
THE PROMENADE DESIGN GUIDELINES

INTRODUCTION

The Promenade, for the three blocks from Ocean Boulevard to Third Street, is a public right-of-way and is predominantly for pedestrian oriented activities. The area of The Promenade in Downtown Long Beach, as depicted in Figure B – Promenade Concept Plan, includes an area which is three blocks long north to south and one and one half blocks wide east to west. The boundaries of the area are Third Street on the north, Long Beach Boulevard on the east, Ocean Boulevard on the south, and the mid-block alley between Pine Avenue and The Promenade on the west. In The Promenade area a high level of commercial and entertainment activity is desired and in general, the character of the area is defined by the following:

1. Uses along The Promenade should help create a high quality, attractive pedestrian environment. Business and commercial activities should add charm, excitement, vitality and diversity. Private and public uses along The Promenade should generate day and night activity that is oriented to the pedestrian. These activities may include outdoor dining, retail sales, public markets, arts and crafts shows, concerts and other similar uses.
2. The Promenade is to be a pedestrian street that is primarily used for strolling, walking and sitting. Automobile traffic for the general public is not permitted; vehicular access for emergency vehicles is provided.
3. The form of the built environment and the public spaces created along The Promenade should enhance the character of the pedestrian environment. Buildings should incorporate human scale design principles and should establish edges that help to define usable public spaces. The Promenade should have strong physical links to Pine Avenue and the East Village, to Long Beach Plaza and Queensway Bay. Consistent streetscape treatments should be used to help establish linkages, including paving, lighting, banners and

street signs. The links to Pine Avenue and the East Village should occur along Broadway and First Street with an additional pedestrian link to Pine Avenue at mid-block, and the links to the Long Beach Plaza and Queensway Bay should occur along The Promenade, Pine Avenue and Long Beach Boulevard.

4. The Promenade is currently an eighty (80) foot wide public right-of-way oriented to pedestrian uses. For the purposes of this project, the redeveloped Promenade and its open space and plazas are to be defined as public ways.

GENERAL DEVELOPMENT STANDARDS

A. Intent

The development standards set forth in this Division are general and apply to all buildings in the PD-30 area, to both new construction and renovation projects. These standards are intended to guide all private and public parties involved in design and development to achieve the highest quality of built environment in greater Downtown Long Beach. The buildings, streetscape and landscape of the downtown should enhance the stature of Long Beach as a city of international significance.

B. Building Siting & Public Art

1. Buildings should be sited to help define street space and public open spaces, so that streets and public ways are as active and safe as possible.
2. When public spaces are part of a development, they should be accessible and visible from public ways.
3. Siting of buildings should allow and encourage public access that is active and safe along public ways and on the development site.
4. Primary building entrances should face public streets and ways.
5. New and renovation projects which are required to participate in the Redevelopment Agency's Percent for Public Art Program should ensure that works of public art are visible from public streets and public ways.

6. Acceptable forms of public art or historic facade improvement may include aspects of streetscape design, in accordance with the Redevelopment Agency's Percent for Public Art Program.

C. Building Servicing and Equipment

1. Servicing of new and renovated buildings, including garbage and deliveries, should occur on mid-block alleys whenever possible, not along street frontages. Developments occupying entire blocks may eliminate mid-block alleys only if an alternative and equivalent means of mid-block servicing is provided.
2. Servicing of new and renovated buildings, including trucks, loading docks and loading operations should be minimally visible and audible from public ways. Roll down doors, landscaping, screening, enclosures and other devices, in addition to an operational program, should be employed to minimize visibility and audibility of building servicing.
3. Mechanical, plumbing, sprinkler and electrical equipment for new and renovated buildings should be minimally visible on roofs or at ground level from public ways and from public spaces.

