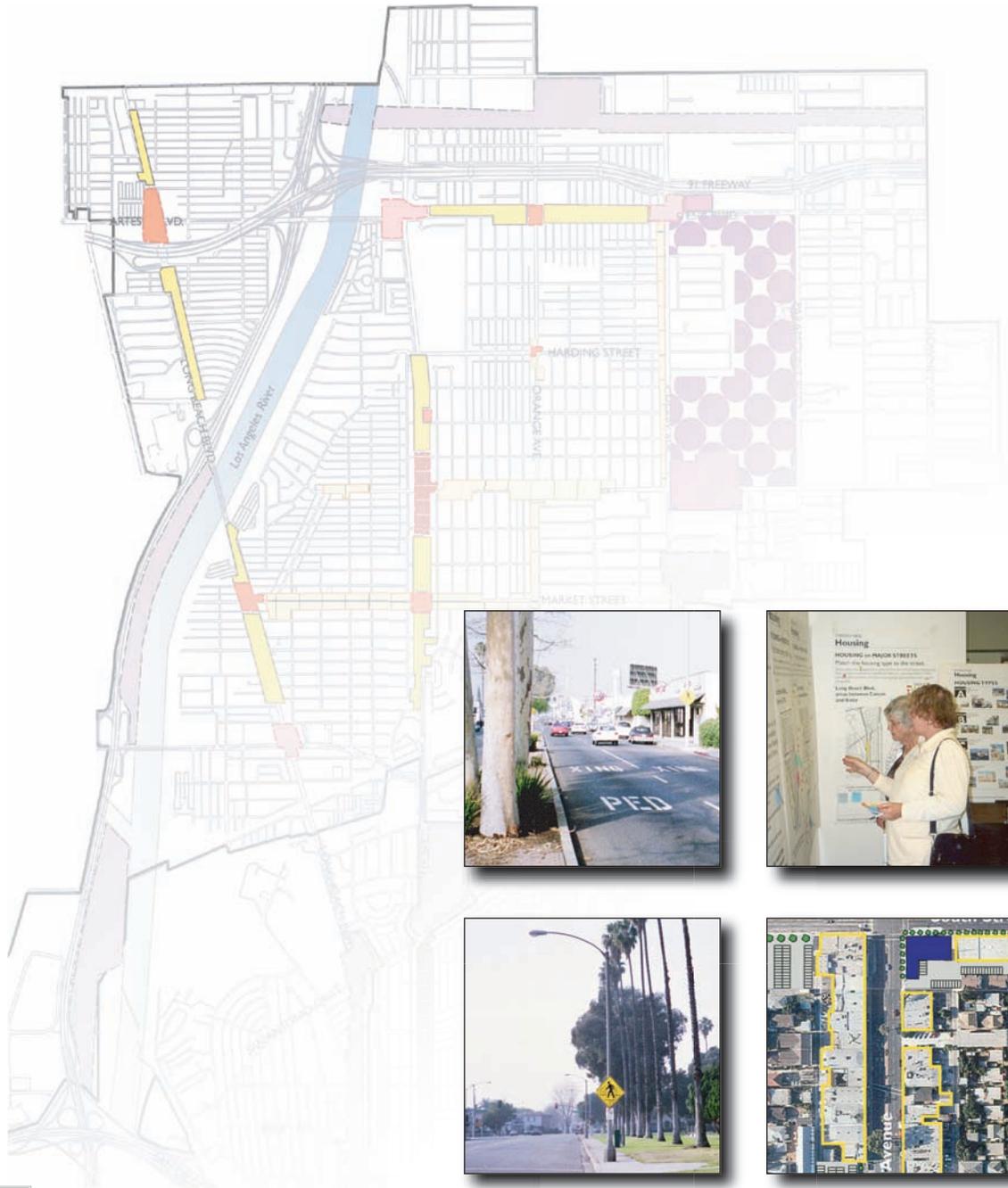


April 22, 2002

# NORTH LONG BEACH STRATEGIC GUIDE FOR REDEVELOPMENT



# **North Long Beach Strategic Guide for Redevelopment**

**April 22, 2002**

*Prepared for:*

**City of Long Beach Redevelopment Agency**

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Section 1  
**Introduction**



## ABOUT THE STRATEGIC GUIDE

The North Long Beach Strategic Guide for Redevelopment (Strategic Guide) is intended to serve as a framework of strategies to be used by the City of Long Beach Redevelopment Agency when making decisions regarding redevelopment opportunities in North Long Beach. The Strategic Guide should be used as both an active and reactive tool. It should be consulted when development opportunities arise and it should be the road map for identifying and creating new redevelopment opportunities.

The Strategic Guide identifies comprehensive strategies for the overall revitalization and redevelopment of the North Long Beach Project Area. These strategies suggest/prescribe changes in land use, specific development projects, changes in regulatory controls, and changes in public services.

Strategies are prescribed at two scales: (1) an Area-Wide or overarching set of strategies that cover the entirety of the North Long Beach area. The bulk of these strategies concern major land uses within North Long Beach - commercial, residential, and industrial land; and (2) strategies for specific Targeted Sites that focus on individual areas or parcels in North Long Beach. These target site strategies are high priority development sites and have the potential to act as a catalyst for achieving the larger goals of the Area-Wide plan. For these selected target sites, conceptual site plans and financial feasibility analyses are presented. Individually and cumulatively, target site development is intended to act as a catalyst and stimulate additional development and improvements in the community.

## ABOUT THE NORTH LONG BEACH REDEVELOPMENT PROJECT AREA

The North Long Beach Redevelopment Project Area is one of the seven major Redevelopment Project Areas in the City of Long Beach. This Strategic Guide primarily addresses the contiguous portion of the North Long Beach Project Area that is bounded on the west, north and east by the City of Long Beach municipal boundaries and on the south by the Union Pacific rail corridor, running northeasterly from the Los Angeles River to the intersection of Cherry Avenue and East 53<sup>rd</sup> Street. Also addressed in this Strategic Guide are the commercial frontages along Long Beach Boulevard and Atlantic Avenue in the Bixby Knolls area, and commercial properties near the intersection of San Antonio Drive and Orange Avenue. Other portions of the City are part of the North Long Beach Redevelopment Project Area; however, they are not included in the scope of this Strategic Guide. Specific, legal, project boundary delineations are described in the North Long Beach Redevelopment Project Area Redevelopment Plan. The accompanying map, Figure 1-1, "Study Area," illustrates the boundaries of the specific area addressed in this Strategic Guide.

