet edge of the building than one half of the sign's greatest vertical height.

H. Private Parking Directional Signs

Properties with on-site private parking adjacent to their buildings may have directional signs which are vehicle oriented. These signs should be freestanding and located in landscaped areas. These signs may have a maximum height of four feet and a maximum area per side of eight square feet. Their colors must match the colors used on the building signs.

Figure 6.11: Example of an Awning Sign

6.5.4 Pedestrian-oriented Signs

After the primary and secondary signs, all other exterior sign information should be of a size appropriate to be viewed by pedestrians on the sidewalk in front of the business. Typical content would be the business name, a listing of goods and services, hours of operation, telephone numbers, credit cards accepted, a directory of the building's tenants etc. Much of this information might be positioned on display windows and/or entry doors.

A. Window Signs

To promote the commercial character of the districts, windows should be used for the display of merchandise or for views into active lighted business interiors. The greater portion of the window area should remain free of signs or obstructions. Even non-retail businesses should not cover their windows 24 hours a day with curtains, dark tinted glass or equipment. Window signs, either permanent or temporary, should not exceed 10% of the total window area. Computer cut adhesive vinyl or screen-printing is preferred to hand painted window signs. Professional gold leaf graphics are also preferred. *See Figure 6.12: Example of a Pedestrian-oriented Window Sign.* Temporary signs shall be displayed no longer than 30 days.

Figure 6.12: Example of an Pedestrian-oriented Window Sign

B. Small Hanging Blade Signs

A standardized form of small projecting business name sign can add visual unity to the more densely commercial areas of the districts. These signs should have a maximum area of five square feet and be between seven and eight feet off the ground. *See Figure 6.13: Examples of Pedestrian-oriented Hanging Blade Signs.*