D. Building Design

1. Buildings should be designed to reflect human scale - proportions and measurements of people - especially at the ground level.
2. Building exterior design should incorporate three-dimensional elements to articulate facades and mass, to create plays of light and shadow, and to add interest to the building appearance.
3. Public streetscape should be enhanced through exterior building design; building and landscape elements of developments should address frontages of public ways.
4. Where possible, building exteriors along public ways should include active pedestrian uses, entrances, arcades and colonnades; where not possible, building exteriors along public ways should include landscaping and other pedestrian level building treatments.

5. Exterior materials of buildings should be high quality, durable and permanent. Exterior masonry materials of high quality are encouraged, such as stone, brick and terra cotta for non-residential developments. Building facades of glass or glazing should be discouraged.

6. Building materials of non-reflective materials and light to medium color values are encouraged.

E. Development with and Adjacent to Historic Buildings

1. Existing historic buildings are important visual and cultural resources for downtown Long Beach. Buildings that are determined to be historic should be used as references for the design of adjacent new buildings in form, materials and quality.
2. New buildings should be designed in relation to adjacent historic buildings, including elements such as siting, setbacks, entrances, form, height, materials, colors, fenestration, facade and roof elements.

F. Parking Structures

1. Where possible, the ground level of parking structures along public ways should include active pedestrian uses, entrances, arcades and colonnades; where not possible, the ground level of facades along public ways should include landscaping and other pedestrian level building treatments.
2. Parking structures, which serve primarily a building or a group of buildings in a development, should be compatible in architectural design and materials with the architecture of the served building(s).
3. Ramps, cars and sources of artificial lighting in parking structures should be minimally visible from public ways and open spaces.
4. The maximum allowable height for above grade parking structures shall be limited to forty-five (45) feet to the top floor level from grade.

SPECIFIC DEVELOPMENT STANDARDS

As stated in the PD-30 zoning ordinance for Downtown, public and private development for The Promenade needs to adhere to the following development standards, which apply to the portion of The Promenade between Ocean Boulevard and Third Street:

1. Development shall be allowed to use part of the public right-of-way of The Promenade. However, development fronting onto The Promenade and development that is allowed to build on part of the public right-of-way shall not occur until after a Streetscape Plan for The Promenade is approved by the Redevelopment Agency. Development that uses part of the public right-of-way must comply with the following:
 - The development must be part of an adjacent private development,
 - The portion of the development on the right-of-way shall be a maximum of two (2) stories and not more than thirty-five (35) feet in height to top of the roof or roof parapet,
 - The development should encourage pedestrian activity on The Promenade,
 - The development shall be of high quality design and construction,
 - The development must be complementary to the pedestrian environment of the Promenade, and
 - Setbacks for the second story of any part of the development, which encroaches into The Promenade right-of-way, are desirable.
2. The existing right-of-way of The Promenade is eighty (80) feet. Proposals for development along The Promenade that include building into the right-of-way must be consistent with The Promenade Streetscape Plan and the development objectives of The Promenade. Development may encroach a maximum of thirty (30) feet into one side or a maximum of thirty (30) feet into both sides of the eighty (80) feet total right-of-way width, if and only if there is a minimum of fifty (50) feet of continuous right-of-way width at all points along The Promenade. Proposals for encroachment must be reviewed

- by the Joint Review Authority (the Redevelopment Agency and the Planning Commission) and approved according to the process in "Development Approval Process" of the PD-30 zoning ordinance.
3. Access for trams and for emergency vehicles shall be a minimum of twenty (20) feet in width, centered on the centerline of The Promenade. No development shall be permitted within this twenty (20) foot right-of-way.
 4. Development along The Promenade shall conform to the development standards in the section of the PD-30 zoning ordinance entitled "Frontages with zero setbacks with required active pedestrian-oriented uses".
 5. Landscaping within The Promenade right-of-way, including the existing four rows of trees, can be altered only after a Streetscape Plan for The Promenade is reviewed by the Joint Review Authority, and approved according to the process in "Development Approval Process" of the PD-30 zoning ordinance.