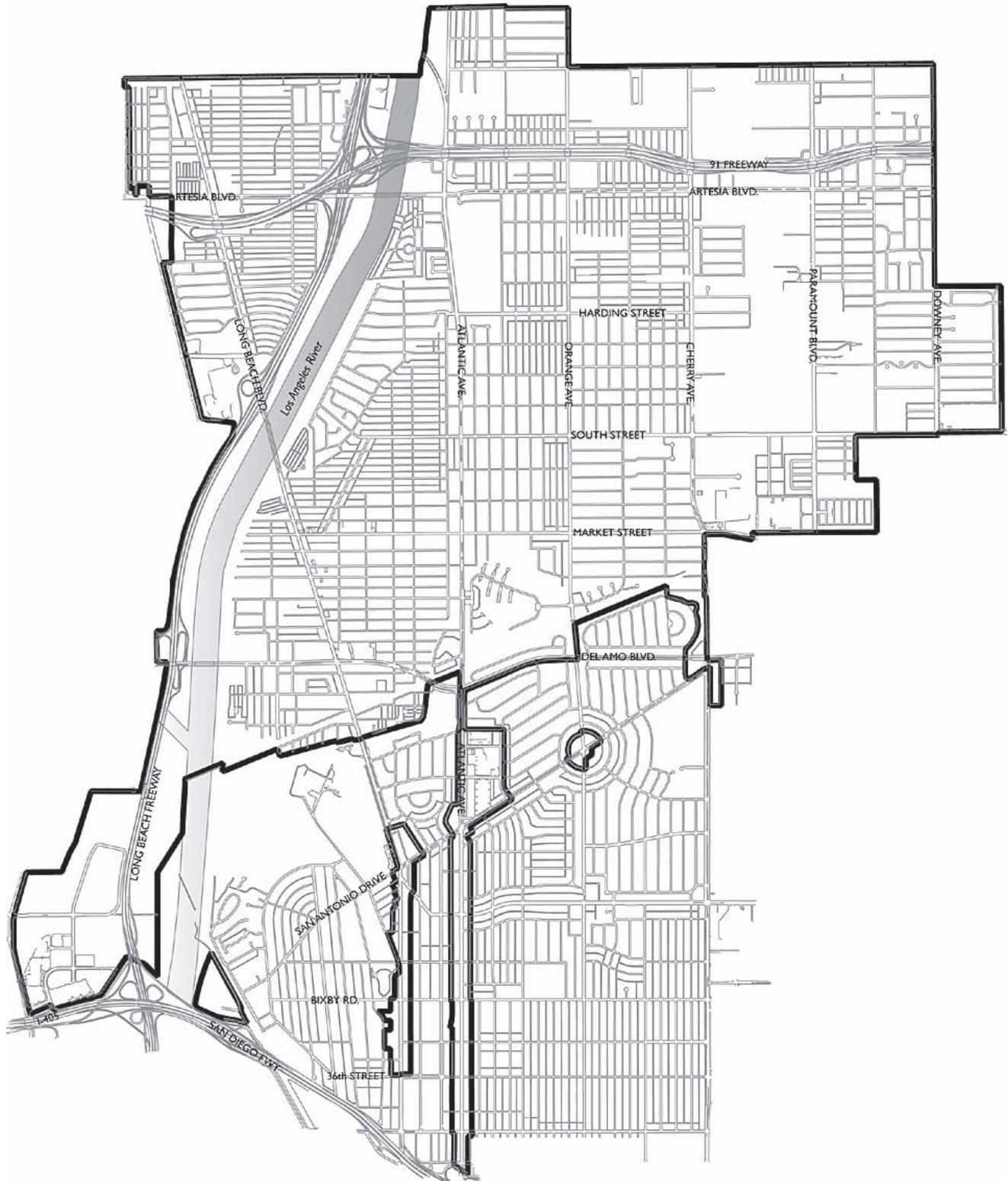
## RELATIONSHIP TO OTHER PLANS AND DOCUMENTS

Although the Strategic Guide provides an interrelated series of strategies for a portion of the North Long Beach Redevelopment Project Area, the Strategic Guide does not exist on its own. Rather, the Strategic Guide complements the City of Long Beach General Plan and Zoning Ordinance and provides a level of specificity to the Redevelopment Plan for the North Long Beach Redevelopment Project Area.

The Strategic Guide recommends a set of revitalization strategies that supports many of the General Plan's goals and objectives, and builds upon the generalized land use designations found in the Land Use Element. The Strategic Guide presents revitalization strategies applicable to the neighborhood strategies for each of the 18 neighborhood areas located within North Long Beach.



Figure 1-1  
Study Area



The City of Long Beach Zoning Code is the primary tool used to implement General Plan policies and as such codifies the City's rules & regulations regarding development within the City. This Strategic Guide recommends modifications to the zoning code.

Finally, the Strategic Guide provides a framework for implementing the Redevelopment Plan for the North Long Beach Redevelopment Project Area, the official and legal document prescribing redevelopment activities within the Project Area.

### **ABOUT THE PUBLIC WORKS MASTER PLAN**

Concurrent with the development of the Strategic Guide is the development of the North Long Beach Street Enhancement Master Plan. The Street Enhancement Master Plan describes a strategy for the improvement of public infrastructure in North Long Beach, including roadways, sidewalks and streetscapes, alleys, storm drains, sewer, water and other infrastructure.

Public input for the Street Enhancement Master Plan was obtained alongside input obtained for the Strategic Guide. Both documents work hand-in-hand and recommendations made in the Strategic Guide are complemented with recommendations made in the Street Enhancement Master Plan.

### **PREPARATION OF THE STRATEGIC GUIDE**

The Strategic Guide is the product of a collaborative effort among North Long Beach residents, the Strategic Guide Steering Committee, the North Long Beach Project Area Committee, City staff, and the project consulting team. Over the course of the project, the consultant team implemented a work program that involved both the development of the Strategic Guide and a comprehensive public outreach program.

