

LONG BEACH

# AMERICAN MARKETPLACE

Guide to Development



The Long Beach Redevelopment Agency wants to thank all of the residents, business people, and land owners from the American Marketplace area who participated in the focus groups and community planning sessions that led to the preparation of this Guide to Development.

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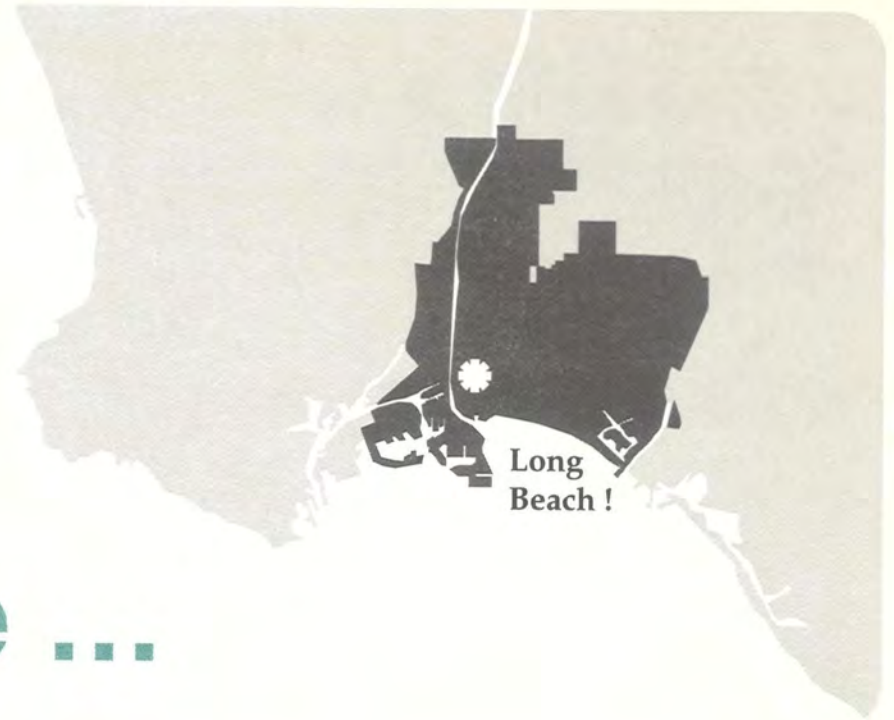
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American  
Marketplace ...  
*Guide to Development*



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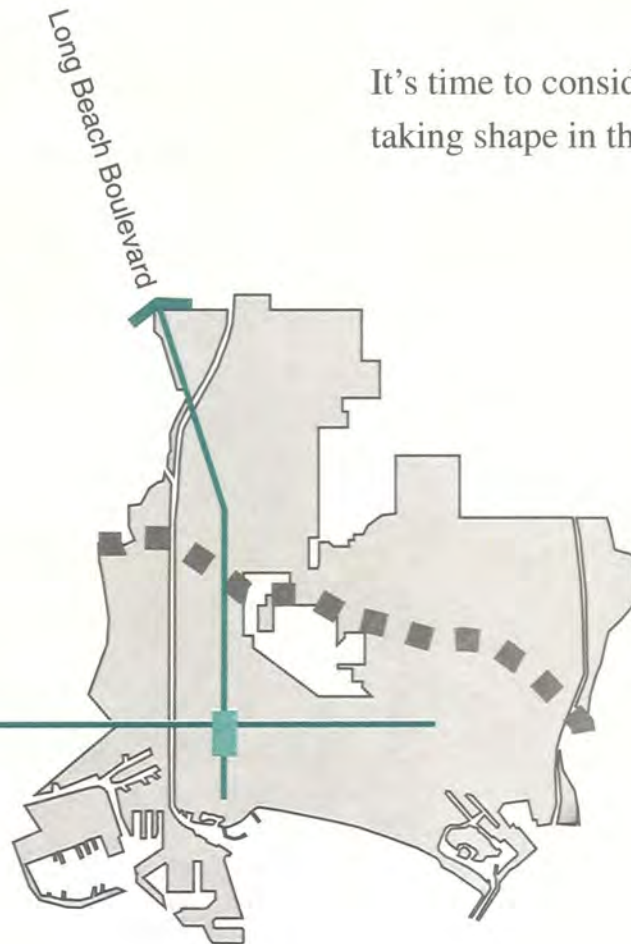
# American Marketplace is **ready** for change!

It's time to consider an investment in Long Beach! A **new neighborhood** is taking shape in this city and you are invited to play a role in its formation...

The essential ingredients for a **successful in-town family neighborhood** are in place. Opportunities for private investment in new retail and housing are clear. The Redevelopment Agency and the City of Long Beach are ready to roll up their sleeves and make development work.

The result will be a new, vital full-service neighborhood: a community with the urbanity of a city but the intimacy and comfort of a village. The result will be...American Marketplace.

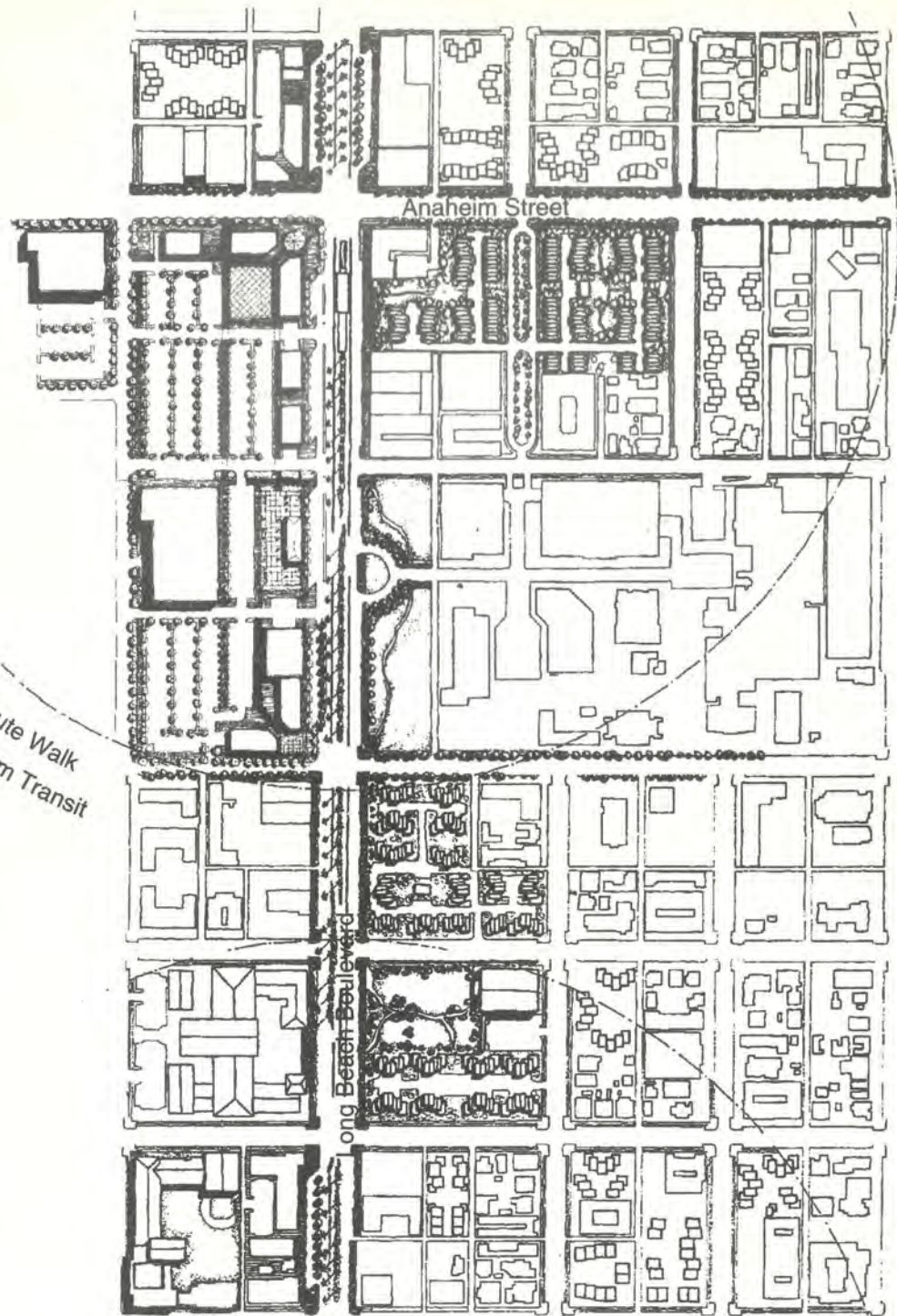
**American Marketplace is...**a crossroads, a neighborhood, a marketplace, a Blue Line stop, and a meeting place of diverse populations that enjoy the social mix and shopping variety of a downtown neighborhood. It is the home of an expanding health care facility already employing 4500 people. It is a community in need of strategic investment of public and private dollars to realize its untapped economic vitality.



**American Marketplace is not...** Downtown Long Beach, with its high-rise density and bustling business focus. It's also not suburban Long Beach, with its strip shopping centers, modern houses and quiet streets. Rather, it is an in-town family neighborhood of remarkable ethnic diversity, linked shopping and housing options, and five minute access to the best of the downtown, suburbs and the coast. It is a community that more and more families will come to call "home."

Within a five minute drive or transit ride of the Long Beach Boulevard and Anaheim Street intersection, there are 25,000 households. Many are families looking for a **better place to shop**, preparing for the step up to **home ownership**, and working hand in hand with the City to give this area the **public amenities and new identity** that will characterize a vital and successful neighborhood at the edge of downtown.

5 Minute Walk  
Radius from Transit



## Political Will

The Redevelopment Agency and the City of Long Beach recognize both the opportunity and the responsibility for success at American Marketplace. To support private investment, they have endorsed a series of public initiatives to ease the development process and apply revenues to area improvements.

“American Marketplace will be a vital family neighborhood at the edge of downtown. The Redevelopment Agency will participate energetically in the delivery of sites, securing public amenities and facilitating private investment.”

*Susan Shick, Executive Director  
Long Beach Redevelopment Agency*

- Supporting positive change...in increments for success.
- Meeting the needs of the community and the City as a whole.
- Providing a catalyst and facilitator for significant private investment.
- Making significant improvements in open space and amenities linked to private initiatives.
- Investing in education.
- Assuring maintenance and security initiatives.

## Demographics

The people and the buying power are in place.

Public opinion focus groups held with all the major interest groups in the area revealed a population that enjoys being in Long Beach, wants to stay “downtown” in a diverse community, and seeks significant improvement in their living and shopping conditions. Families are the rule here, and as they get ready to do something as simple as spring shopping with the family, or as momentous as moving up to owning a home—there is nothing currently available to keep them in the neighborhood.

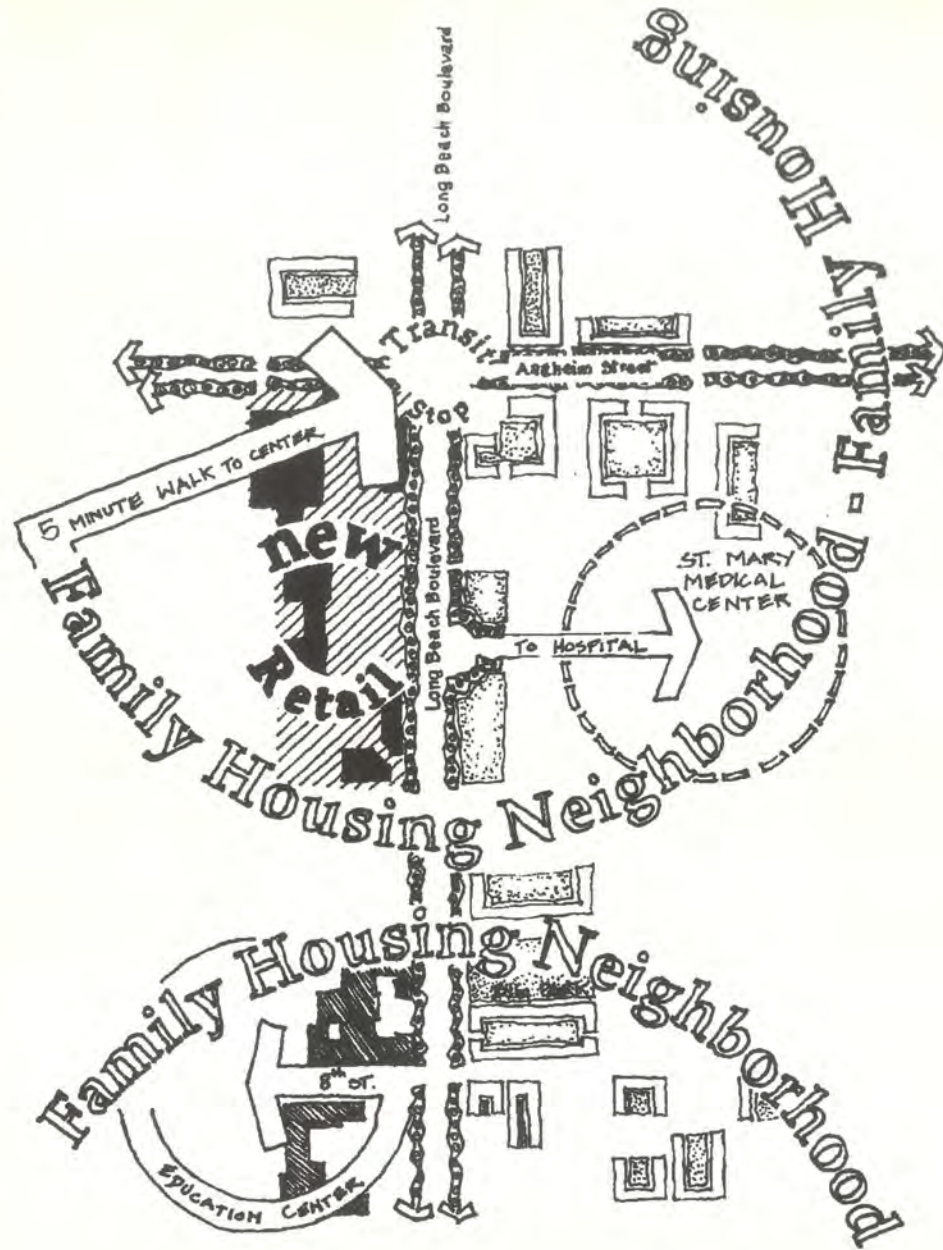
- 25,000 households reside in the retail trade area.
- Though still in the moderate range, these households have seen a 50% increase in household income this decade.
- Much of these families’ buying power is being lost, as they travel outside Long Beach.