DESIGN GUIDELINES

1. **Street Frontages**
New buildings along The Promenade, as specified in the PD-30 zoning ordinance for Downtown Long Beach, are required to be constructed at the street or public way property line(s) and to have no setbacks on the ground floor. In addition, both new and renovated buildings must have active, pedestrian oriented uses on the ground floor.
2. **Definition of Active, Pedestrian Oriented Uses**
 - Restaurants & ready-to-eat food sales
 - Retail sales, including tickets
 - Personal services
 - Lobbies & entrances for hotels, office buildings, residential developments, cinema & live theater, other entertainment uses
 - Public plazas and outdoor dining
3. **Required Frontage with Pedestrian Oriented Uses**
Pedestrian-oriented uses shall occupy at least sixty percent (60%) of the total frontage of the ground floor of a building which is on a street with required pedestrian-oriented frontage.
4. **Partial Setback at Street Frontage**
Most of the street facade should be at the street right-of-way with zero setbacks, but part of a building's ground floor can be setback. If part of the ground floor is setback from the street, it should not be more than one third (1/3) of the total length of the street frontage or a maximum of twenty (20) feet in length (except for colonnades and arcades, which are exempt from this guideline), and no part of the setback should be more than twelve (12) feet from the property line.
5. **Arcades and Colonnades**
The frontage of buildings with zero feet of setback can be considered to be the face of colonnades and arcades, thereby encouraging their incorporation into street level design. The clear width of the walkway between the columns and the building wall should be at least eight (8) feet.
6. **Encroachments into Public Ways**
Encroachments into the right-of-way above the ground floor, such as bay windows, balconies, awnings, canopies and marquees, are encouraged if they protrude into part of a public way that is not used for vehicular traffic. The minimum vertical clearance between the ground or street level and the encroachment should be ten (10) feet; horizontal dimensions should relate to the bays of the building facade. An encroachment must provide at least two (2) feet of clearance to the face of the street curb. For awnings and canopies, the materials, shape, rigidity, reflectance, color, lighting, and signage, should relate to the architectural design of the building.
7. **Entrances Facing the Public Way**
Entrances to uses on ground and upper floors should open onto a public way, even when there are additional entrances to an establish-

ment that do not open onto the public way. Entrance doors should be setback at least three (3) feet from the property line.

8. Storefronts & Windows

A minimum of sixty percent (60%) of the length of a building frontage on the public way should have storefronts, windows and doors with clear, non-reflective glazing. The maximum sill height should be thirty (30) inches and the minimum head height for storefronts and windows at the ground floor should be eighty (80) inches above the adjacent sidewalk.

9. Building Base

The base of a building, the first two to five (2 to 5) feet above grade, should be differentiated from the rest of the ground floor facades with treatments such as material selection and patterns, moldings, built planters, and possible design relationships to sidewalk paving.

10. Tall Buildings

Buildings with a height of one hundred (100) feet or more must have building exteriors that have a clearly defined bottom, middle and top. The bottom portion should include the first two to three (2 to 3) floors and should relate to the pedestrian environment at street level.

11. Landscaping

Planting at the building wall is permitted, provided that the planter is part of the building facade and the earth level for planting is at a level of one (1) foot to three (3) feet above sidewalk level. Recesses, bases and projections can be employed if a setback for the landscaping element is not more than five (5) feet.

12. Vehicular Driveway Access

Vehicular driveways should not be located along street frontages which have a requirement for ground floor pedestrian-oriented uses. Wherever possible, access should be via mid-block alleys and street frontages which do not require pedestrian-oriented uses.

13. Corners at Intersections

In order to promote better visibility and access for pedestrians and cars, corners of new

building sites should not be permitted to have construction which impedes visibility. At corners of properties at street intersections and intersections of streets and alleys, new buildings should not have construction that significantly impedes access and visibility between the heights of two (2) feet and seven (7) feet above the ground and within six (6) feet along both property lines from the corner. One vertical element such as a column is permitted in the corner area, if the cross section of the vertical element fits within a circle with a diameter of eighteen (18) inches. A waiver of this requirement may be obtained from the Director of Public Works on a case by case basis, if he or she determines that adequate traffic safety is provided.