#### **Technical Analysis and Studies**

The technical planning process used in development of this Strategic Guide involved an interrelated sequence of work tasks that laid the foundation for the identification of recommended revitalization strategies. The first tasks included gathering background data regarding existing conditions and analysis of issues affecting the area's quality of life and economic vitality. In subsequent tasks, a community-wide vision was developed and potential revitalization strategies identified. The alternatives were tested for market support and community acceptance.

#### **Public Involvement Program**

The Long Beach Redevelopment Agency recognized from the outset that public involvement in, and support of, the Strategic Guide's goals and objectives would be critical to the Guide's success. To this end, public involvement efforts for the redevelopment planning process were devised and conducted to achieve three interrelated objectives: (1) coordination of an effective outreach attracting participation, (2) elicitation of input and stimulation of consensus-building for recommendations, and (3) encouragement and fostering of the public's commitment in order to continue participation in the implementation of the Strategic Guide.

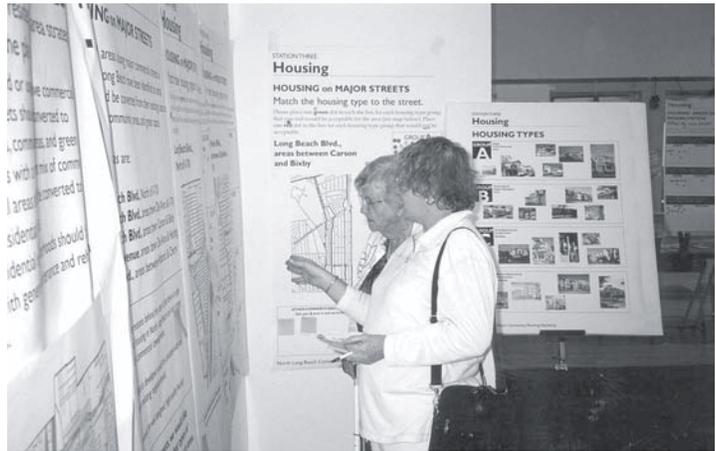
The primary strategy for achieving these public involvement goals was the formation of a Strategic Guide Steering Committee made up of representatives from the community and other stakeholder groups within North Long Beach. Members of the Steering Committee acted as conduits for information to and from their constituencies. All in all, 12 meetings were held with the



Steering Committee. The majority of the revitalization recommendations were directly and substantially impacted by the input of North Long Beach residents and from feedback obtained from the Steering Committee. The committee was composed of representatives from the following organizations:

- North Long Beach Project Area Committee
- North Long Beach Business Association
- North Long Beach Neighborhood Association
- North Long Beach Community Action Group
- Bixby Knolls Business Improvement Association
- Long Beach Housing Development Company
- Long Beach Planning Commission
- Long Beach Unified School District
- Apartment Association of Southern California Cities
- Long Beach Commercial Real Estate Council
- Gateway Cities Partnership
- Second Samoan Congregational Church
- 8th District City Council Office
- 9th District City Council Office
- Long Beach Redevelopment Agency Board
- Long Beach Police Department Staff
- City of Long Beach Planning Staff
- City of Long Beach Public Works Staff

In addition to the input received from the Steering Committee, feedback was obtained through two open-house public workshops held in the North Long Beach community. One workshop was held at Ramona Park in August 2000 and another was held at Houghton Park in February 2001. These workshops were highly successful and allowed members of the community to shape the content of the Strategic Guide. Participants were offered an opportunity to “vote” using color dots on proposed revitalization strategies and were provided opportunities to write comments about what types of strategies should be undertaken and what the nature of those strategies should be. Information obtained at these “hands-on” workshops was integral in developing strategies for the Guide.



*“Hands-on” public workshop held on February 3, 2001*

A public presentation of the final draft of the Strategic Guide occurred in June 2001 at Hamilton Middle School.

Summaries of feedback obtained at these workshops is presented in Appendix 2.



Significant input was also obtained through meetings with key city working groups, including the City of Long Beach Executive Management Team, the City of Long Beach Economic Development and Infrastructure Committee, the Long Beach Redevelopment Agency Board, key City staff, and public service providers.

The public participation process sparked extensive conversation and community debate within North Long Beach concerning its future. This dialogue is vital to a successful process and has been instrumental in shaping the strategies presented within this document.

### Organization of the Strategic Guide

The Strategic Guide is comprised of the following sections:

1. An Introduction to the Strategic Guide
2. An Executive Summary describing the key recommendations of the Strategic Guide.
3. A Summary of Background Information for North Long Beach that served as a basis for the planning process.
4. An analysis of existing market trends.
5. A description of the key issues addressed in the Strategic Guide.
6. A project vision statement.
7. The Area Wide Plan, or overarching set of strategies for the revitalization of North Long Beach.
8. Strategies for the development of identified Target Sites.



*Feedback was obtained from a wide range of the North Long Beach community.*



Section 2  
**Executive  
Summary**



The North Long Beach Strategic Guide for Redevelopment identifies a framework of strategies to be used by the City of Long Beach Redevelopment Agency when making decisions regarding development and redevelopment opportunities in North Long Beach. The Strategic Guide should be used as both an active and reactive tool. It should be consulted when development opportunities arise and it should be the road map for identifying and creating new redevelopment opportunities.

The Strategic Guide identifies comprehensive strategies for the overall revitalization and redevelopment of the North Long Beach area. These strategies suggest changes in land use, specific development projects, changes in regulatory controls, and changes in public services.

### **SUMMARY OF PROJECT VISION STATEMENT**

Based on input from the residents, City staff, and others and the resultant identified planning issues, a Vision Statement was developed for the Strategic Guide, and ultimately, for all of North Long Beach. The Vision Statement is presented in detail in Section 6 of the Strategic Guide. Some key components of the Vision Statement are as follows:

- North Long Beach's residential communities will be focused around centers of common activity (nodes). The housing stock will be upgraded, improving the living environment for its residents, and opportunities for home ownership.
- A revitalized and intensified "Village Center" will constitute the symbolic and functional "heart" of North Long Beach, providing needed services and goods and serving as a "stage" for community events and celebrations.
- Industrial areas will continue to offer job opportunities and be physically improved to enhance their visual character and compatibility with adjacent residential neighborhoods.
- Intense programs of street landscaping, greening, and the overall improvement of visual character will be undertaken.
- Public infrastructure will be upgraded and maintained, supporting both residents and commerce. Streetscape and landscape improvements will be implemented in all districts to visually unify North Long Beach.