## A New Sense of Place

Since 1993 when the Urban Land Institute sent a task force to consider the future of Long Beach Boulevard, the Redevelopment Agency and the City have moved creatively to bring ULI’s recommendations to reality.

The focus has shifted from the daunting prospect of a long deteriorated corridor to the creation of distinct destinations along the Boulevard—tackling manageable areas where success can be assured. Building upon the success of transit joint development initiatives at the north end of the Boulevard on Willow Street, the American Marketplace sites will anchor the end nearest downtown, creating a new and vital neighborhood in which to live, shop, and prosper.

American Marketplace is ready for change, and this Guide to Development defines the pathway. Strategic investment in retail, housing, open space and schools will result in a new sense of place: a thriving retail center and growing townhome community at the intersection of Long Beach Boulevard and Anaheim Street, a new park and residential homes along Long Beach Boulevard south of St. Mary Medical Center and an expanded and updated educational campus where American Marketplace meets Downtown.

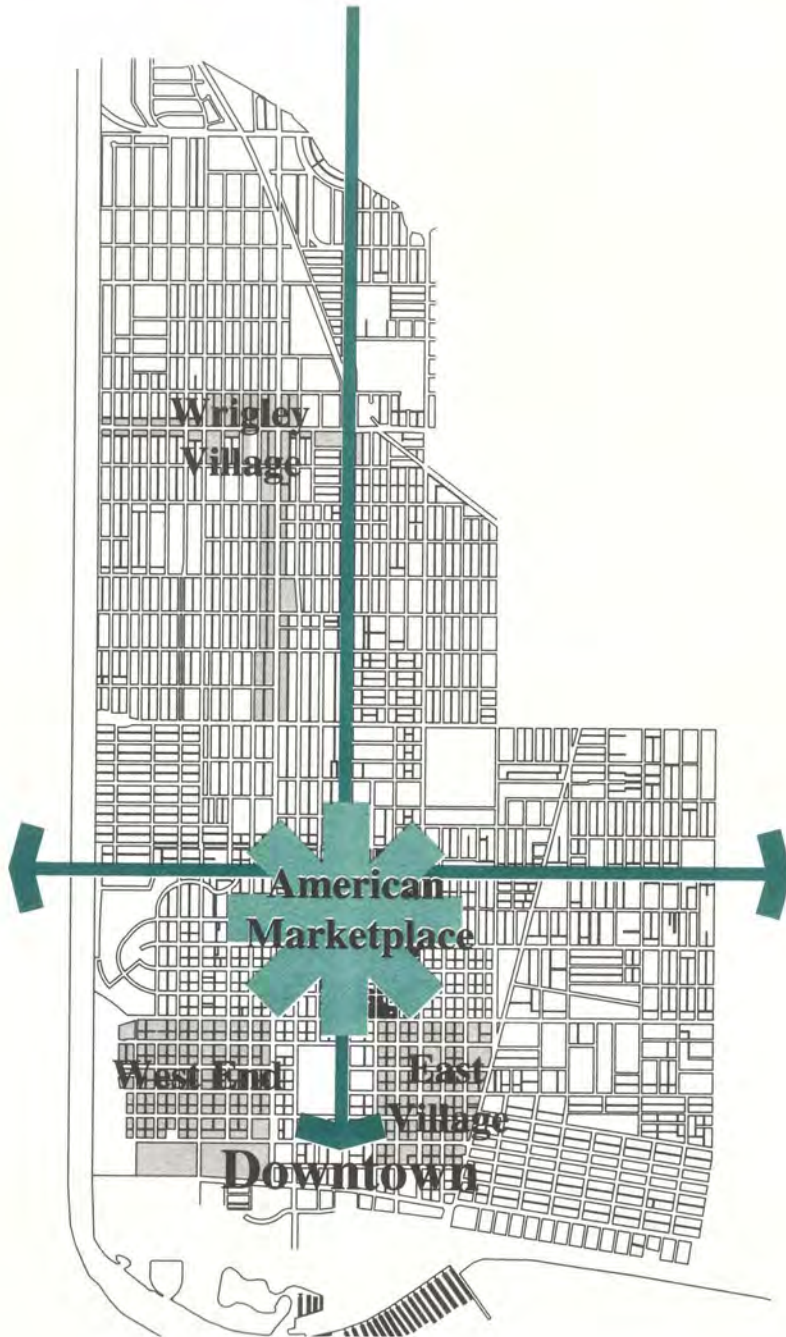


## The Demonstration Sites

- A **community retail center**—100,000 to 120,000 square feet of grocery, drug, shoppers goods and distinctive local retailers.
- **Four hundred townhomes** for families with private gardens, play space and security—on three large sites and numerous infill parcels.
- “**Green Streets**” on Anaheim, the Boulevard and 10th Street inviting pedestrians, managing traffic, facilitating transit and creating a living neighborhood.
- A new well-watched **park and recreation** facility.
- A new **elementary school** and multi-use educational campus to better serve the thousands of school children and families currently not served in the neighborhood.

## The Right Place! The Right Time!...

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### **A Great City**

American Marketplace is an emerging neighborhood at the heart of a great City. As a premier California city, Long Beach offers a wonderful balance of good living and true city vitality. A new home in American Marketplace will offer easy access to the cultural and business centers of downtown, the Ocean, community events and festivals, multi-screen cinemas and educational facilities, while at the same time providing a private yard, safe play areas for the kids and a full range of community shopping opportunities.

...The



## A Transportation Hub

A shiny new stop on the Blue Line south of Anaheim provides a public transportation link to the region and the Downtown while numerous local bus routes deliver their passengers from east and west along Anaheim. Matching these services with improvement in the quality and quantity of parking facilities, this neighborhood will become a full service transportation hub in the City.

Though the Blue Line has been criticized for creating a barrier on the Boulevard, this new vision recognizes that condition and develops an identity unique to each side of the road.

## A Community of Families

The people of the neighborhood represent the multi-cultural nature of the new American City—Latino, African-American, Cambodian, Vietnamese, and others—living side by side in a setting of international rhythms, entrepreneurial spirit and unique food resources. Over 70% are minority, and opinion research conducted for this study shows that area residents embrace this diversity as a positive factor in the neighborhood.

Broad based market research completed by Linda Congleton & Associates and Garcia Research for this study established a demographic and retail market profile as highlighted on the accompanying chart.

It's a community of families—long term residents and energetic new arrivals—who agree on what they need and want for their area. They want to stay in the area, own a home, enjoy the events and resources of downtown, have access to a lively, clean, family oriented community shopping, and have a diversity of play areas, recreational activities and eventually jobs for their children.

It's a great place to invest in the future.

### HIGHLIGHTS...DEMOGRAPHIC AND MARKET PROFILE

- *High Population Density*
- *Large households with school age children*
- *Rising median household income*
- *Extraordinary ethnic diversity*
- *Old rental housing stock not well suited to families*
- *Lack of modern, safe, family oriented convenience retail*
- *Captive market for shoppers goods*
- *Pressing need for education and recreation resources*

# Place!

# The Right Place! The Right Time!...

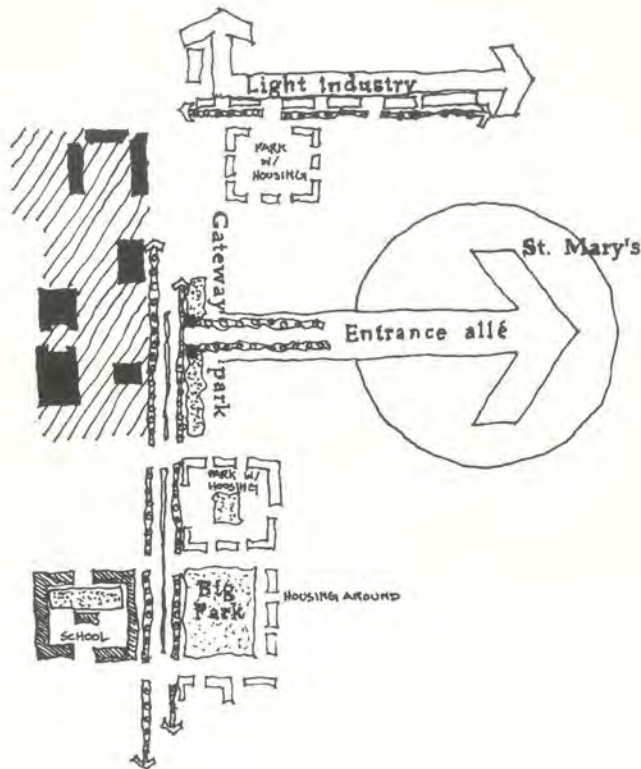
## Community Concepts

Over a five month period, the Guide to Development project was consistently brought before the broader Long Beach community for comment and active participation in goals, plans and implementation strategies.

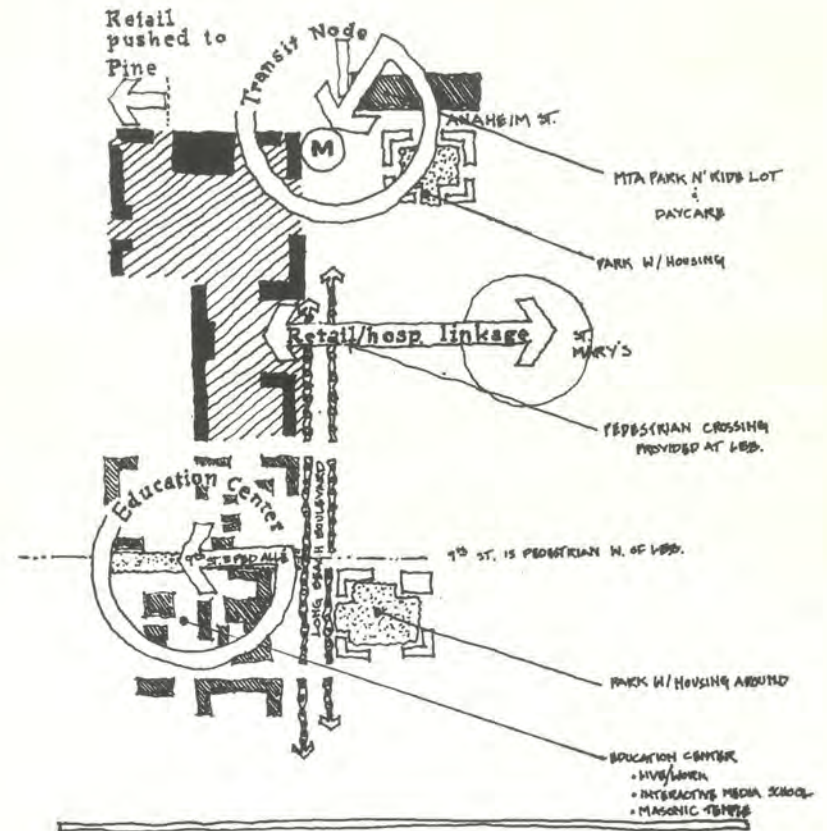
In March 1995, participants from the community rolled up their sleeves and spent several hours facing the opportunities and constraints of the area and developing their own plans. (Diagrams illustrating those com-

munity prepared plans are included here). The result is a Guide to Development strategy with broad based community support and enthusiastic anticipation of better places to shop, live and enjoy life in Long Beach.