14. Lighting & Signage

Sconces, projecting fixtures, blade signs, wall washing and highlighting lighting fixtures are encouraged. Lighting glare should be minimized by not allowing views of lighting fixture lamps from public rights-of-way. Pole-mounted, pylon and freestanding signs should not be used along The Promenade.

15. Parking

Parking provided for commercial and mixed-use development is encouraged to be provided below ground level. Above grade parking structures shall be designed so that visible facades are compatible with the architecture of the buildings they serve or, if a structure does not serve one building, with the architecture of adjacent buildings. Above grade parking structures shall be limited to a maximum height of forty-five (45) feet to the top floor level.

16. Equipment on Roofs

Mechanical, electrical and other equipment on roofs shall be screened from views from public ways by opaque screening elements which are at least as high as the equipment being screened. In addition, equipment on roofs should provide a treatment for screening for views from higher surrounding buildings.

17. Utility Meters and Site Equipment

Utility meters and site mechanical, electrical and other equipment should be screened from view from the public way.

18. Trash Areas

Trash areas, including dumpsters and compactors, should be screened from view for public vantagepoints from all directions. Trash enclosures should have architectural treatments for visible facades that are compatible with the architecture of the buildings they serve or with the architecture of adjacent buildings. A maintenance program for each public and private development on The Promenade must be approved by the Long Beach Redevelopment Agency.

19. Loading and Service Areas

Loading and service areas for a building or group of buildings should be screened from views from the public way.

20. Public Art

Public art should be a part of every project along the Promenade and follow the rules of the Redevelopment Agency's Percent for Public Art Programs.