### **SUMMARY OF MAJOR RECOMMENDATIONS**

Strategies are prescribed at two scales: (1) an Area-Wide or overarching set of strategies that cover the entirety of the North Long Beach area. The bulk of these strategies concern major land uses within North Long Beach - commercial, residential, and industrial land; and (2) strategies for specific Target Sites that focus on individual areas or parcels in North Long Beach. These target site strategies are high priority development sites and have the potential to act as a catalyst for achieving the larger goals of the Area-Wide plan.

#### **Area-Wide Strategies**

The Area-Wide strategies are the overarching set of recommendations for the entirety of North Long Beach. The most significant area-wide recommendations are as follows:



### ***Commercial Uses***

Existing commercial uses in North Long Beach are typically located along major arterials. The key strategy of the Strategic Guide regarding commercial uses is to re-orient these areas from the existing linear pattern of development along arterials and instead concentrate commercial uses at key intersections or “nodes.”

Three types of commercial nodes are identified and proposed: 1) Pedestrian-oriented “Village Center” nodes; 2) Neighborhood Convenience nodes; and 3) Sub Regional Commercial nodes. Node types are differentiated by: the type of commercial uses included; the population that those uses serve; the urban setting and physical character of the commercial development; and the manner in which the uses serve community residents.

### ***Residential Uses***

Stable and enhanced residential neighborhoods that contain appropriate and viable housing opportunities for residents are the foundational core of a revitalized North Long Beach community. To this end, it is recommended that programs be undertaken to maintain the area’s existing single- and multi-family housing and upgrade their quality and value where deteriorated. Also, the market analysis prepared to support the Strategic Guide identified a strong market opportunity for the development of new housing within North Long Beach; therefore, opportunities for the development of new housing are identified. Furthermore, the Housing Element of the Long Beach General Plan states that the primary need for housing in North Long Beach is for larger affordable residential units with three or more bedrooms suited for families. Recommendations presented here for residential uses attempt to address this need. Also consistent with the Housing Element of the Long Beach General Plan, development of opportunities for senior housing is recommended and encouraged.

Very high density housing (greater than 24 dwelling units per acre) is not appropriate for the Study Area and is strongly discouraged. All proposed housing should integrate into the existing fabric of adjacent residential areas. It is also recommended that new housing developments, if renter-occupied, incorporate on-site management requirements.

Strategies for residential uses in North Long Beach fall into five categories: 1) Design principles for pedestrian areas; 2) strategies for improving or maintaining the quality of existing residential areas; 3) conversion of certain existing commercial corridors to residential uses; 4) conversion of mixed commercial and residential minor arterials into consistent residential zones; and 5) create opportunities for home ownership

### ***Industrial Uses***

In recognition of the importance of North Long Beach’s industrial areas as a provider of community jobs and revenue, it is recommended that strategies be implemented to retain and enhance these uses. This includes property improvements and the proper screening of uses in order to enhance visual quality and compatibility with surrounding residential and commercial uses. Also, the market analysis prepared to support the Strategic Guide identified a strong market opportunity for the development of industrial uses in North Long Beach; therefore, opportunities for the new or expanded industrial development are identified.

Strategies for industrial uses in North Long Beach fall into three categories: 1) conversion of utility corridors to industrial use, where appropriate and feasible; 2) conversion of some commercial areas to industrial uses in order to create consistent industrial zones; and 3) strategies for improving or maintaining the quality of existing industrial areas.



### **Target Site Strategies**

As part of the planning process, several “Target Sites” were identified as individual parcel or area-specific development projects that, if successful, can act as a catalyst for achieving the goals of the Area-Wide plan. Target sites identified and discussed are as follows:

#### ***The North Long Beach Village Center***

It is envisioned that the area around the intersection of Atlantic Avenue and South Street be developed as the principal neighborhood center/town center for North Long Beach. Pedestrian-oriented retail uses would be expanded along street frontages, streetscape and parking improvements would be implemented, and public uses, arts and cultural facilities, and pocket parks would be developed as appropriate. The goal of developing a “Village Center” is to create a definable, unique “center” for North Long Beach to serve as the focal point for neighborhood identity and activity. The area has the potential to be a mixed-use area: a mix of shopping, restaurants, cafes, and community facilities, with housing located nearby or in the Village Center itself.

#### ***Historic Core: Market Street and Long Beach Boulevard***

A revitalized, maintained, pedestrian-oriented historic core of North Long Beach is envisioned. The primary focus will be on streetscape improvements, façade renovations, historic preservation, and, where possible, the provision of public parking.

#### ***Housing on Major Commercial Corridors***

One of the recommended land use changes that will significantly change the character of North Long Beach and serve its overall revitalization is the removal and replacement of blighted commercial corridors with housing. This serves two objectives: (1) existing blighted commercial areas are removed and (2) an overall need for additional quality housing in Long Beach is obtained. It is recognized that busy arterial roadways are not the most ideal location for residential uses; however it is also acknowledged that these areas provide some of the last areas of land available for affordable residential development and that with proper site and building design, the negative aspects of housing on arterials can be mitigated. Conceptual site plan and development options are presented for three commercial corridors in North Long Beach: Atlantic Avenue between Harding and Del Amo; Artesia Boulevard between Atlantic Avenue and Cherry Avenue; and Long Beach Boulevard north of I-710.



Section 3  
**Existing  
Conditions**



This section provides an overview of existing conditions in North Long Beach. Information about existing conditions provided vital input to the planning process and subsequent development of the Strategic Guide.

### LAND USES

The total acreage of the project Study Area is 5,333 acres, including non-contiguous portions as illustrated on the Study Area Boundaries Figure in Section 2.

The accompanying Figure 3-1 “Existing Land Uses” illustrates current Land Uses within the North Long Beach Study Area.

Residential areas are the predominant land use, occupying approximately 45 percent of land in North Long Beach, or approximately 2,390 acres. Of those 2,390 residential acres, approximately 2,134 acres are single-family units and 256 acres are multi-family units.