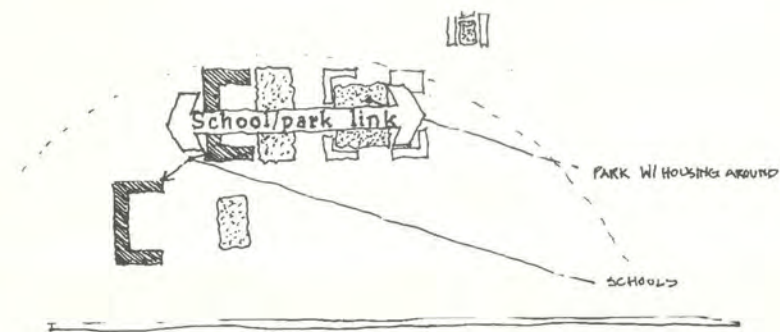
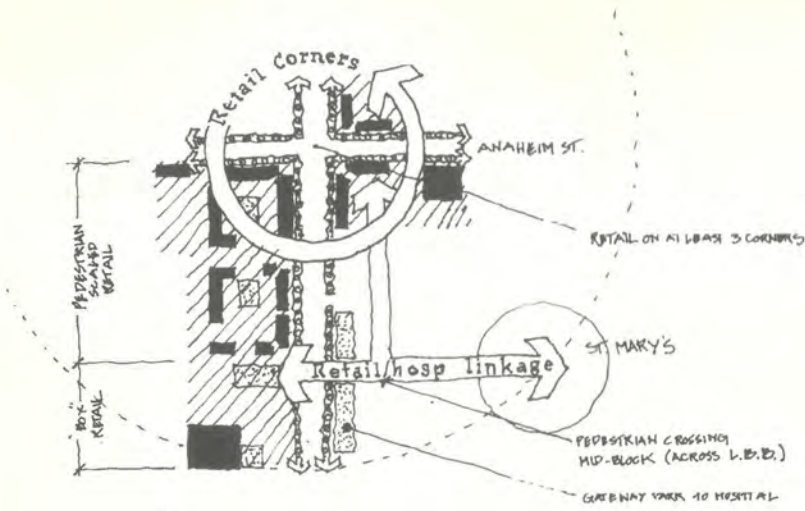
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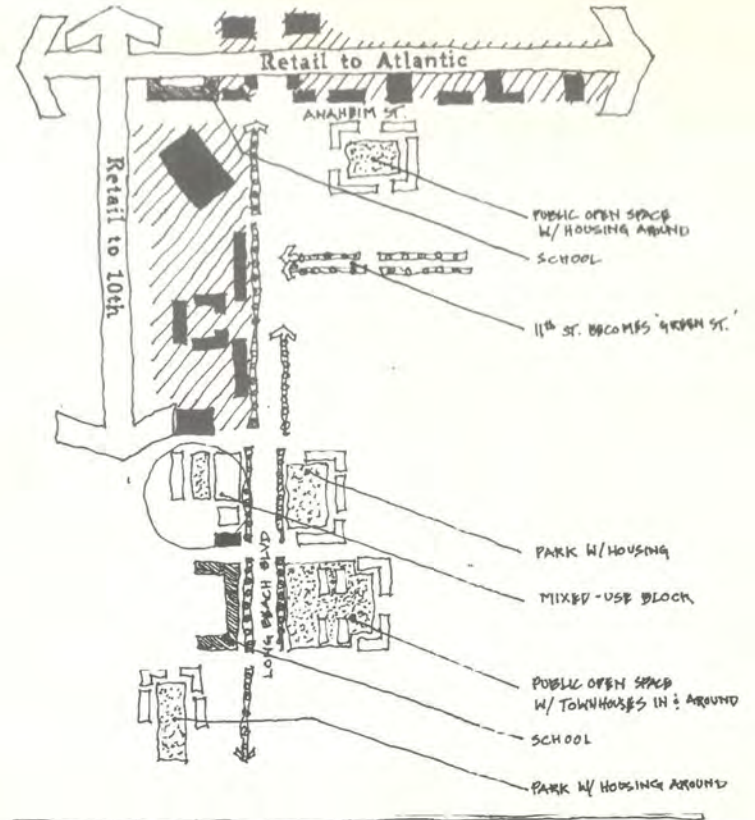
Brown Group



Blue Group



Red Group



Green Group



...The  
Process!

## The Right Place! The Right Time!...

The City's Redevelopment Agency has taken its responsibilities along Long Beach Boulevard very seriously and stands ready to support the first steps toward positive change. Over the last three years the Agency and City have:

- Commissioned an Urban Land Institute Panel to study the full length of Long Beach Boulevard.
- Established one of the largest (2620 acres) redevelopment areas in California history—the Central Long Beach Redevelopment Project Area—to build an economic base for change.
- Secured transit joint development funds of \$9.1 million for a significant new retail center, including Lucky's and Sav-On, linked to transit parking at the north end of the Boulevard.
- Established a Neighborhood Improvement Strategy District to attack the tough issues of security and graffiti while establishing a storefront police center.
- Removed unsightly, vacant buildings along the Boulevard and replaced them with open planted areas.
- Supported ongoing studies of retail opportunities on the Boulevard.
- Approved zoning (PD-29) which allows flexibility for a variety of compatible uses.
- Hired SMWM working with Linda Congleton & Associates and LR/Architecture to conduct market studies and complete this Guide to Development for

American Marketplace—defining the first steps toward new economic vitality and high quality city living, including:

- Opinion research—five focus groups.
- Market research, tenant identification, market testing.
- Early feasibility analysis for new housing.
- Analysis of area potentials and design opportunities.
- Identification and testing of development sites.
- Preparation of development plans for demonstration sites.
- Commitment to a series of public initiatives—specifically targeted to remove potential roadblocks to the success of the American Marketplace Demonstration Sites as introduced in this Guide.
- Commissioned the USC Lusk Center for Real Estate Development, with the Latino Entrepreneurial Association of Long Beach, to study the potential of a Latino retail center, or “Mercado.” This study:
  - Identifies market opportunities based upon Hispanic demand, and cross-over marketing to all local consumers.
  - Tests financial feasibility.

- Analyzes sites.
- Predicts optimum success with a modern community retail center, adding elements and tenants of a traditional Mercado.

## The Promise

The developer or investor who is successful in packaging a new project at American Marketplace will be working with a public agency structure tailored specifically for his or her success. Some of the ground work has already been laid and other commitments have been put in place with the issuance of this Guide to Development. These include, within a realistic assessment of 1990s economics for the City and Redevelopment Agency:

- Flexible mixed-use zoning (PD-29), which expanded the range of uses allowed in the area including industrial, retail and commercial uses.
- Assistance in the assembly of land and clearing of sites.

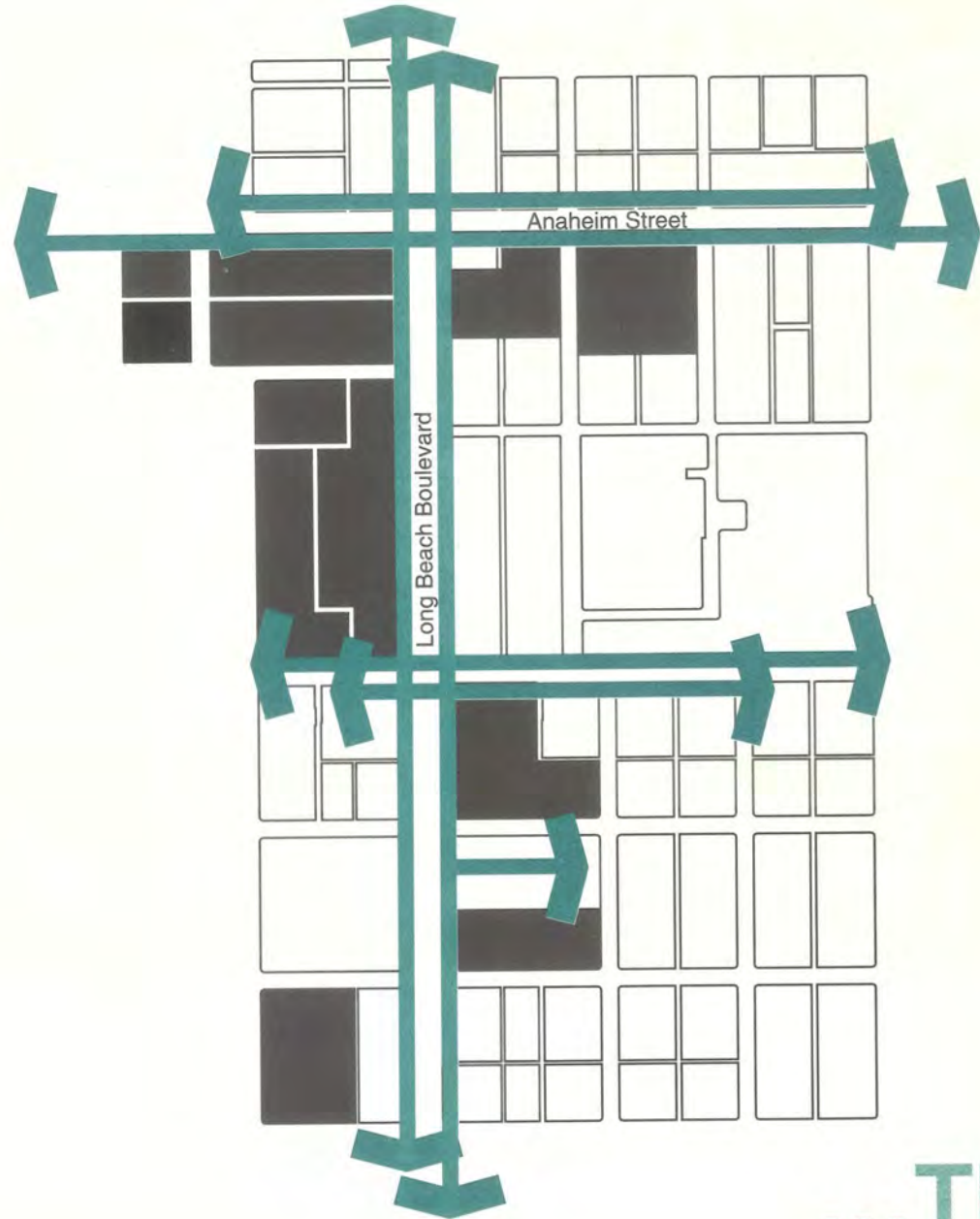
...The



## Where to start...

This Guide is about where to start the process of change...on Demonstration Sites groomed for success.

A look at land ownership, flexible new zoning regulations, regional and local access opportunities and vacant and underutilized land set the scene for site identification. An in-depth market analysis pinpointed potential new uses and densities. And, community objectives for the transformation into a vital, contributing, family in-town neighborhood defined the type of public and private investment being sought.



...The

## Private Investment—Retail and Housing

▪ A 10–12 acre Neighborhood Retail Center is planned for the Southwest corner of Long Beach Boulevard and Anaheim Street. The City seeks a developer who can take advantage of the location and the market for grocery, drug store and shoppers goods, while creating a physical focal point and activity center for American Marketplace.

▪ New townhome development is targeted for the demonstration sites. Coordinated development on facing blocks offers 2–5 acre sites with economies of scale. Taken together with a number of sizable infill sites, this demonstration program can bring 300–400 new townhomes to the area, transforming a largely rental district into a balanced community, of owners and renters, vested in the future of the area.

## Public Investment—Streets, Open Space and Education

Hand in hand with private investment in the demonstration sites will come the public improvements essential to the creation of a new more vital living/shopping district. The “green streets,” open space and recreation, and investment in education projects illustrated here demonstrate the public commitment to change at American Marketplace.

## Where to Start?

The sites are identified. The program of new uses has been tested. The demographics and economics reveal a strong potential for success. The feasibility for significant investment, within the context of a strategic public/private partnership, has been demonstrated. The details are here in the Guide to Development, the research is available to those seeking further data, and the Long Beach Redevelopment Agency stands ready to bring each of these demonstration projects to reality. The current real estate market offers a window of opportunity for the assembly of these key parcels. The time to act is now.

# Demonstration Sites

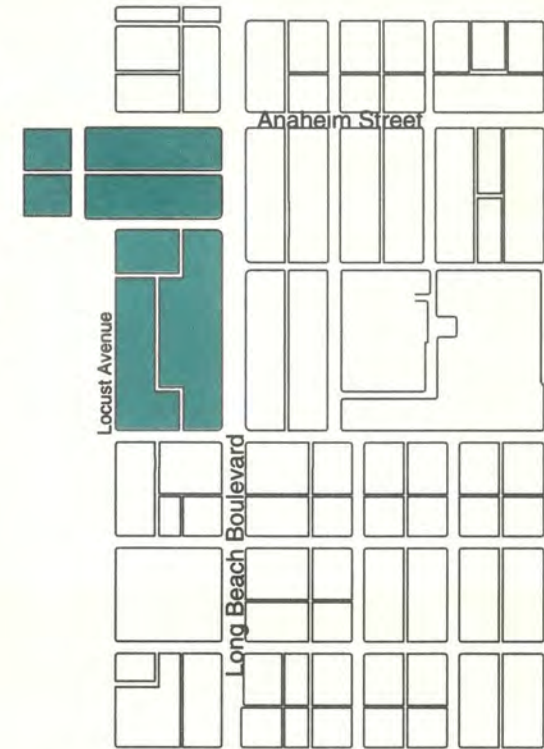
## The Demonstration Sites...