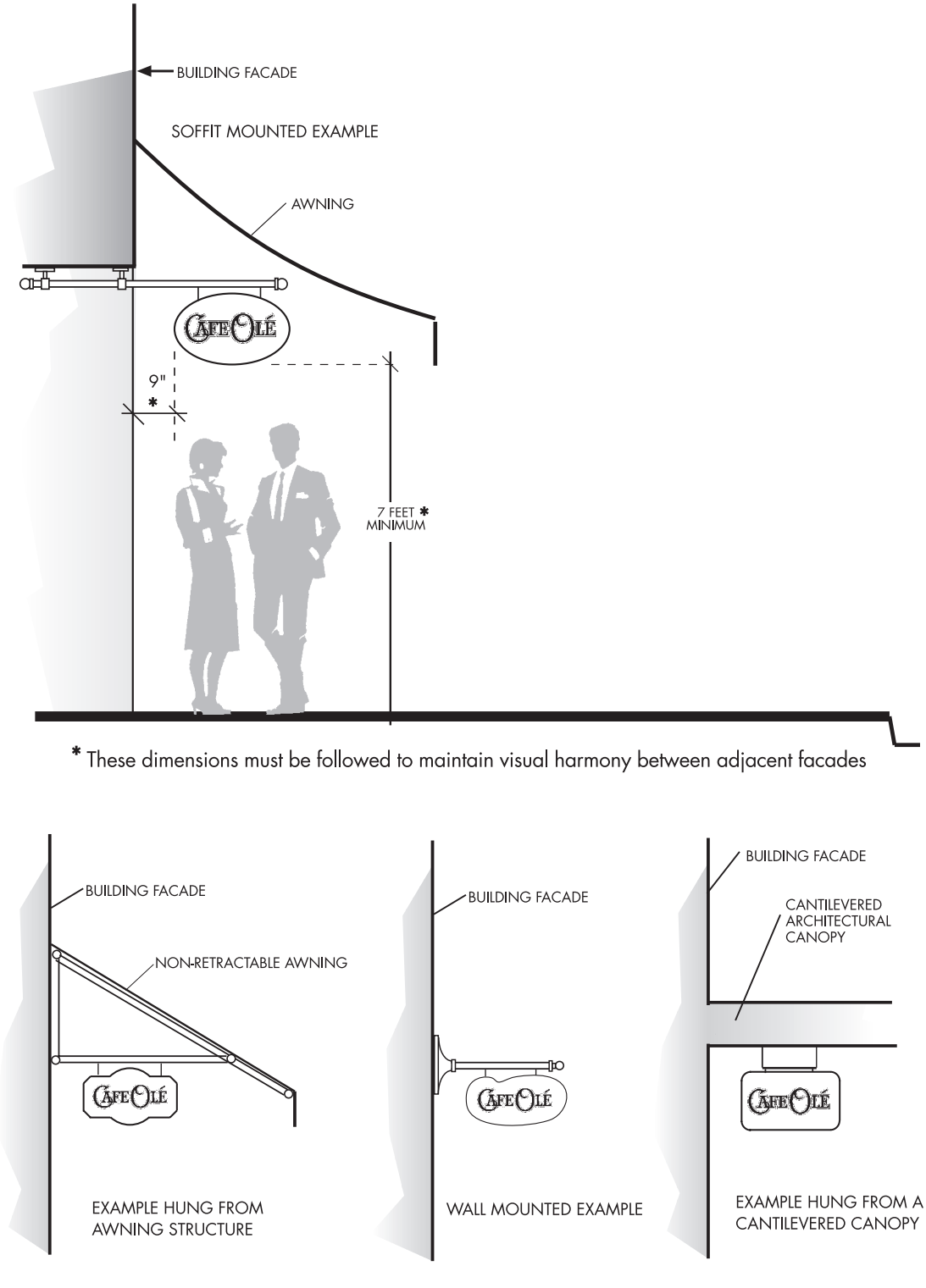


Figure 6.13: Examples of Pedestrian-oriented Hanging Blade Signs

C. Identification of upper story businesses
Only the major ground floor business should be identified with a vehicle oriented sign. Upper story businesses should be identified at street level with pedestrian oriented signs and/or directories at the building entries. Upper floor wall signs and window signs are prohibited.

D. Outdoor Dining Menu Boards
In areas where outdoor dining is permitted in the public right-of-way (see section 3.2.2 I: Sidewalk Dining) one single-sided framed menus may be attached to the removable barrier. The size of the frame must not exceed three square feet. Freestanding pedestal menus are prohibited.

6.5.5 Guidelines for Sign Color

Sign colors and finishes shall relate to those of the building. The Architectural Design Guidelines specify a minimum of three and a maximum of five exterior building colors (See section 3.3.3.3) Signs may use any of the building colors plus up to three additional colors for a maximum of eight colors. Signs must use at least one of the building exterior colors.

6.5.6 Historic style exemptions

Both districts contain buildings designed in the exuberant style of the late 1940's and 1950's. This commercial style used dominant and integral architectural elements whose sole purpose was to provide a location for a sign. Buildings which contain these architectural sign elements may expand their allowable sign/letter area in a manner appropriate to this unique historic style. The sign design guidelines will be relaxed providing the proposed design and the fabrication techniques demonstrate an understanding of the style. Buildings of this style that have a prominent architectural sign element must use the area for a sign. Frequently these sign elements are vertical and double sided. These strong sign elements must not be left vacant. *See Figures 6.15, 6.16, and 6.17: Examples of Historic Exemptions.*

6.5.7 Sign maintenance

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

6.5.8 Applicability of Sign Design Guidelines

These guidelines have been written to make them easier to use while still covering the whole range of sign needs and possibilities. The City recognizes a necessity for flexibility. The City is open to quality innovations. If a particular business site has a unique condition that these Guidelines do not sufficiently address professional design consultation should be considered. These guidelines deal with aesthetics issues only. They do not address any aspect of proper and safe sign engineering, construction or installation. Because the process of approving, fabricating and installing a sign is less formally regulated than building alterations and new construction the City is mindful of the necessity to educate local business owners of the correct process and the resulting benefits to the community.