Single-family uses are prevalent throughout all of the Study Area.

Multi-family units are dispersed throughout the Study Area, however, concentrations do exist in the following areas: northwest of the intersection of Market Street and Paramount Boulevard; northeast of the intersection of Artesia Boulevard and Paramount Boulevard, along Atlantic Avenue across the street from Jordan High School and Houghton Park; areas near the intersection of Del Amo Boulevard and Long Beach Boulevard; and the Carmelitos housing development east of Atlantic Avenue and south of Market Street. It should also be noted that several single-family unit parcels have been converted to multi-family, either through the alteration of existing structures or through the construction of additional structures.

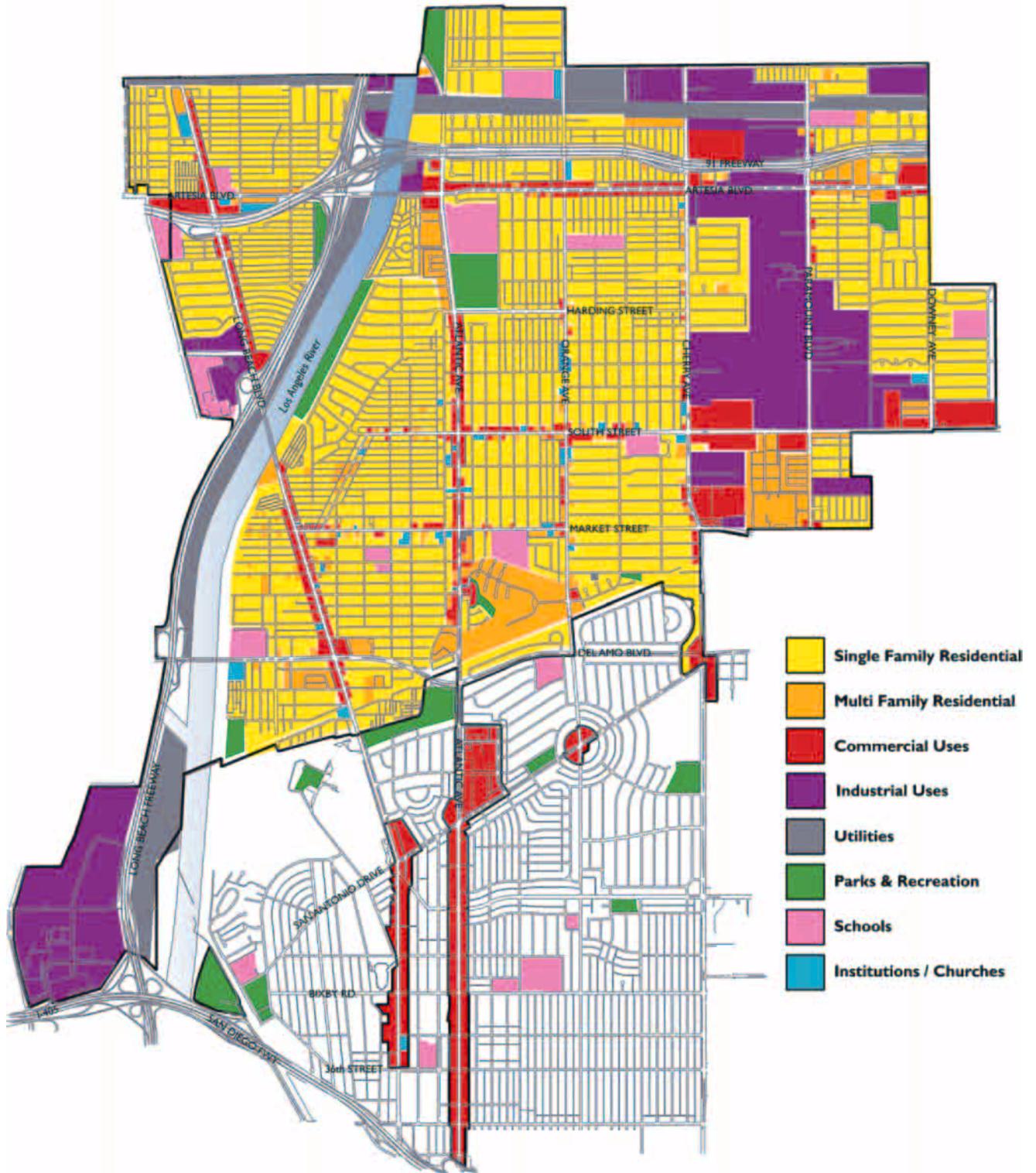
Commercial uses comprise approximately 318 acres, or 6 percent of the land use in the Study Area. Commercial uses are typically located along major arterials, most prevalently Long Beach Boulevard, Atlantic Avenue, and Artesia Boulevard. Smaller commercial properties are also located on the minor arterials of South Street, Market Street, Orange Avenue and Cherry Avenue. These uses are typically neighborhood-serving uses on shallow lots with limited parking. Small strip shopping centers are also common. Large commercial parcels are located near some key intersections, including: Atlantic Avenue and San Antonio Drive; Atlantic Avenue and Artesia Boulevard; South Street and Cherry Avenue; South Street and Downey Avenue; Market Street and Cherry Avenue, and Del Amo Boulevard and Long Beach Boulevard. These larger parcels are typically developed with larger retailers and/or shopping centers.

Industrial properties comprise approximately 586 acres, or 11 percent of the total land area in North Long Beach. Industrial uses are primarily located in the eastern portion of the Study Area, between Cherry Avenue and Paramount Boulevard. A large industrial/business park is located in the southwest corner of the Study Area, across the Los Angeles River near the intersection of the 405 and 710 Freeways. Many of the industrial properties are grouped near the Union Pacific rail corridor that runs north-south through the Study Area or near utility line corridors. The range of industrial uses is wide, ranging from heavy industrial oil processing facilities to light manufacturing parks to truck and container storage facilities.