# retail

### A SITE FOR SUCCESS...

- *visibility* *Almost 60,000 cars pass this site daily: Long Beach Boulevard and Anaheim are two of the busiest surface streets in Long Beach.*
- *transit accessibility* *Thousands of people get on and off the Blue Line every day at Anaheim Station: just 20 feet from the site.*
- *new housing* *The City's Guide to Development calls for 300-400 new family townhomes to be built within a quarter mile of this site.*
- *major employer* *4500 employees work across the street at St. Mary Medical Center.*
- *new parking* *Over 100 new parking spaces are planned on Long Beach Boulevard and 500 in the retail center.*
- *area improvements* *New sidewalks, lighting, greenery, and street furniture are planned for the area.*

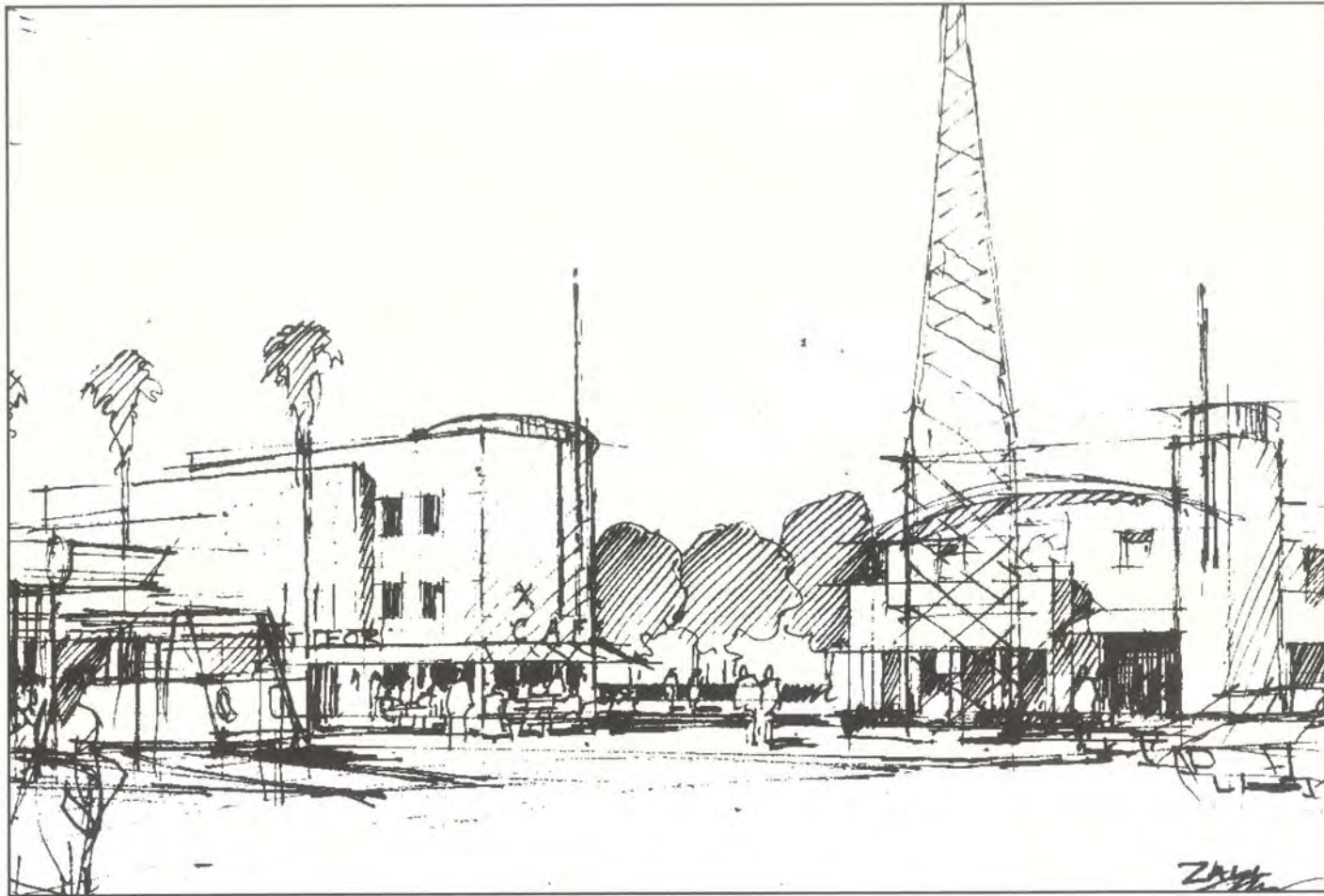
The most significant new private investment being targeted for American Marketplace is the construction of a new 100,000 to 120,000 square foot community shopping center. The market research suggests demand for a new shopping center that incorporates the existing Von's Grocery Store, to serve a low and moderate income, family market with large numbers of young children. The neighbors are dissatisfied with many of the current stores, parking availability, cleanliness, and the dearth of shoppers goods appropriate to their family needs. And the planning team has identified a 10-12 acre site which can be assembled at the most prominent and visible intersection in the area of Long Beach Boulevard and Anaheim Street.



The corner of Long Beach Boulevard and Anaheim Street, at the heart of the American Marketplace, can provide all the criteria for success

# ...American





# Marketplace

: The Return of Family Shopping

## The Demonstration Sites...

### RETAIL TRADE AREA\* DEMOGRAPHICS FOR AN AMERICAN MARKETPLACE SHOPPING CENTER

<i>Total population</i>	<b>80,360 people</b>
<i># Households</i>	24,803 (1995 est.)
<i>Average household size</i>	3.24 persons (1995 est.)
<i>Children under 17</i>	37.4%
<i>Median age</i>	24.3 years
<i>Renter-occupied housing</i>	86%
<i>Owner-occupied housing</i>	14%
<i>Rising median household income</i>	\$17,448 (1990) \$23,485 (1995 est.) \$28,632 (2000**)
<i>Rising average household income</i>	\$23,256 (1990) \$26,090 (1995 est.) \$29,680 (2000**)
<i>Total disposable household income</i>	\$490,044,000 (1995 est.)
<i>Ethnic diversity</i>	27.9% White 14.3% African American 24.8% Asian 53.5% Hispanic origin

(note: persons of Hispanic origin can be of any race)

\* area shown on map page 17

\*\* projected

### Market Research

Market analysis was performed by Linda Congleton & Associates, a firm well known in the Southern California development community for its realistic assessments and creative recommendations to both public and private clients.

The planning and market research team recommends a site, design approach and mix of uses directly linked to realistic market demand.

### Focus Group Findings

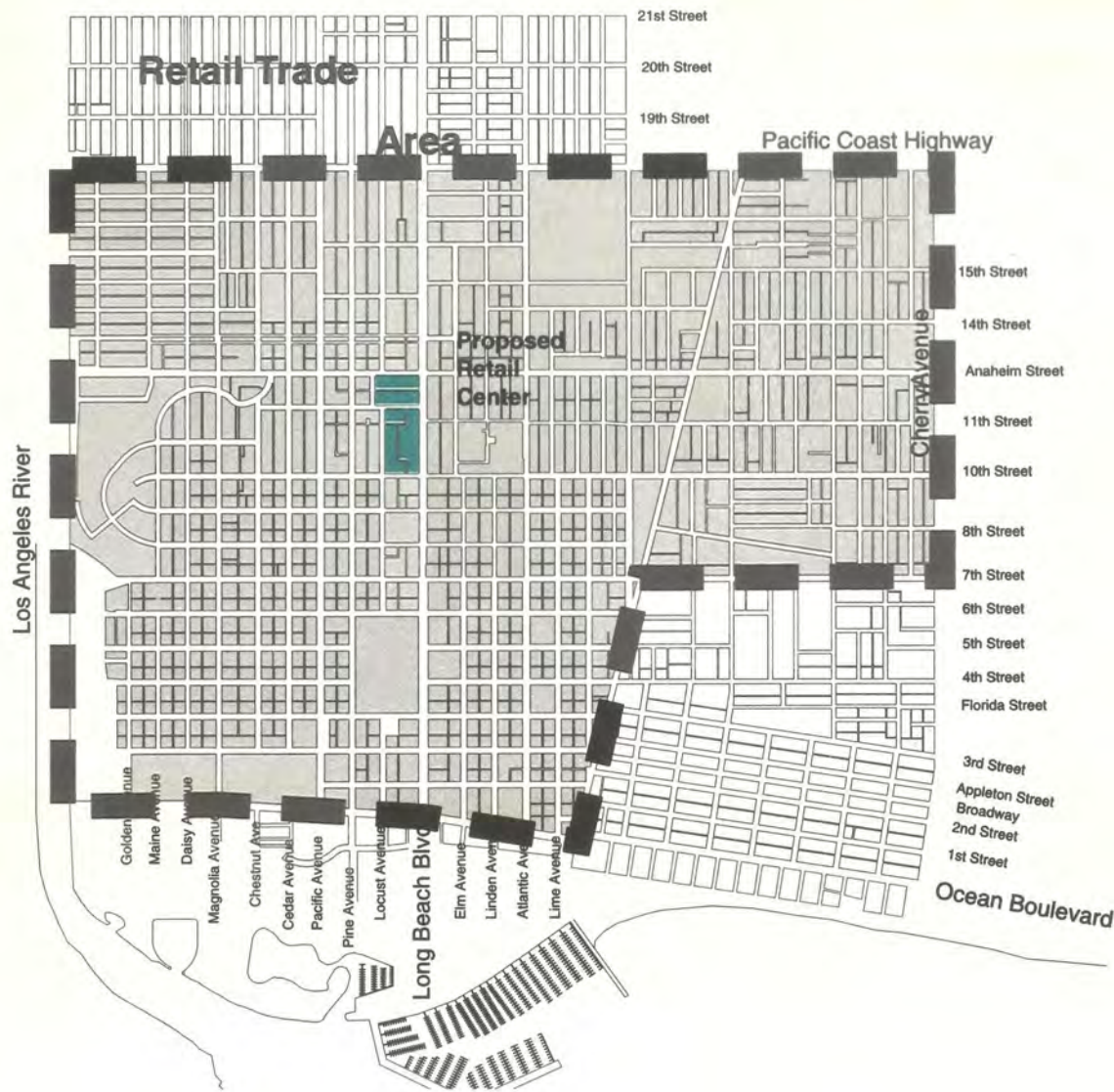
Five market research focus groups were conducted by Garcia Research Associates to confirm the retail implications of this demographic data. In summary, the groups documented a broad-based dissatisfaction with both convenience and shoppers goods in the area, and a strong pattern of spending far outside the boundaries of the area, typically outside Long Beach altogether. There is some loyalty to a number of small ethnic, specialty market stores which many would like to see incorporated into a new, clean, family oriented center with ample parking and easy access by public transportation. Area shoppers, often buying

for families with large numbers of young children, seem dissatisfied with the parking, cleanliness, and selection of goods at existing stores (See full discussion of focus groups on page 38).

### Demographic Analysis

The demographics of the retail trade area suggest a low and moderate income, large family population of increasing incomes and demand for both convenience and shoppers goods. A “lifestyles” analysis reveals a range of family lifestyle clusters likely to shop in the neighborhood if offered the right mix of discount and off-price stores. It is a high density trade area—containing ten of the nineteen most densely populated census tracts in Long Beach. Household size is 15% above the California average, and almost two-fifths of the population is under 18 years old. Also notable: nearly 4 out of 5 households have one or fewer vehicles available, resulting in a significant “captive market” for a new local retail center.

# ...American



## The Retail Program

Based on the area's retail demographic data, the focus group findings and well-established retail criteria, a retail program was established (A selection of community-based and professional service uses might also be expected).

## A Retail Trade Area

Defined by a 5–10 minute driving distance, this area can support four major grocery markets with approximately 7000 households per market. In this area, a sizable number of families have limited access to automobiles and are therefore a captive market for shoppers goods—such as apparel—would also be successful in a new retail center anchored by a grocery market.

### THE RETAIL PROGRAM

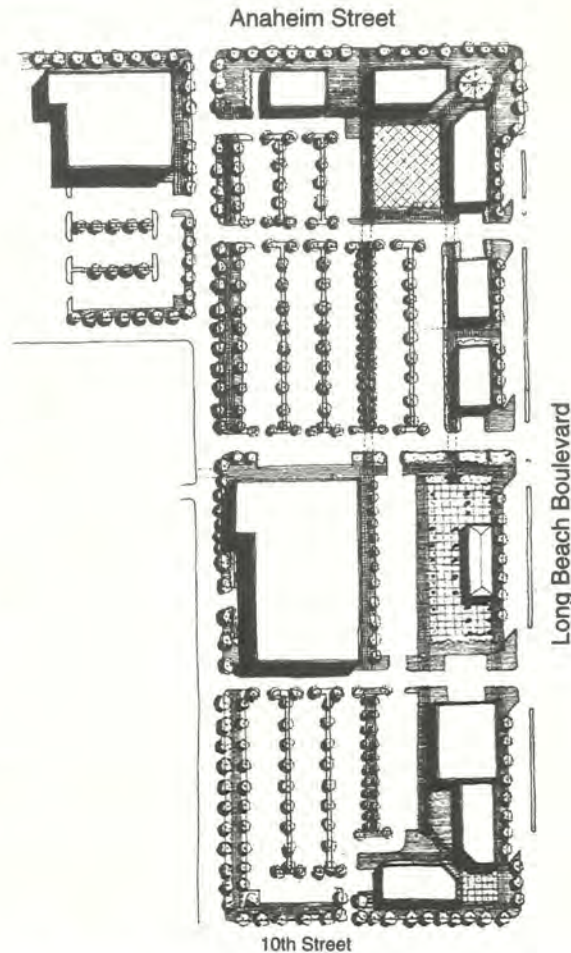
*A demand analysis was conducted which showed a demand for a shopping center of 97,000 to 123,000 square feet.*

## The Demonstration Sites...

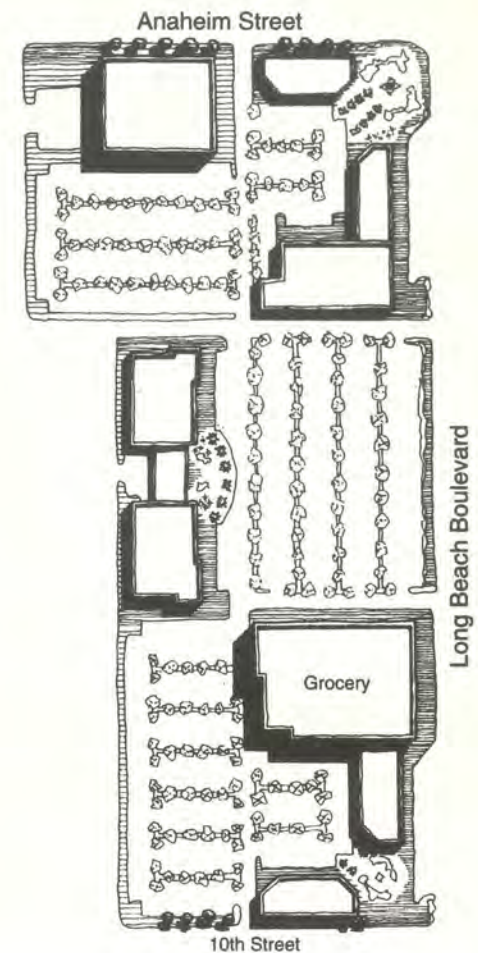
The demonstration site at the southwest corner of Long Beach Boulevard and Anaheim Street as shown here is fully sufficient, to accommodate 100,000–120,000 square feet of retail space and all the parking, landscaping and public use space appropriate to such a focal point of the new in-town neighborhood. Though land assembly, site clearing and some residential relocation is required, the Agency and City recognize this as an outstanding opportunity with broad city-wide economic benefits. Nearby, sites for new market rate home ownership housing along with public street improvements will provide a compatible setting for such an investment.