Figure 6.14: Special Example: Unification of disparate architectural elements within the same retail establishment with use of color and graphic ornamentation

Color and graphic ornaments (stars in this example) can unify two different adjacent buildings occupied by one tenant and one entry. Graphic ornaments are not calculated as part of the sign area. Trademarks and logos must be included within the maximum letter area calculation.

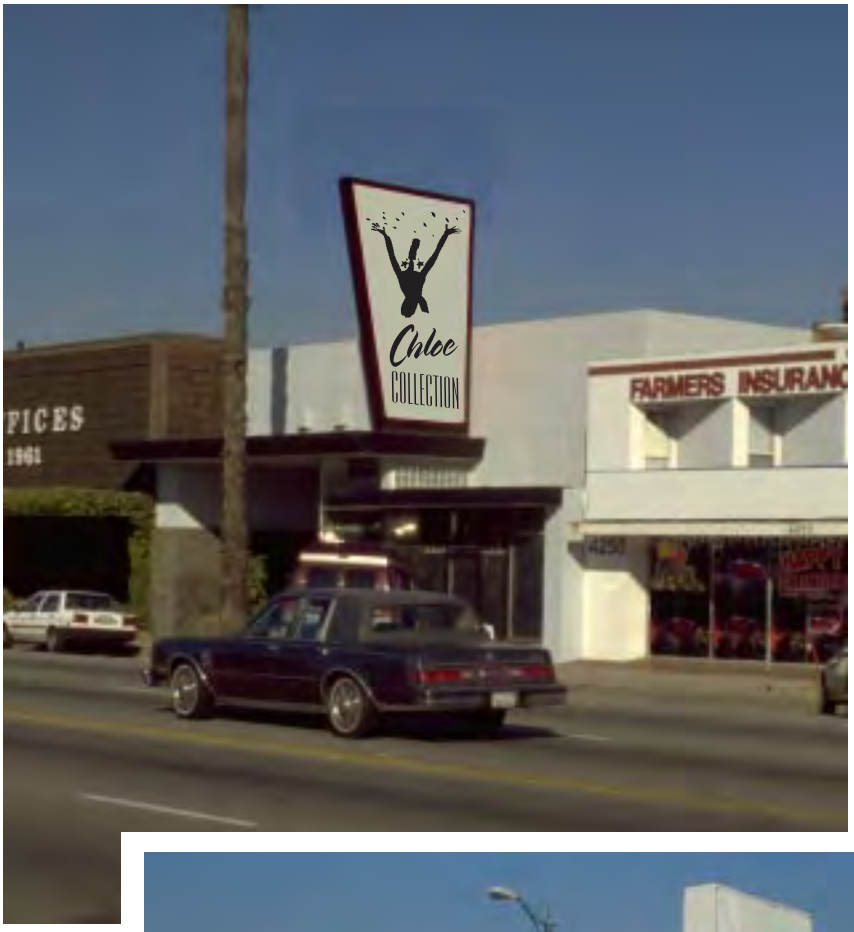
Figure 6.15: Historic Style Exemptions – Example One: Tuttle Camera

Existing 1950's style sign and architecture qualifies for a historic exemption from the sign area limitations.

Although these signs exceed the maximum area specified in these sign design guidelines they are historically appropriate to the style of the architecture.

Figure 6.16: Historic Style Exemptions – Example Two: Chloe Collection and George's 50's Diner

1950's style sign / architectural element qualifies these facades for a historic exemption from the sign area limitations.



The shape of the graphics should follow the shape of the architectural sign element

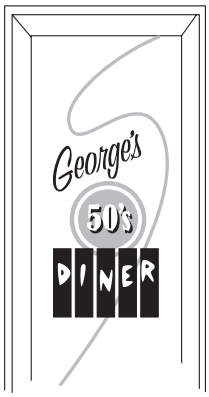


Figure 6.17: Historic Style Exemptions – Example Three: Bob's Liquor Shop

1950's style sign / architectural element qualifies for a historic exemption from the sign area limitations.

The existing sign fails to utilize the obvious and architecturally correct sign location