Two utility corridors owned by Southern California Edison (SCE) traverse the Study Area. One corridor runs east-west along the northern tier of the area, north of the 91 Freeway. Another corridor runs north-south along the western edge of the Study Area on land in-between and parallel to the 710 Freeway and the Los Angeles River. These corridors, plus other small utility parcels comprise approximately 267 acres, or 5 percent of all land in North Long Beach. Some



Figure 3-1  
**Existing Land Uses - Generalized**



parts of the utility corridors are used as plant nurseries or storage areas. SCE is currently attempting to develop some utility corridor land for light industrial uses.

Several schools and parks are located within the Study Area. Schools account for approximately 135 acres (3%) of land in North Long Beach, with another 37 acres just beyond the Study Area boundaries. Parks account for approximately 103 acres (2%) of land in North Long Beach, with another 29 acres just beyond the Study Area boundaries. The largest school facility is Jordan High School, located southeast of the intersection of Atlantic Avenue and Artesia Boulevard. The largest park is Houghton Park, located just south of Jordan High School.

Churches and other religious and institutional uses are integrated among all land uses in North Long Beach, but are most often located along commercial corridors. These uses occupy approximately 27 acres of land in North Long Beach. No major institutional uses, such as large medical facilities, exist in North Long Beach.

Roadways (including two major freeways) and the Los Angeles River occupy the remaining land in the Study Area – approximately 1,507 acres (28%).

#### **POLICY AND REGULATORY**

According to the Long Beach General Plan Land Use Element, which provides generalized land use designations in Long Beach, North Long Beach includes 18 of the City's identified neighborhoods and is part of the "North City Corridor" arterial grouping.

The Long Beach Zoning Code provides an implementation tool for land use policies found in the General Plan. In addition to designating allowable uses, the code allows for the regulation of such facets of development as building height and bulk, density of development, setbacks, parking requirements, and landscaping requirements. The majority of general zoning land use categories are found in North Long Beach, including: residential categories R1, R2, R3, and R4 representing a wide range of residential densities; several commercial designations including CNA and CCA, the most prevalent zoning classifications for existing commercial corridors; and several industrial land use designations.

#### **ARCHITECTURE AND URBAN FORM**

North Long Beach contains a wide and eclectic variety of architecture ranging from older single-family residential units to mid-rise office towers located in the commercial areas of Bixby Knolls. With the exception of these office buildings in Bixby Knolls, heights do not typically exceed two stories for all uses in North Long Beach. The exception is a number of larger multi-family residential units. No unifying or consistent architectural character exists in North Long Beach; instead, the area is characterized by areas of similar uses with relatively similar architectural styles. For example, the majority of commercial structures along major arterials are one-story stucco frame structures built flush to the sidewalk with only some structures having identifying or unique characteristics. Single family residential areas exist in a similar manner with large areas of relatively similar housing stock that are different in character from other large areas of housing stock, a result of differing eras of development. No one architectural style is most prevalent in terms of residential housing.



## STREETSCAPE

Overall, streetscape conditions in North Long Beach range from fair to poor, with residential streets exhibiting a higher streetscape quality than commercial corridors. Generally, commercial streets are lacking in street trees, landscaping, street furniture, and other amenities. A more detailed description of existing streetscape conditions is presented in the North Long Beach Street Enhancement Master Plan.

## PUBLIC UTILITIES AND INFRASTRUCTURE

A detailed description of existing public infrastructure, including circulation, utilities, street condition, sewer facilities, water facilities, storm drains, and other infrastructure, is presented in the North Long Beach Street Enhancement Master Plan.

## PUBLIC SERVICES

### Schools

North Long Beach is located within the Long Beach Unified School District (LBUSD). The Study Area includes four elementary schools; two middle schools and Jordan High School. Other special schools exist within the area; including the Colin Powell Academy, several charter schools, and religious schools.

Schools are typically overcrowded and trailer space is utilized frequently. A new school is planned for a site on Susana Road at the far western edge of the Study Area. This school will serve as the site of the 9<sup>th</sup> Grade for Jordan High School. Plans are also in process for the LBUSD to acquire and develop the former Dooley's Hardware store on Long Beach Boulevard (just north of Del Amo Boulevard) as a school site. This site will most likely be developed as an elementary or middle school.

### Libraries

The Long Beach Public Library operates the North Branch Library at 5571 Orange Avenue, within the Study Area. The North Branch Library is significantly undersized based on current demand. The Long Beach Public Library uses a one-mile radius as a standard service area for libraries. The one-mile radius around the North Branch does not cover all of North Long Beach and leaves a significant portion of the population underserved. Also serving North Long Beach is the Dana Branch located at 3680 Atlantic Avenue in Bixby Knolls. The Dana Branch Library is also significantly undersized based on current demand. After meeting with Library executive staff, it was determined that moving these branches slightly to the north and west would more appropriately shift the libraries into their intended service areas. Library officials are interested in the expansion of existing libraries and the potential development of new libraries; however, limited financial and capital improvement resources have precluded the implementation of service expansion plans.

### Parks and Recreation

An inadequate yet wide variety of community based recreational facilities are located in North Long Beach. These facilities include Long Beach city facilities, those owned by private recreation operators, county facilities, and those operated by the Long Beach Unified School District.

Six park facilities operated by the City of Long Beach are located within the Study Area. These are: Coolidge Park, De Forest Park, Houghton Park, Ramona Park, Atlantic Plaza Park (in Carmelitos), and Jackson Park. Other park facilities located just outside or adjacent to the Study Area include Scherer Park, Bixby Knolls Park, and Los Cerritos Park. Each of these parks all are small local neighborhood parks, with the exception of Houghton Park and Ramona Park, which are larger facilities that incorporate both active and passive recreational facilities. Community centers are also located at Houghton and Ramona Parks.

Privately owned recreational areas near the North Long Beach Study Area include the Virginia Country Club golf course in Bixby Knolls and a golf driving range located near the intersection of the 405 and 710 freeways. Two horse stable areas are also located in the Study Area, in locations adjacent to the Los Angeles River.

Los Angeles County operates and maintains a bike trail parallel to the Los Angeles River.

### Public Safety

The Long Beach Police Department's North Division provides police service. Patrol officers support community policing efforts in North Long Beach. From the division commander to front line personnel, positive contacts, collaboration, and quality customer service are the foundation of the North Division's community policing efforts.