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As envisioned, this new neighborhood center will be anchored by a large modern grocery store (possibly a major expansion of the existing grocery store), and a discount drug store (currently not available in the area). These stores would be joined by specialty ethnic retailers (drawing upon the entrepreneurial savvy of the surrounding community), apparel and other shoppers goods. The center will have a food court/community area. Its visibility to auto and transit traffic, its appeal to families, the image it creates as the centerpiece of the community, and its design for a pleasant, convenient, safe and enjoyable shopping experience will complete the formula for success.

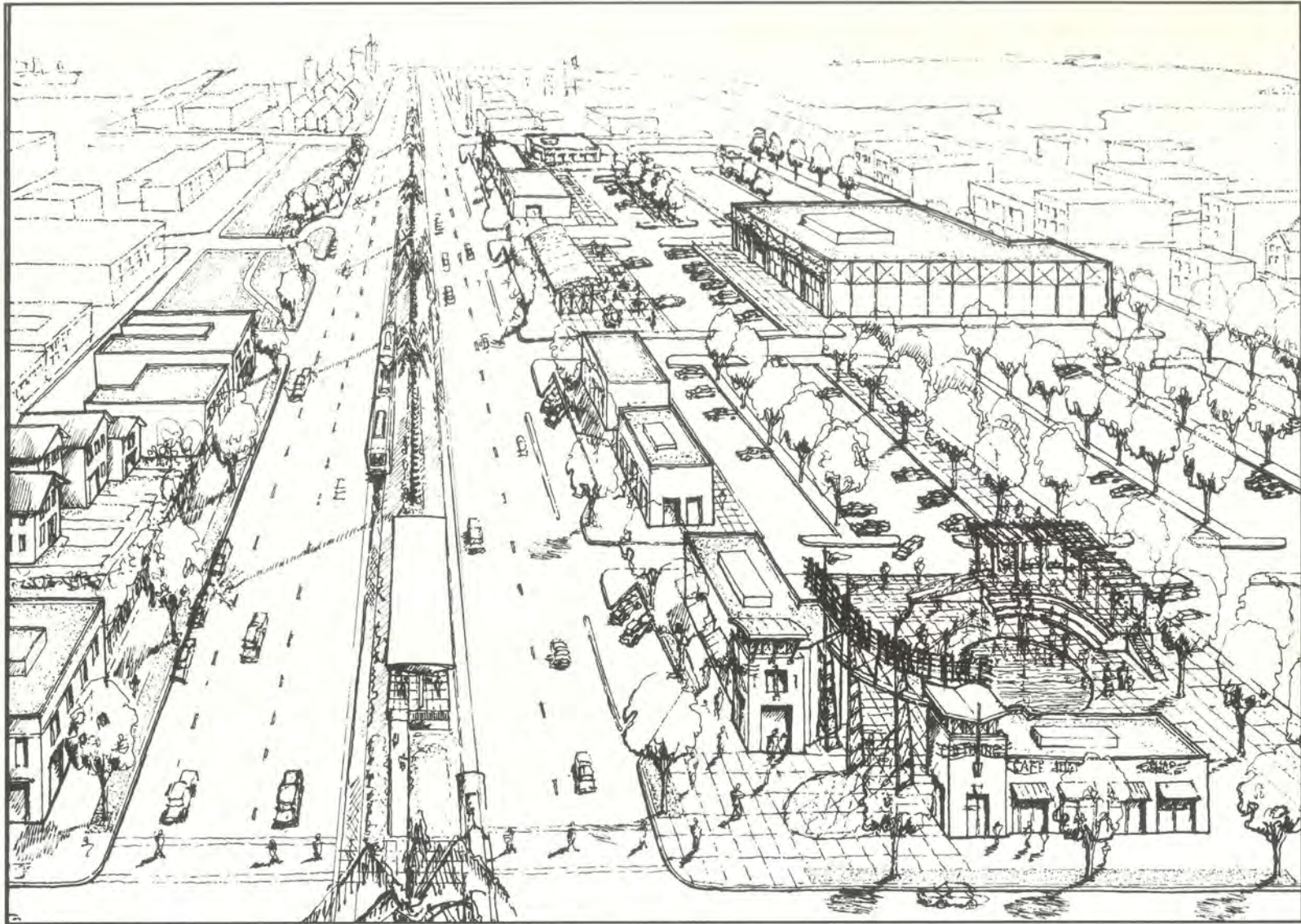


Retail Site Plan



Site Plan Alternative

...American



# Marketplace

: The Retail Project

### Family Townhomes... Building Community

The new housing envisioned for American Marketplace will serve a family-oriented market providing safe and convenient for-sale homes with play space for children and private outdoor space for each family.

Located in a multi-ethnic, low and moderate income neighborhood known for the strength and support of its Latino, Cambodian and African-American leadership, this housing will make a difference. It will provide a choice for local families now seeking in-town housing: family oriented, bungalow-like townhomes recalling the Craftsman style homes once numerous in this neighborhood; with private space to plant a garden, play areas for children, sturdy landscaping and a community of owners. At the same time, this new housing can offer convenience and security: restricted access, two car garages, and secure shared and private open space.

With sizable new investment on a few large sites and numerous smaller infill sites, 300-400 new for-sale units can be introduced to the area, transforming it from a rental neighborhood into a community of family-oriented ownership townhomes. Sites have been identified and the City is firmly committed to assisting in areas of permits, land assembly and processing—offering an exciting new opportunity for the development community.

### Housing Demonstration Sites

As shown on the accompanying map, both large and small sites have been identified for new townhome development. Densities from 16 to 18 units per acre have been tested, with designs which maximize shared open space in secure areas, treatment of local streets to meet the best residential standards and landscape buffers with positive identity on major thoroughfares.

New homeowners in the area will be within a short walk of:

- A new community shopping center with shops, services and a grocery store.
- New parks and greenery, new attractions.
- A major health care facility and more accessible transit.
- Downtown, with its jobs; ocean access, and cultural opportunities.

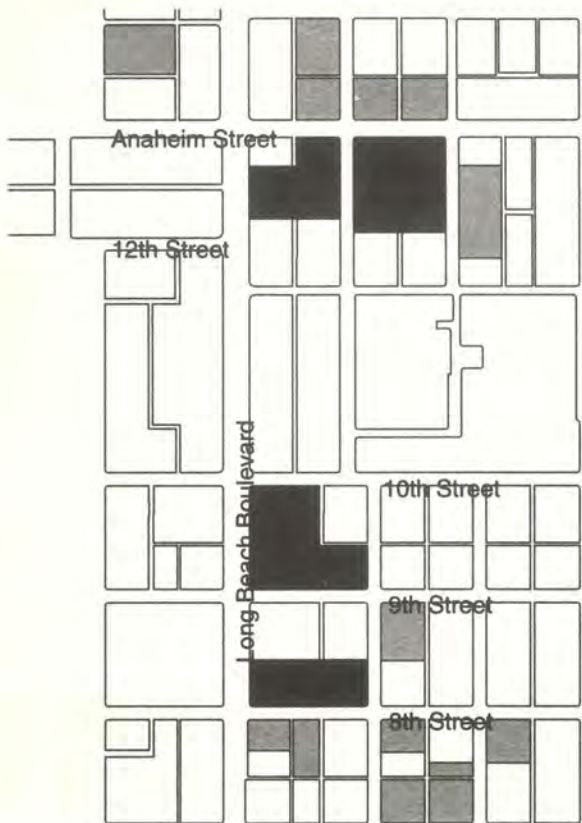
### Development Guidelines

Built within a series of development guidelines, the anticipated 300-400 new units will have a positive, synergistic effect on the neighborhood in all its aspects. These guidelines, tailored to this neighbor-

hood and its housing potential, include the following (with specific design guidelines discussed in the final section of this guide):

- A density of 16-18 units per acre.
- Unit size of 2-3 bedrooms with 2-2 1/2 baths, in 1000-1250 square feet, with two parking spaces available to each unit.
- Common area landscaping and children's play areas, with private outdoor space provided at ground level for each unit.
- Attractive, but effective security, while maintaining an attractive and welcoming frontage on public streets. A number of smaller alleys are recommended for closure, and efforts to improve and "adopt" public streets in the vicinity of new housing are encouraged.
- Potential use of Redevelopment Agency action to assist in the assembly of larger parcels in proximate areas, achieving economies of scale and joint marketing opportunities for developers.
- Retention and celebration of historic homes and architecturally interesting structures to anchor the new ventures in the positive history of the area.

## ...Family



Potential sites for new townhome development, large sites and smaller infill sites.



# Townhomes

## : Building Community

## The Demonstration Sites...

### The Market

A for-sale townhome of 1000–1250 square feet, as part of a well designed complex available for \$100,000–\$120,000 will meet a broad based demand in the residential market.

The study area itself consists predominantly of old, low-priced rental units housing ethnically diverse, modest-income families with children. The ethnic diversity of the study area is remarkable for its lack of clear dominance by any single group. In fact, the participants in the opinion research focus groups conducted for this study voiced a distinct preference for the area's ethnic and language diversity.

A large residential area was analyzed south of the 405 freeway in Long Beach, and a serious gap in the range of housing products was identified.

In contrast to the weak stack-flat condominium market of singles and couples, middle income family markets (including middle class African-American, Hispanic and Asian families) have been attracted to areas within Long Beach south of the 405 freeway. Moreover, advisors to this Guide confirm family-oriented buyers represent a deeper market potential for new housing demand. And, very little, if any, new for-sale family housing in Downtown Long Beach has been built within the framework of a city-

orchestrated plan linked to key public amenities. The families who will move into new homes in American Marketplace will be concerned about safety, play areas for children, city-sponsored parks and recreational activities, and the quality and proximity of school facilities. This is just what is offered in the housing demonstration sites presented in this Guide for Development.

### The Commitment to Housing

The City recognizes that despite the market support forecast for the area, well-meaning municipal rules and regulations can unintentionally add thousands of dollars to the cost of new housing. Because of this, the City has pledged to work hand in hand with the deve-



...Family



lopment community allow the production of market rate ownership units for this target market. To assure successful housing projects, the city pledges to:

- Minimize permits and fees.
- Be flexible, wherever possible, in the interpretation of regulations and requirements—considering specific requests in such areas as sprinkler installation and parking requirements.
- Work to resolve insurance roadblocks currently plaguing attached housing developers.
- Invest in a package of public amenities that will enhance and be coordinated with private housing investments and improvements, and
- Continue its programs for improved security and maintenance of the area.

Portions of the townhome demonstration sites are presently not within the P-29 mixed use zoning. The City will work with each townhome development team through an ombudsman, to assist in areas such as permitting, zoning reviews, land assembly and clearing of sites.

#### RESIDENTIAL AREA DEMOGRAPHICS

# Households (1994)	107,603
Rising median household incomes	\$29,932 (1990) \$36,803 (1994) \$45,641 (1999*)
Rising average household incomes	\$39,689 (1990) \$47,352 (1994) \$59,094 (1999*)

\* projected



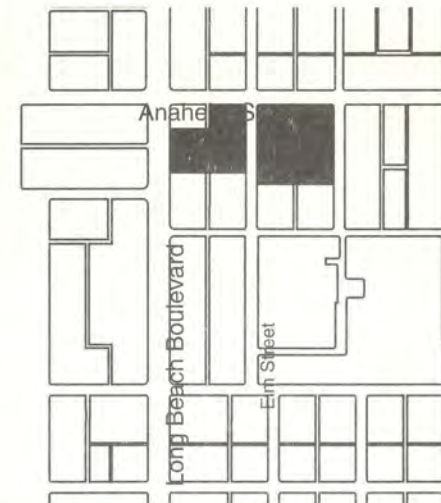
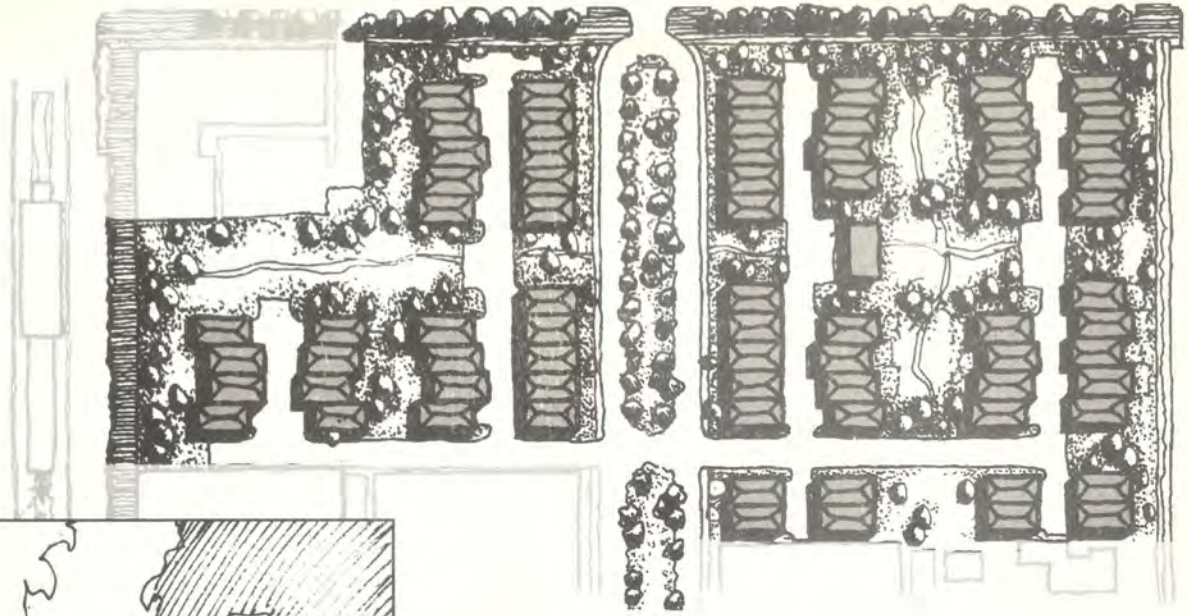
# Townhomes : The Market Research

## The Demonstration Sites...

The Anaheim Street Demonstration Site for Townhomes will accommodate 71 townhomes at a density of 18 units to the acre as illustrated here. Particular features of the site and the design approach suggested include:

- Utilization of two large parcels in common ownership—with additional parcels acquired to assemble approximately 4 acres of land.
- Arrival through a gateway from Anaheim Street into a residential enclave—where the developers have “adopted” Elm Street, built an attractive small park down the center of the street and embraced that park with attached townhome units.
- Typically, two story units offering two-car enclosed garages with guest parking scattered throughout and along the adopted street.
- Common open space and play areas, individual patios and gardens with each unit, and security within each block of houses.
- Landscape buffers block the noise and disruption of the major streets but announce a dramatic and positive change to all who pass by.