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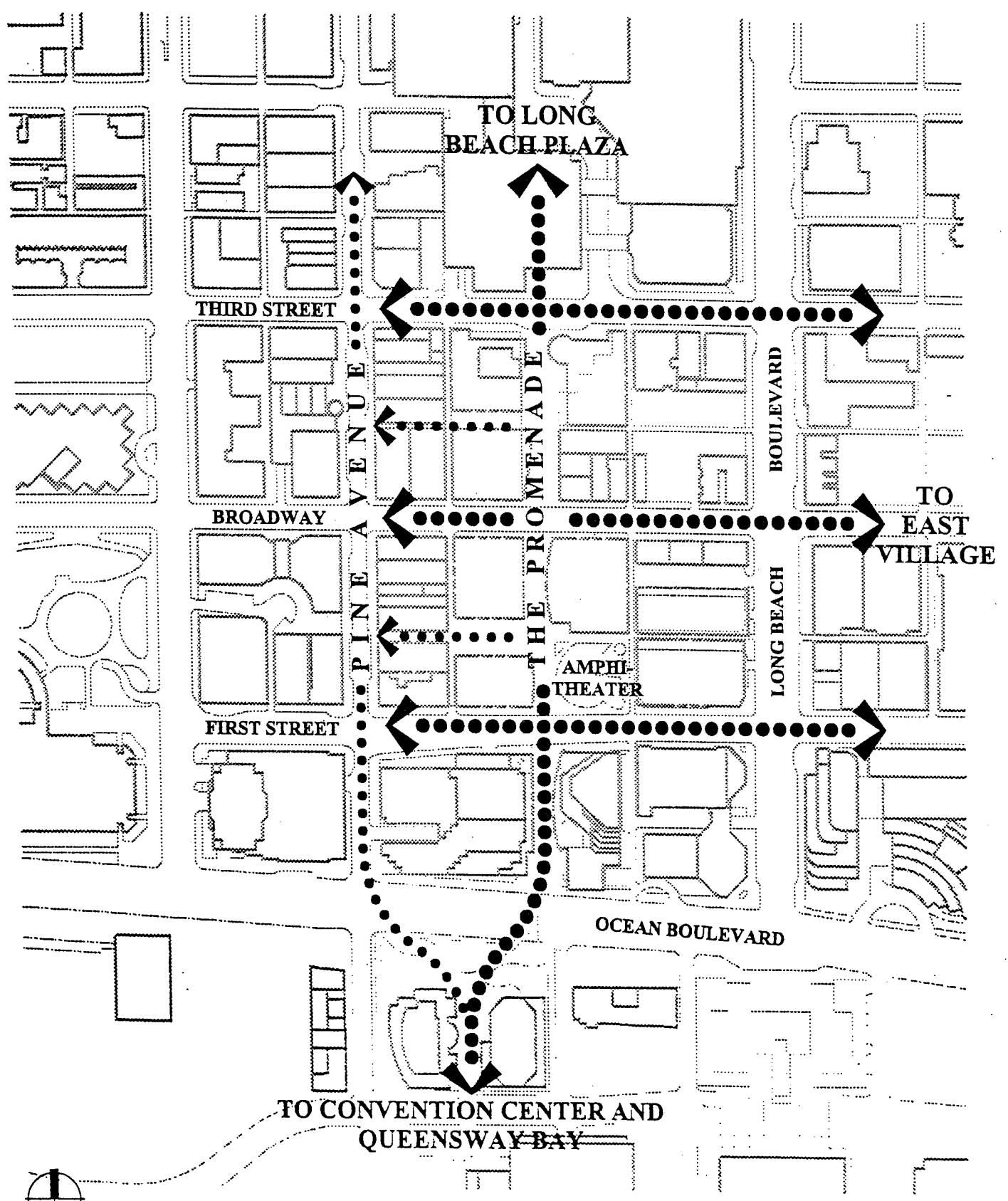