The Police Department's commitment to innovative programs and community partnerships resulted in a significant 43% decrease in citywide reported crime between 1991 and 1999. Providing supplemental police service to Carmelitos public housing development, community policing efforts greatly contributed to the 54% reduction in total reported crime over the past ten years.

North Division officers face the challenge of fighting crime that often crosses jurisdictions via a major freeway and easy access to adjacent cities. Officers continue to maintain a close working relationship with neighboring law enforcement agencies to manage the mobile criminal activity particular to the area.

A permanent police station has been proposed to be located in Scherer Park, just south and along a major corridor within North Long Beach.

Section 4  
**Market  
Demand  
Analysis**



**MARKET DEMAND ANALYSIS**

**Overview**

As part of the redevelopment planning effort, the type and breadth of commercial and residential land uses in the North Long Beach Study Area was examined. North Long Beach is an expansive area bordered by the 405, 710, 91, and 605 freeways and is generally comprised of moderate-income neighborhoods and an assortment of mostly obsolete retail and commercial buildings.

As an in-fill location, North Long Beach can take advantage of market voids that have arisen over time and deliver contemporary products that may not be available in the local market.

The market analysis provided important input to the community, city staff, and the consulting team. It provided guidance concerning development opportunities that North Long Beach could capture and thus incorporate in strategic planning.

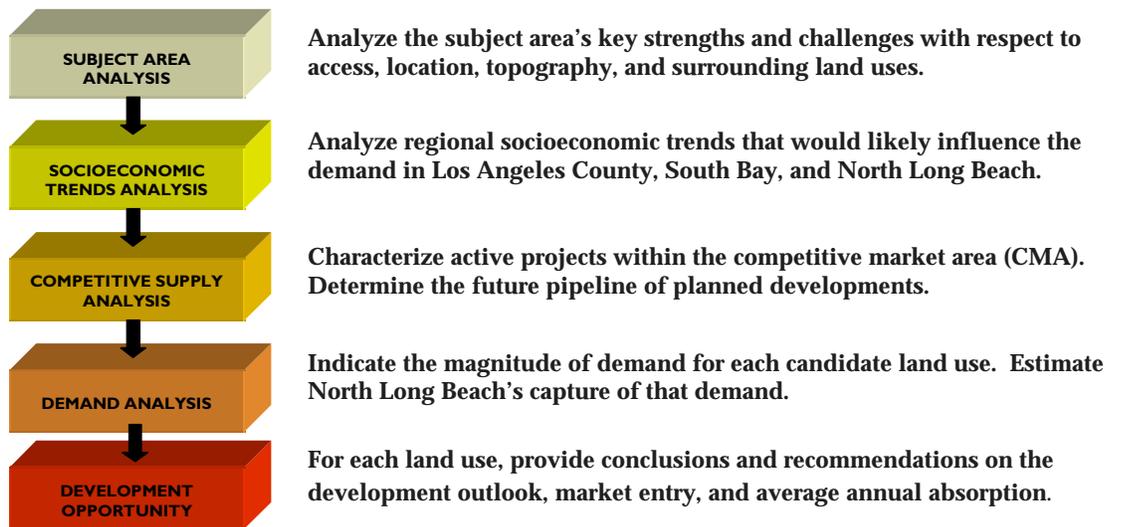
**Demand Analysis Objectives**

The objective of the market study was to determine the development potential of several commercial and residential land uses for the North Long Beach Study Area as it contributes to the formulation of the redevelopment strategy for the area. Specific objectives of the study were as follows:

- Evaluate local and regional socioeconomic and development trends that will influence development potential in North Long Beach.
- Define the market development potential and directions for commercial and residential land uses.
- Contribute to the strategic planning efforts that will facilitate public understanding of candidate revitalization strategies.

**Methodology**

Accomplishment of the stated objectives required the implementation of the methodology illustrated in the following flow chart.



**Development Conclusions**

***Overall Area-Wide Development Opportunities***

We recognize the opportunity for the City of Long Beach and the community to consider several commercial and residential uses in North Long Beach as part of the strategic redevelopment for the area. The scarcity of developable tracts of land within Long Beach and the South Bay creates an opportunity for North Long Beach to capitalize and capture a portion of the region’s demand for several commercial uses.

Existing market voids allow the introduction of office, industrial, retail, and residential products within the North Long Beach Study Area. The following chart represents a summary of development opportunities for each candidate land use.

***Summary of Market Opportunities, North Long Beach, 2000-2010***

<u>Land Use</u>	<u>Product Type/Description</u>	<u>FAR/Density</u>	<u>2000-2005</u>		<u>2005-2010</u>	
			<u>Sq. Ft.</u>	<u>Acres</u>	<u>Sq. Ft.</u>	<u>Acres</u>
<b>Office</b>	Low rise office	0.50-0.60	50,000	2	50,000	2
			<i>50,000 square feet of office may be introduced once every five years, beginning in 2003.</i>			
<b>Industrial</b>	Light industrial/Distribution warehouse	0.45-0.50	<i>Capture Portion of Long Beach/Paramount Submarket Demand</i>			
	Long Beach/Paramount		270,000	14	900,000	45
<b>Retail</b>	Grocery Store	0.25	60,000	6	120,000	12
			<i>One Store</i>		<i>Two Stores</i>	
	Drug Store	0.25	0	0	20,000	2
<b>Residential</b>	Various SFD, townhome, multi-family products	10-24	<i>Significant unmet demand for for-sale and rental housing.</i>			

*Source: Robert Charles Lesser & Co., 2000*

***Office Development Conclusions***

Given the historical office absorption within the Los Angeles County, South Bay, and Long Beach Suburban submarkets, only minimal office development opportunities exist within the North Long Beach area. While there currently exists an oversupply of office space, approximately 50,000 square feet of high quality office space may be introduced once every five years beginning in 2003 (10,000 square feet per year), absorbing approximately two acres with each 50,000-square foot phase introduced, based on a 0.50 to 0.60 floor area ratio (F.A.R.). Office development would typically consist of low-rise buildings with surface parking.

***Industrial Development Conclusions***

The South Bay is identified within the Southern California region as a core industrial market, representing approximately a quarter of Los Angeles County’s total industrial supply. Through the first three to four years of this decade, the Long Beach/Paramount submarket could absorb about 270,000 square feet per year of industrial space, or 14 acres per year assuming an F.A.R. of about 0.45. Beyond 2003 when the majority of the remaining developable industrial land within the South Bay has been absorbed, the Long Beach/Paramount submarket could support 900,000 square feet, or 45 acres, per year.