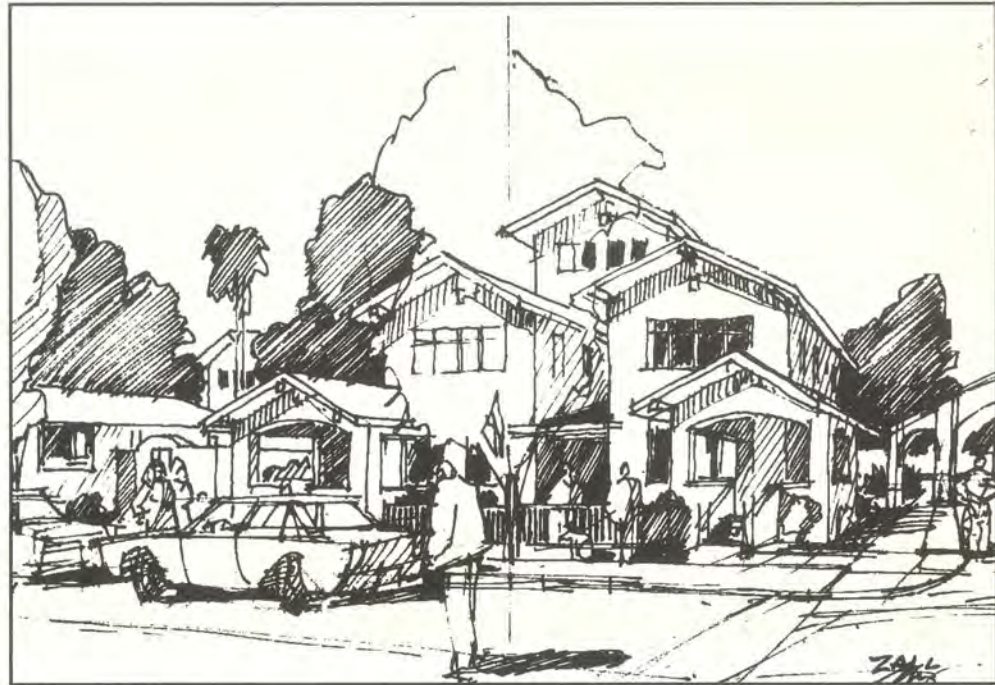
# Townhomes

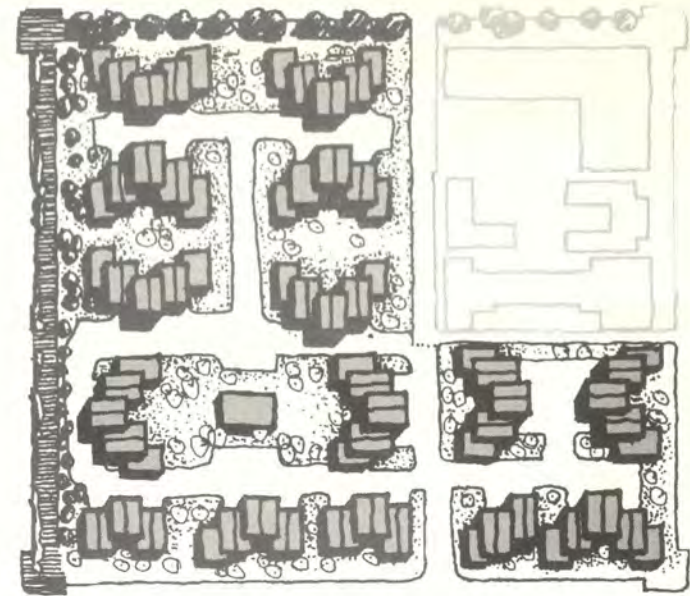
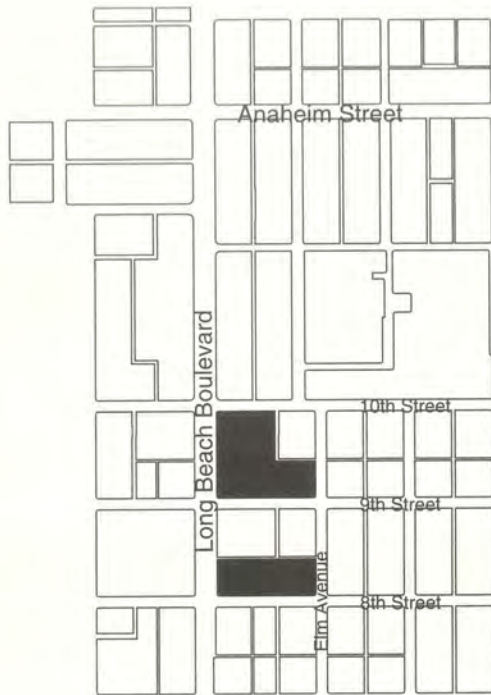
: Anaheim Street Site

## The Demonstration Sites...

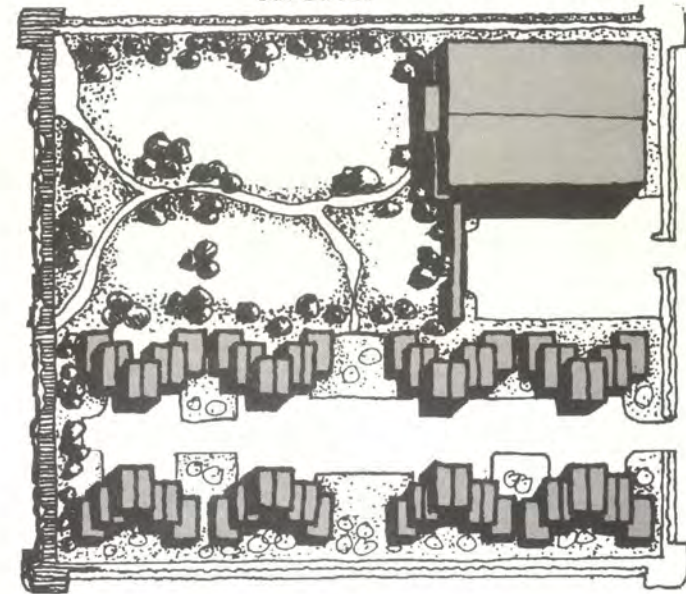
The Long Beach Boulevard Demonstration Site for Townhomes enjoys frontage on a new City park and recreation area and will accommodate 65 townhomes at a density of 15 units to the acre as shown here. Particular features include:

- Combination of almost full block ownership by the Scottish Rite Temple and the bulk of an adjacent block to the north to assemble 4.5 acres of land.
- “Adoption” of 9th Street, between the two blocks to improve the pedestrian facilities of the area, slow traffic and establish a residential character fitting to this major new investment.
- Two and sometimes three story units in groups of 3 offering two-car enclosed garages with guest parking scattered throughout and along the adopted street.
- Large common open space and play areas secured within the blocks supplementing the facilities of a new City park, together with individual patios and gardens with each unit.
- A landscape buffer giving some breathing space to Long Beach Boulevard, but clearly announcing at the same time that American Marketplace has transformed the Boulevard into an attractive new family neighborhood.





9th Street

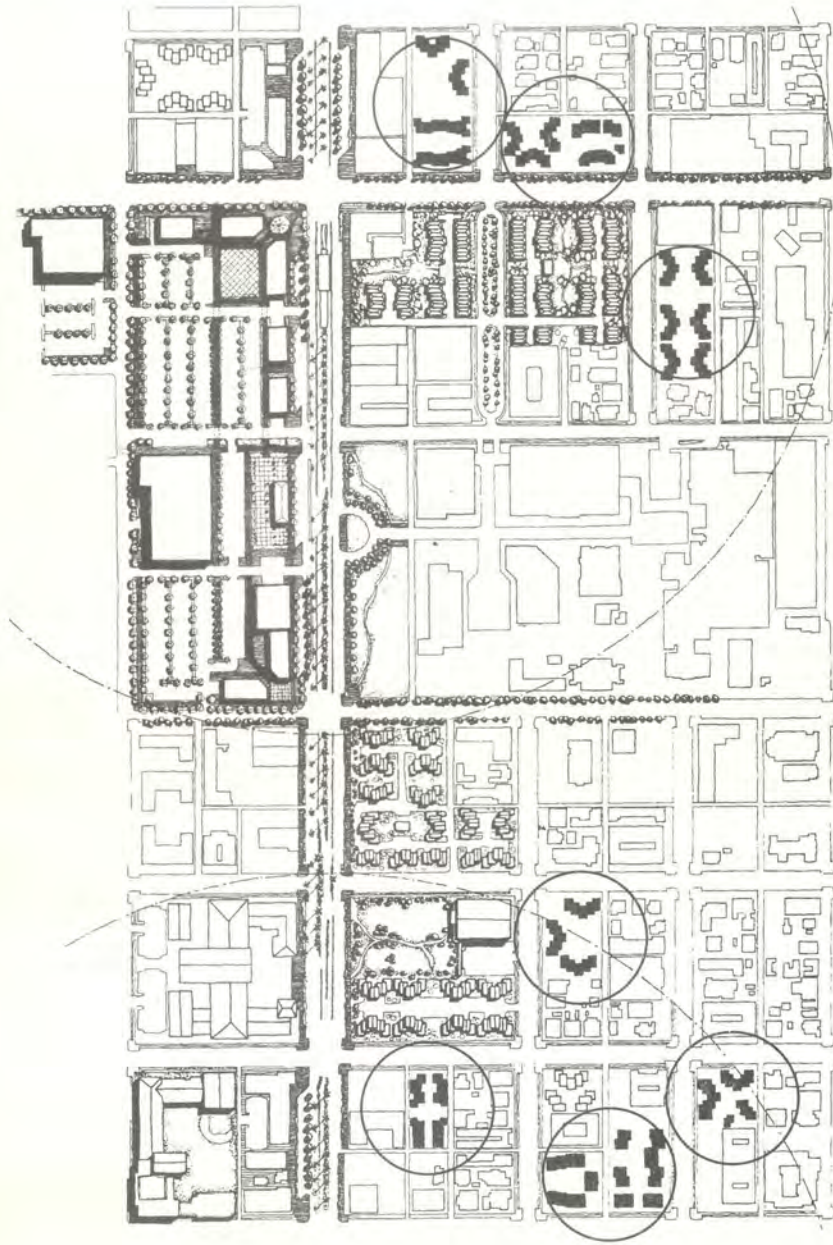


# Townhomes

: Long Beach Boulevard Site

# The Demonstration Sites...

28



...Family

## Infill Sites for Townhomes

In addition to the large demonstration sites, there are numerous opportunities in American Marketplace for smaller scale in-fill housing following the town-home model.

As illustrated here, another 12 or 15 sites might be developed over time for market rate family housing of densities similar to the demonstration sites and offering similar amenities of private open space and security.

These sites were selected based upon an initial review of underutilized sites or dilapidated structures, and potential areas of land assembly in compatible residential areas. The Agency and City offer these only as suggestions, and will be happy to other logical proposals.

### KEY DEMOGRAPHIC/LIFESTYLE CHARACTERISTICS OF AMERICAN MARKETPLACE AREA\*

<i>Population</i>	7,085 (1990) 7,929 (1995 est.)
<i># Households</i>	2,539 (1990) 2,559 (1995 est.)
<i>Average household size</i>	3.10 persons (1995 est.)
<i>Children under age 17</i>	33.7% (1995 est.)
<i>Median age</i>	25.4 years (1995 est.)
<i>Renter-occupied</i>	92%
<i>Owner-occupied</i>	8%
<i>Ethnic diversity</i>	28.2% White 23.5% African American 20.2% Asian 43.2% Hispanic Origin

(note: persons of Hispanic origin can be of any race)

\* area shown on map page 29

### On the Boulevard

Private investment in retail and housing is only part of the story at American Marketplace: the City plans to roll up its sleeves, too! A number of improvements will be made on the Boulevard:

### More On-Street Parallel Parking

Over 100 new parking spaces are planned for Long Beach Boulevard. Certain portions will be restriped to restore the on-street parking that has been gradually taken away over the years. This will not only support area stores and residences, but create a pedestrian environment more conducive to stopping and shopping.

### New On-Street Diagonal Parking Lanes

Diagonal parking in strategic locations along Long Beach Boulevard will could 50% more shoppers to park right in front of the stores. More people arriving at the front of the store will mean an even more active sidewalk, supporting a Village retail environment.

A planted buffer will separate pedestrian areas from the noise and speed of the Boulevard's heavy traffic. This way, shoppers can get in and out of their cars safely, instead of opening their car doors into on-coming traffic out on the Boulevard.