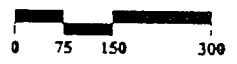
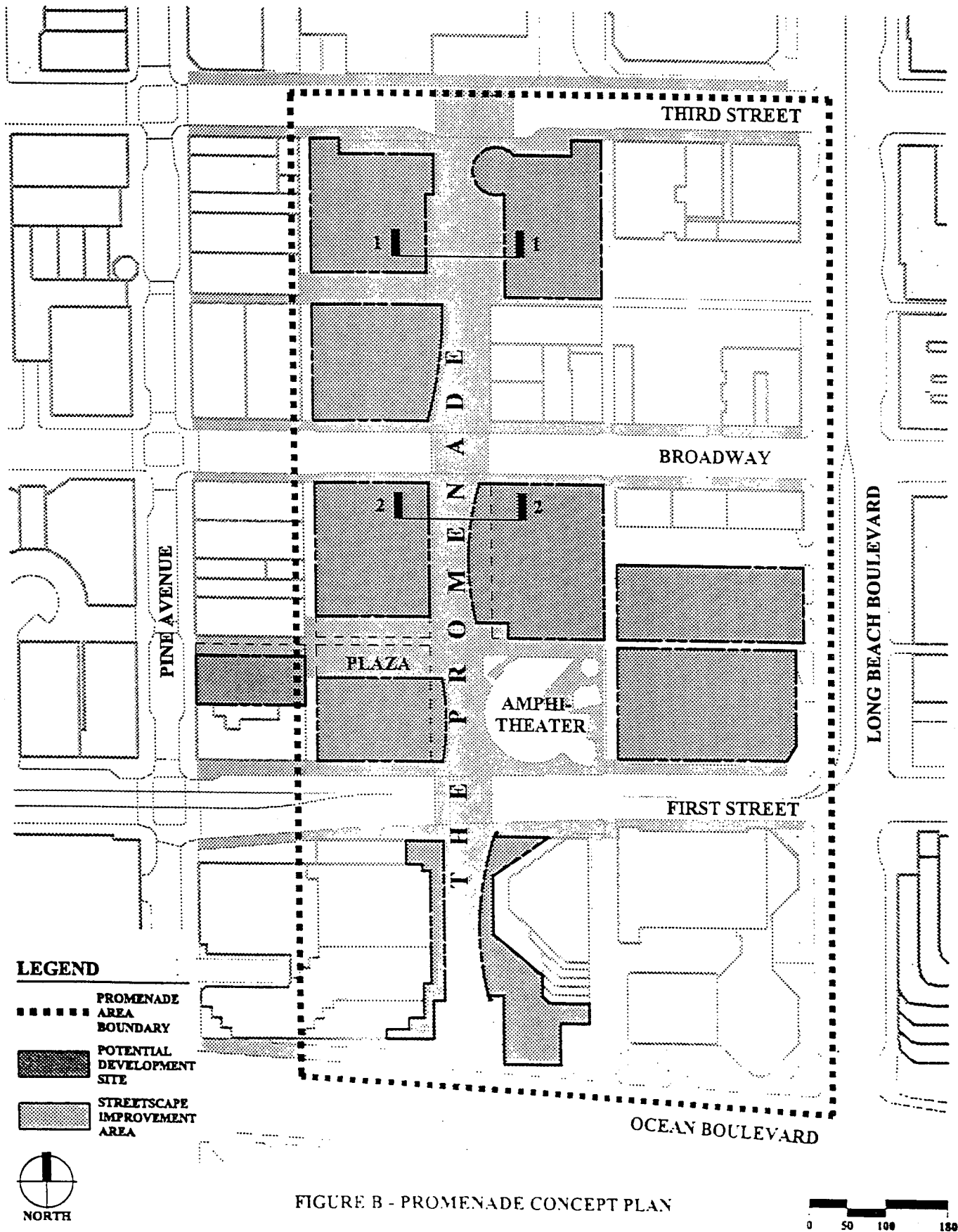