### Improved Sidewalks

As private investment is secured for the area, the Boulevard's excessively narrow sidewalks will be widened near key intersections to provide more space for planting, cafe seating, benches and other street furniture. These widened areas will be directly adjacent to crosswalk areas and will make the Boulevard easier for pedestrians to cross. In this way, there can be added lighting, for nighttime security, more greenery and special paving.

### More Greenery

Long Beach Boulevard, Anaheim Street and 10th Street are to become the "Green Streets" of American Marketplace. Investment in public landscape improvements—such as added trees, seating and signage, special paving—will be focused along these corridors. The goal will be a new, greener image. In time, this more gracious landscape setting will replace the older industrial/commercial image of the area.

### Restoring Left Turns

In support of major new retail investment at Boulevard and Anaheim, street widening to accommodate all left turns is recommended.

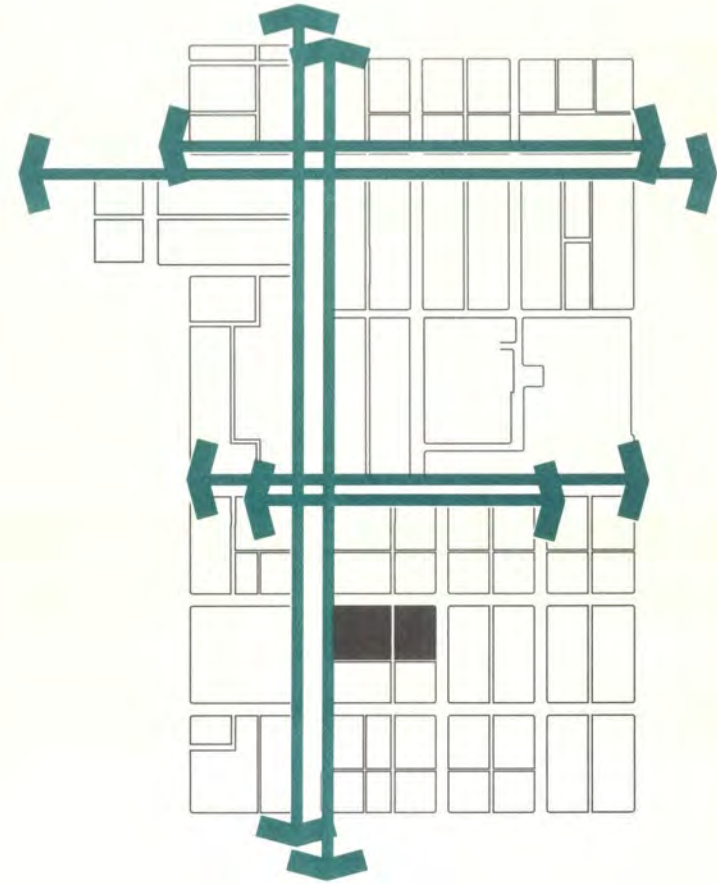
### A New Park

In an effort to provide attractive, usable open space for all ages, a new public park is proposed. As part of a demonstration site at Long Beach Boulevard and 9th Street, a 1.5 acre park could serve the local family population and offer reuse potential for the Scottish Rite Temple Structure as a community services, arts and performance center. Linkages to the education campus across the Boulevard offer additional community recreation potential.

However, this is just the beginning of a new green image for American Marketplace:

- St. Mary Medical Center proposes a major new green entry to their campus—perhaps even offering area for community gardens where landis being held for future expansion.
- A second park site may be possible, associated with the Education Campus.
- The City will look to retail center proposals that feature outdoor pedestrian, festival or performance areas. Associated with the new retail stores, these areas would accommodate a high density pedestrian population already using the Boulevard and Anaheim intersection as a public transportation hub, and offering a setting for family-type events and ethnic/seasonal holiday celebrations.





# ...Streets and Open Space : The Public Realm

### Expanding Educational Resources...Investing in the Future

There is no better demonstration of optimism, and no more essential strategic investment in the City of Long Beach than the investment in education described in this Guide to Development.

Over the months of preparation of this Guide, many people were contacted, focus groups held, interviews with ethnic group leaders scheduled and open public sessions facilitated. Whether rich or poor, Latino, Anglo, Cambodian or African-American, there was no hesitation about the greatest long term need for their community—the successful realization of creative, compelling, educational and recreation programs for youth. Here is lodged the central daily focus and the greatest future expectations of the families of Long Beach.

In this spirit, and working with the Long Beach School Board facilities planning team, sites for new and improved educational facilities are illustrated here. Statistics suggest that in the neighborhoods that border Long Beach Boulevard from Willow to Downtown, there are 20,000 children bussed out to schools in different parts of the City every day. An investment in education—as a visible part of the new community building demonstrated here—will bring help to bring a youthful energy, family commitment and dynamic residential community spirit back to the neighborhood.

### An Elementary School at Locust and 7th

An urban school, housing 800 elementary school students can be added to the Long Beach school inventory as soon as the 1998/99 school year. As shown here, this school will utilize the parking lot area at Locust and 7th Street now used for School District headquarters parking. The District has made recent agreements to move their offices out of downtown, and make this site available for educational use.

As illustrated, limited recreational area can be provided on site, and potential use of a new park sites along Long Beach Boulevard might provide a safety value. As planned, this new school will be a welcome addition to the educational facilities in this neighborhood, and not a replacement for the International School for which independent planning is in process.

### Reed School as an Educational Campus

The program for the facilities on the Reed School site just across 8th Street from the new elementary school are not fully formed at this time, by the School District. A number of educational programs for special populations and administrative support facilities are housed there. Plans for the relocated District headquarters, special needs of the system and the desire to replace some of the temporary trailer facilities now on the site may justify attention to this area as multi-block educational campus.

Meetings in the American Marketplace community have revealed a tremendous interest in multi-age group educational facilities in this sector of the study area and a wide variety of ideas for programming of existing and new facilities. Though not one of the demonstration projects first out of the gate in this area, the concept for a broader education campus with Reed as a starting point might potentially:

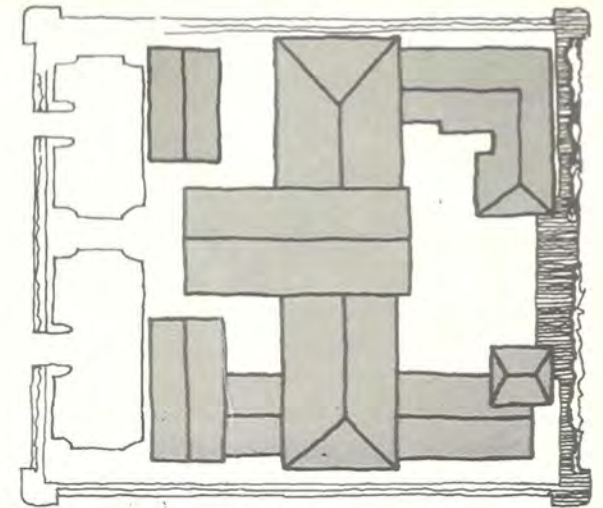
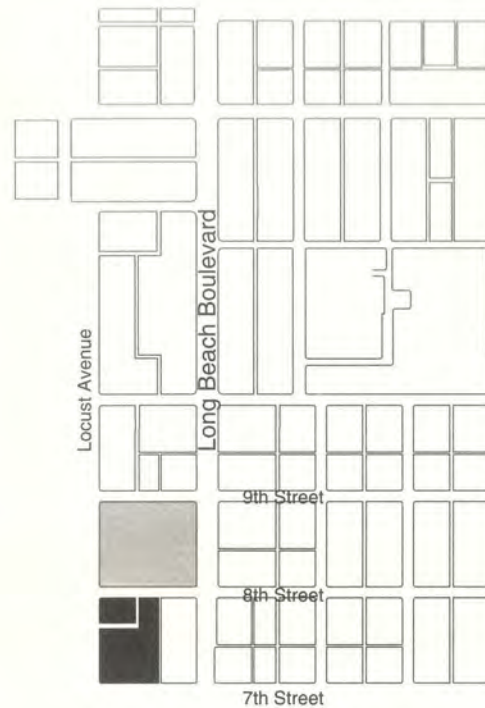
- Stretch to embrace and actively program the Scottish Rite temple now planned for reuse as a potential recreational/performance/youth facility.

## ... Educational

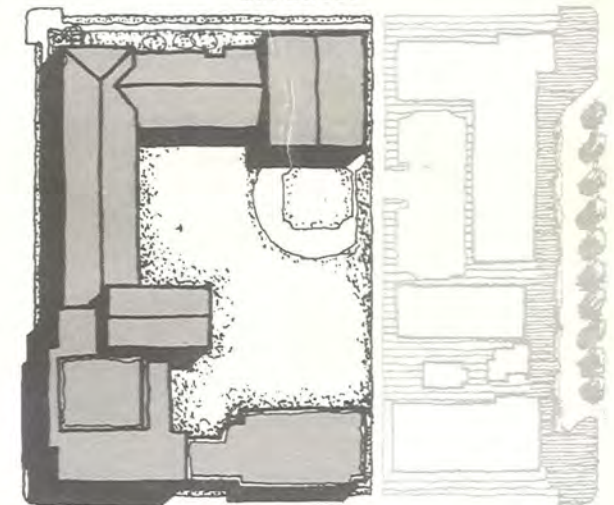
- Link to a growing higher education and training presence in the downtown.
- Look to opportunities for creative funding as part of a mixed use development—retail, housing, entertainment or recreation/education.
- Link to the St. Mary Medical Center as the major employer in the area, needing skilled and properly trained individuals to meet their service objectives.

### Potential for the Future—Mixed Use and Recreation

Creative thinking and coordinated community planning will be essential to realize the full potential of the area. As demonstration sites turn to real projects, and this stretch of Long Beach Boulevard becomes a distinctive and visible destination, expansion onto other sites north of the present school ownership might be considered, reinforcing the west side of the Boulevard as a destination mixed-use area with broad based community serving uses.



8th Street



# Resources

## : Investment in the Future

## Design for Success...

The physical character of the new American Marketplace neighborhood will be very much a product of the quality of design and materials utilized for the demonstration sites shown in this Guide to Development. The first projects must set the standard. The public realm design must meet an equally high standard in the design of open space and pedestrian areas. And all parties contemplating an investment in this area must be given the assurance that they will be working within an overall vision and a set of specific commitments to high quality planning and design.

To follow through on that promise, and to give an indication as to the most important design considerations for American Marketplace, an initial set of design guidelines has been included here. The focus at this time is on the retail and housing areas, in order to give potential developers an indication of the Agency and City criteria review of proposals. The Agency looks forward to reviewing design concepts specific to a particular site or development prospectus.

### Retail Site—Design Guidelines

#### *Overall Character—Criteria for Success*

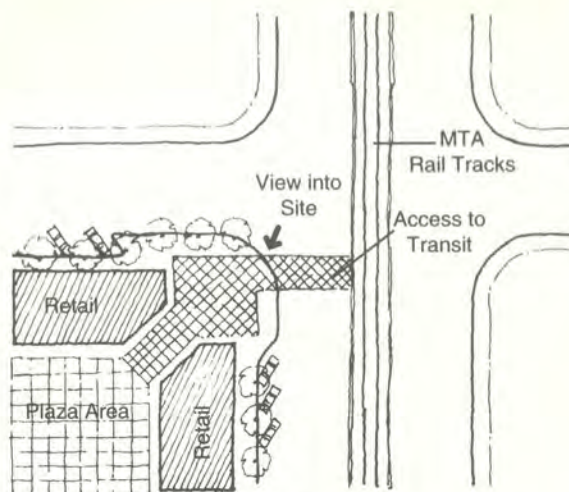
- Create a welcoming new center for American Marketplace, a growing in-town family neighborhood.
- Establish a design character that is fresh and new, clean and safe, and full of energy for the area.
- Utilize all possible opportunities to establish and maintain retail activity directly along Anaheim and Long Beach Boulevard to the west of the Blue Line.
- Install substantial and extensive landscaping in keeping with the greening of the neighborhood.
- Recognize and design for higher than normal arrivals by transit.
- Reinforce pedestrian links to the larger neighborhood.
- Consider daytime and night time use.



Display Windows to Minimize Blank Walls

### *Design for Pedestrian Access and Community Use*

- Provide an articulated pedestrian link between retail center and transit stops (both bus and Blue Line)
- Provide an active plaza area “Celebration Square” at the corner of Anaheim and Long Beach Boulevard, a safe transition node and a unique space for retailing, gathering, being seen and watching the life of the area.
- Provide an attractive pedestrian route from the St. Mary Medial Center across Long Beach Boulevard at 10th street, including visibility into the new center.
- Recognize the family focus of the center—allowing for outdoor holiday displays or performances, safe areas for parents and children, attractive pedestrian walkways.
- Stores along the Boulevard should, wherever possible, be directly accessible from the sidewalk.
- Use retail layout to reinforce vitality, activity level, attraction of gathering spaces by strategic relationship to high use tenants.



Public Plaza/Pedestrian Transit Connection

- Minimize blank retail walls along pedestrian areas, and where unavoidable, soften the effect with design elements such as landscaping, trellises, display windows, or public art.
- Treat corners as gateways to the site including a view corridor into the site, signage, sculptural elements, and articulation of building corners.
- Anticipate that exterior wall signage will be a part of the building design.

### *Vehicular Access*

- Provide vehicular access to the Center from Anaheim, Long Beach Boulevard and 10th Streets.
- Provide service and potentially additional shopper access from Locust Street.
- At each vehicular entrance provide sidewalks for pedestrian use.

## Design for Success...

### *Parking*

- Provide sufficient parking to attract and support high quality tenants with citywide draw.
- Provide easy access to parking, physical and visual, while avoiding a predominant image of parking from major streets.