FIGURE A - AREA PLAN



T H E P R O M E N A D E D E S I G N G U I D E L I N E S



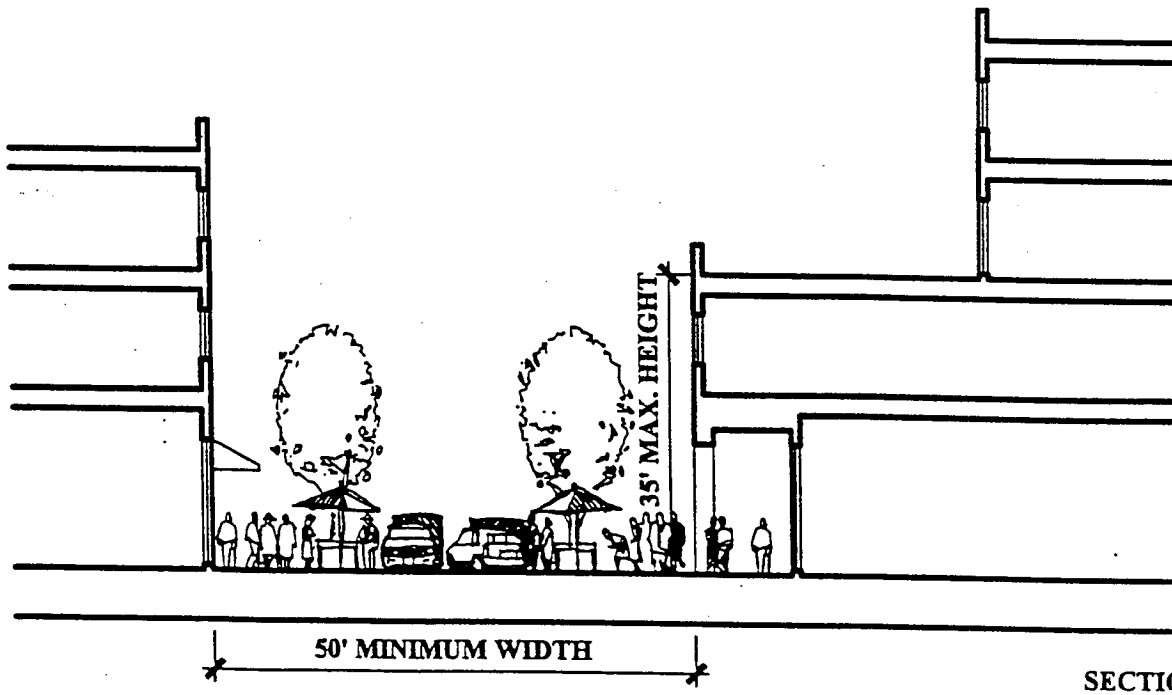
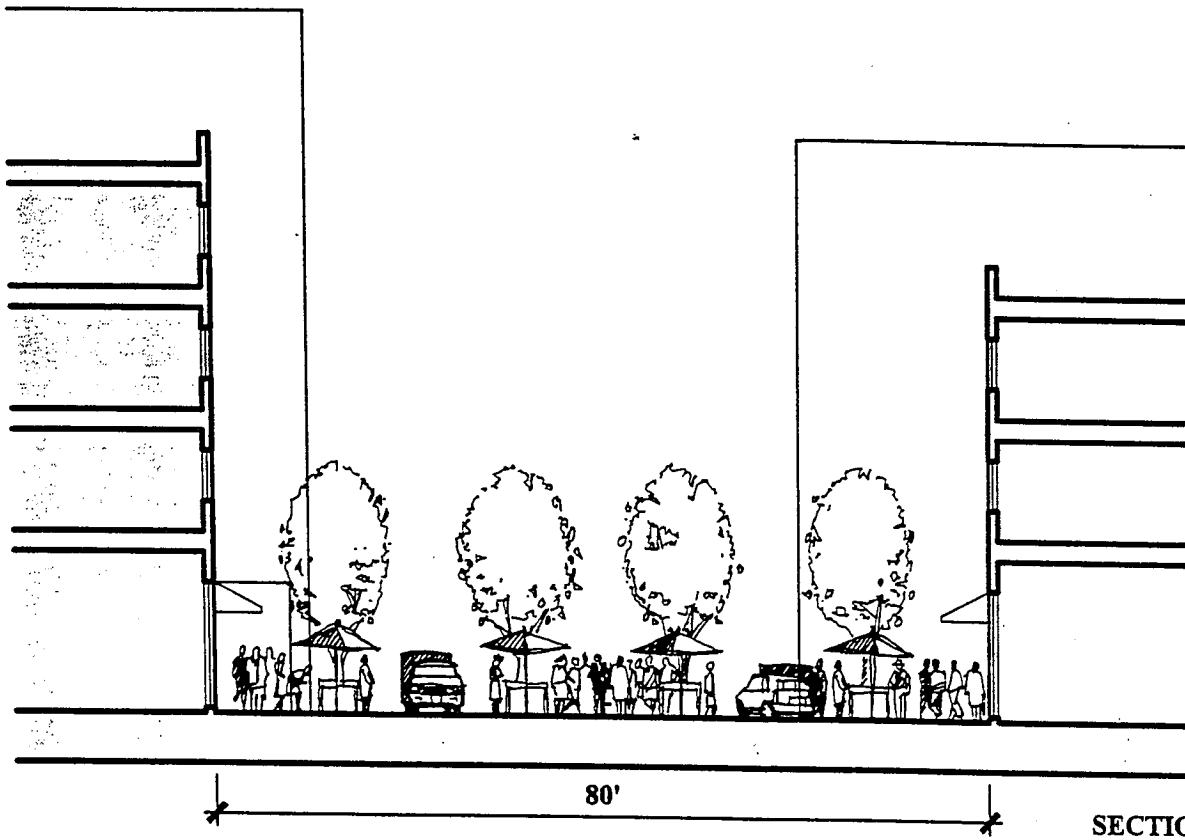


FIGURE C - PROMENADE SECTIONS