### *Landscaping*

- Provide ample on-site landscaping throughout the site, sufficient to establish a new “green” image for the area while recognizing the need for visibility for retail stores.
- Design for gathering places of varied size and character, including potentially an open-air market/festival area. Consider sun and shade conditions maximum use of these areas.

- Provide for public area amenities such as seating, fountains, gardens, kiosks, special lighting, vendor areas and related design elements.
- The Retail Center’s parking lot must be attractively landscaped.
- All edges of the parking lot that face a street must be landscaped.
- Along Locust Street: in addition to landscape buffers for the parking lot, additional visual and aesthetic screening must be provided to buffer the impact of the service areas the rear of retail buildings.
- Perimeter trees and on-site landscaping should be attractive, highly durable, low maintenance planting, designed not to block pedestrian level visibility and promote safety.

### *Security*

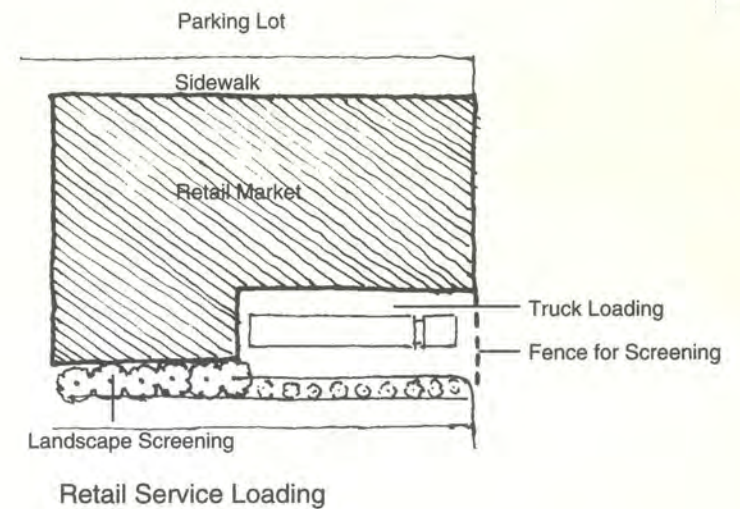
- Walls and fences should not be used as security devices at the perimeter of the site (except to enclose service/loading areas).
- Site lighting should be a minimum of 3–5 foot candles to provide an appropriate level of safety at night.
- Openings or walkways between buildings should be wide enough to provide pedestrians with a adequate level of comfort.
- Site berming should be low enough to allow site visual surveillance and should discourage hiding spots.
- Perimeter trees should have a high enough canopy that leaves do not block the view into the parking lot from a car driving by on the street, or for pedestrians.



High Perimeter Trees for Parking Visibility

### *Service and Loading*

- All service and loading areas must be separated from pedestrian zones and be visually screened from the view of shoppers and adjacent shoppers.
- Service and loading areas may not be located on (or accessed from) either Long Beach Boulevard or Anaheim Street.
- Access to service and loading areas should not interfere with the flow of on-site retail traffic.

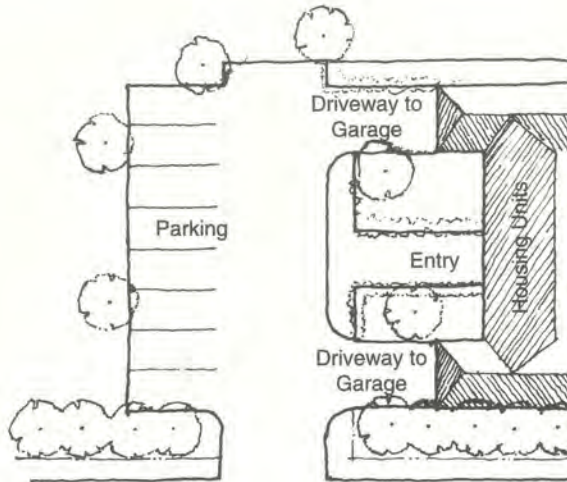


# Design for Success...

## Residential—Design Guidelines

### Overall Character—Criteria for Success

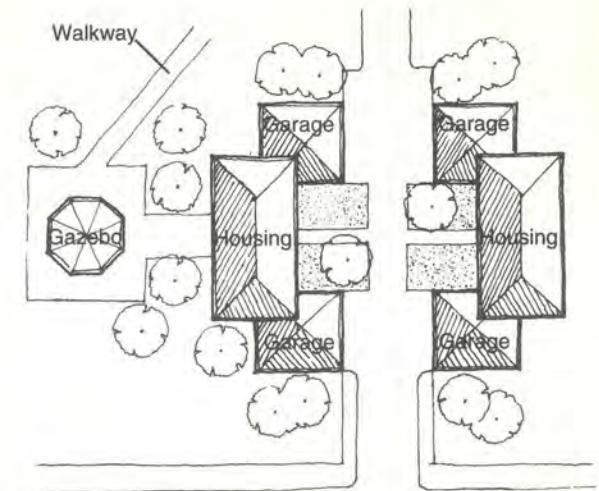
- Establish a residential character of small urban homes with open space and landscaped areas nearly equal to the areas dedicated to buildings and paving, and an attractive variety in design and materials.
- Design townhomes to meet the needs of the modest-income family market—most likely 2–3 bedroom units, with a 2 car garage.
- Provide generous common area landscaping that is usable as a play area for small children.
- Include with each unit private, usable patios or yards, large enough to function as play areas for very young children.
- Maximize the homeowner's real and perceived security.
- Link design proposals to realistic pricing that is affordable to lower-middle and middle income buyers.



Residential & Visitor Parking

### Internal Site Circulation

- Minimize the amount of on-site vehicular circulation and paved surface.
- Provide for all resident parking on-site and sufficient guest parking, while working with the City to determine if some of the curbside street parking can be utilized for visitors.
- Clearly define on-site pedestrian circulation and provide opportunities for public gathering where walkways meet.
- Design for ample shared (and secure) open space for outdoor family or resident community activities.



Residential Private & Shared Spaces

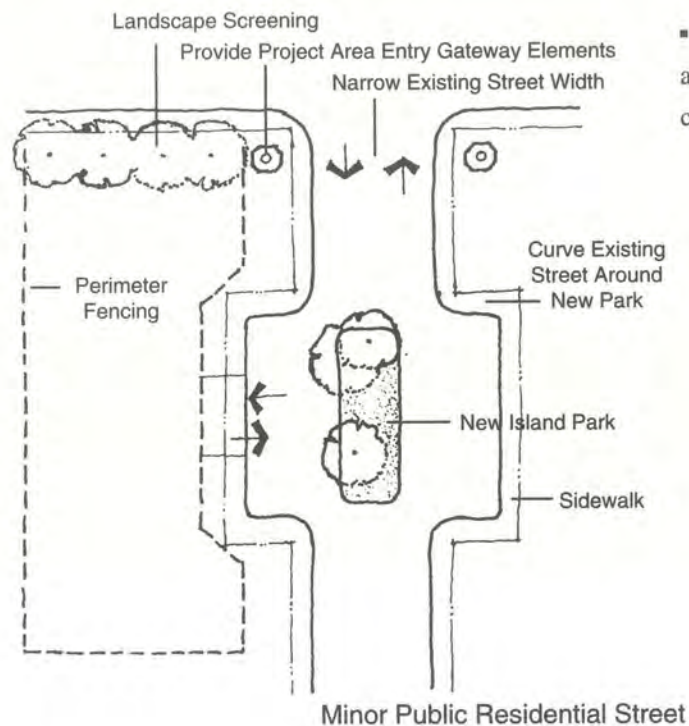


### *Landscaping and the Neighborhood Image*

- Provide generous planted edges as a setback along all major and minor streets, interrupted only by walkways, driveways, and pedestrian areas.
- Allow for an extra level of buffering for residential development directly adjacent to Long Beach Boulevard or Anaheim Street
- Consider working with the City to “adopt” the primary public streets associated with the new residential areas to as to improve upon design, maintenance and security.
- Screen views to parking areas from public streets.
- Public street edges should be attractive and buildings at the edge should enhance the pedestrian character of the streetscape.

### *Security*

- With exceptions as illustrated in this guide, maintain public streets open to through-traffic, although unnecessary alleys may be closed with City approval. Avoid the closing of public streets.



- Encourage the “adoption” of minor public residential streets with speed bumps, narrowed entrances, gateway bollards and other physical measures.
- Provide appropriate level of on-site lighting that allows for security lighting without excessive glare into individual units, or onto neighboring sites.
- Minimize the use of perimeter walls, but if utilized, assure architectural compatibility with the pedestrian character of the American Marketplace area.

## Additional Resources

In January 1995, the Redevelopment Agency hired a team of consultants headed by Simon Martin–Vegue Winkelstein Moris (SMWM) to prepare this Guide to Development. Additional resource material prepared and compiled by that team are available from the Redevelopment Agency and include:

### *Goals and Objectives for American Marketplace*

Prepared in early public meetings, these goals focus on the opportunities for change in the Area. (SMWM, January 1995)

### *Community Plan—a Summary Report*

Results of an extensive, interactive community planning session held on March 29, 1995, in the American Marketplace neighborhood are reported here. (SMWM, March 1995)

### *Market Research for Real Estate*

This document provides market research conclusions and recommendations for retail and residential development in American Marketplace—including

extensive discussion of the retail and the residential trade area statistics competitive sites and products, recommendations for new investment and an appendix of 24 exhibits providing compilation of data and forecasts. (Linda S. Congleton & Associates, June 1995)

### *Focus Group Findings*

In March 1995, as part of the market research for American Marketplace Guide for Development, five community focus group sessions were conducted by Garcia Research Associates in the office of Opinion Research Inc., in Long Beach. The participants were asked to discuss general questions concerning their neighborhood, its advantages and disadvantages and needs, and were also asked to discuss specific questions concerning local retail areas. A compilation of verbatim comments and summary highlights from five focus groups held in March 1995 is available. (Garcia Research Associates, April

1995) Provided here is a brief summary of the most important points made in the groups. Participants in each group were 9 or 10 adult female residents of the study area each of whom was the primary shopper for her household. One focus group included Latina women and was conducted in Spanish, one group included Cambodian women and was conducted in Khmer, one group included African American women, and two were general market groups that included all ethnic groups.

### **The Downtown location of the American Marketplace neighborhood is one of its biggest advantages:**

Among the most commonly cited advantages of the neighborhood was its proximity to the ocean and to downtown festivals and events, and activities such as Pine Avenue shopping. The Friday farmer's market was a particular favorite. The nearness of the hospital emergency room and clinical facilities was also mentioned by some.

### **The diversity of the neighborhood is appreciated:**

Among the most consistently mentioned pluses of the St. Mary area was its ethnic and racial diversity.

American  
Marketplace is ...

The large number of shops selling ethnic foods and crafts was frequently noted, and there was a strong feeling that new retail developments should recognize this diversity.

**The neighborhood problems are recognized:**

Neighborhood residents recognize, and support efforts to alleviate the most serious problems in the neighborhood. These include crime and safety, homelessness and panhandling, and dilapidated structures which are magnets for trash and graffiti.

**There is a great need for facilities for children and teens:**

The most widely cited physical problem with the neighborhood was a lack of park and playground space for small children and constructive recreational activities for older children and teens.

**Alternate transportation is important:** A significant number of residents walk to their weekly shopping, and other places. This is particularly true among the Hispanic and Cambodian communities. The MTA Blue line trains and the bus were also mentioned as important ways to get around. This is consistent with the large number of local households without access to automobiles.

**There is a need for expanded, modernized, neighborhood shopping areas:**

The existing neighborhood center shopping in the area was regarded as adequate but not good. The supermarkets were seen as small, dirty, lacking in variety and quality, and sometimes overpriced. Problems with personal safety and lack of parking were also frequently mentioned.

**There is a strong desire for discount/off-price shopping:**

The lack of nearby, quality, affordable shopping was a frequently mentioned problem. The Long Beach Plaza was regarded as having little variety or interest and the department stores there (Montgomery Ward & J. C. Penny) were viewed as too expensive. The most frequently expressed desire was for a nearby discount store such as Target or K Mart. The opening of the Ross Dress for Less store in the Plaza was widely appreciated.

## Contact People

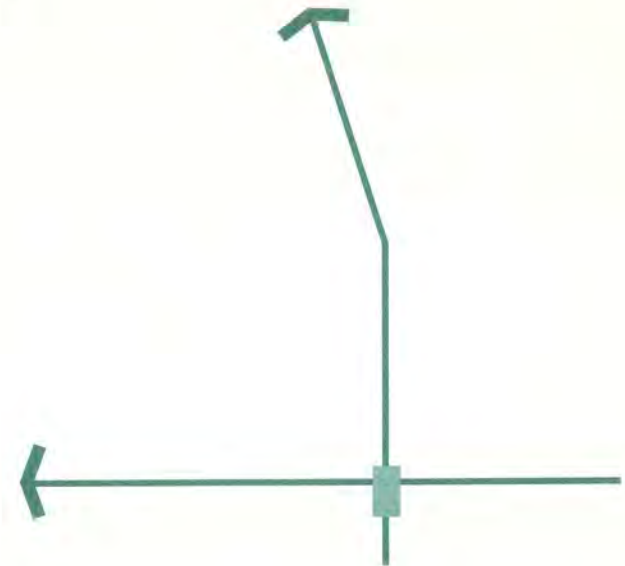
If you are ready to be a part of positive change at American Marketplace, or would like more information, please contact the Redevelopment Agency.

**Long Beach Redevelopment Agency:**

(310) 570-6400

Barbara A. Kaiser, *Redevelopment Bureau Manager*

**ready** for **change!**



American Marketplace  
Guide to Development

*prepared by*

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