Given the growing scarcity of developable industrial land within the South Bay, the North Long Beach Study Area is in a position to capture future industrial demand within the South Bay. However, at issue is the community's interest in attracting these industrial users and its ability to assemble adequate locations. Appropriate industrial sites would require a minimum of 10 to 20 acres. Existing brownfield sites could be targeted.

#### ***Retail Development Conclusions***

Although development opportunities for both grocery and drug stores appear to be currently in equilibrium, North Long Beach will have an opportunity to introduce an additional grocery store and drug store within three to four years. In addition, with the recent closure of the Albertson's in North Long Beach, the City has the opportunity to facilitate the development of a new, more modern grocery store immediately as a replacement if a large enough site could be assembled.

In regards to power retail, regional demand currently is not strong enough to warrant a new regional retail power center given the existing supply (the North Long Beach area by itself may support one to two stand-alone power retailers). Demand will grow to 170,000 square feet by 2004; however, this growth is still insufficient to support a power center development of significant scale.

#### ***Residential Development Conclusions***

A significant volume of unserved demand currently exists for both rental and for-sale housing in North Long Beach. Although nearly 3,000 units are planned for development in Long Beach, nearly all the planned units are in Downtown, which is not perceived to be directly competitive with the North Long Beach market. An additional potential demand for at least 50 units annually is projected from 2000 through 2005 based on household growth in the area. Additional housing could be supported locally in light of the chronic shortage of housing in Los Angeles County.



Section 5  
**Planning  
Issues**



## PLANNING ISSUES

The Strategic Guide for Redevelopment seeks to address a number of key planning and redevelopment issues that confront North Long Beach. These were identified by the public through two public workshops as well as by the Steering Committee and City Staff. A summary of these issues is as follows:

### Land Use

- Lack of an area that serves as a community center and focus for North Long Beach.
- School overcrowding.
- Incompatible mixes of industrial, residential, and commercial land uses.
- Empty and blighted storefronts along major arterials.
- Need to maintain industrial base in order to maintain quality jobs for residents.
- Need for additional and improved schools.
- Need for additional parks and open space.
- Need for additional senior housing.
- Need to address housing shortages evidenced by the development of illegal residential units on single-family lots.
- Need to encourage home ownership throughout the area.

### Maintenance and Beautification

- Deterioration of commercial corridors.
- Deterioration of multi-family housing.
- Absence of code enforcement and need for increased code enforcement throughout area.
- Absence of property maintenance in specific residential neighborhoods.
- Blighted appearance of the streetscapes and lack of streetscape amenities throughout area.
- Absence of trees.
- Need for better landscaping and building appearances in business areas.

### Circulation

- Streets and alleys in need of repair.
- Absence of sidewalks throughout area.
- Need to control truck traffic to and from industrial areas; need to divert industrial traffic out of residential neighborhoods.
- Need for pedestrian and bicycle access to the Los Angeles River.



**Community Programs**

- Need for additional community centers.
- Need for additional law enforcement staffing.
- Need for police to continue actively addressing crime-related issues.
- Need for more senior housing and services.
- Need for education of citizens regarding property maintenance and civic values.

**Economic**

- Lack of economic vitality.
- Need to maintain local jobs.
- Need to strengthen local economy.



Section 6  
**Project  
Vision  
Statement**



## VISION STATEMENT

A Vision has been defined to guide the revitalization of North Long Beach incorporating issues of land uses, physical form and character, quality of life, economy, and social environment. It constitutes the framework by which all revitalization actions and programs should be accountable. The Vision has been drafted in response to the critical issues affecting North Long Beach and reflects numerous hours of public input. However, it is not a consensus recitation of the public input received, as the range of input was often divergent and contradictory. The Vision is grounded in consideration of the feasibility and impacts of all viewpoints and, as a result, is intended to stimulate meaningful improvements without adverse social disruption.

*The Vision is a series of statements, as follows:*

The Vision provides that the fundamental functions of North Long Beach be sustained and enhanced, achieving a mix of vital residential neighborhoods, employment centers, and supporting commercial uses and services. Successful revitalization will result from the upgrading of deteriorated structures and unsightly properties, development of new uses as adaptive re-use and infill, improvement of public safety, installation of streetscape and infrastructure, and formation of business and resident associations that have ownership and commitment for revitalization. A new sense of community and value will be the standard for successful revitalization.

The Vision suggests substantial improvement in the quality and character of existing uses and promotes the idea of changing existing land uses in order to better serve community need. Specifically, opportunities for new housing will replace outdated, underused, and blighted commercial uses along the area's major arterials.

The Vision offers choices for housing, business, employment, education, recreation, culture, and community activity. Its multiple residential, commercial, and industrial areas will be tied together through common landscape, pedestrian corridors, and building and site transitions that will promote compatibility.

North Long Beach's residential communities will be focused around centers of common activity (nodes). The housing stock will be upgraded, improving the living environment for its residents, and new housing opportunities provided. Existing multi-family housing units that are physically deteriorating will be upgraded or replaced. Where possible, new community facilities will be developed at parks, schools, and in commercial and residential areas as venues for community activity and social interaction. Partnerships between community residents, the City's Police Department, and service providers will be expanded to ensure public safety. These ideas are consistent with overall City goals of geographically decentralizing City services and placing them in communities and in closer proximity to the public.

A revitalized and intensified "Village Center" will constitute the symbolic and functional "heart" of North Long Beach, providing needed services and goods and serving as a "stage" for community events and celebrations. It will contain businesses that enable local residents to conveniently meet their daily needs, as well as offer specialized uses that capitalize on North Long Beach's diverse population. Renovated and new buildings will be located on improved public streetscapes, which will foster pedestrian activity, outdoor events, and social interaction.

Industrial areas will continue to offer job opportunities and be physically improved to enhance their visual character and compatibility with adjacent residential neighborhoods. Contemporary industrial functions that offer new skill opportunities for local residents will be recruited as



existing buildings and sites are recycled and improved. Building facades will be upgraded and site landscape amenities added to enhance the attractiveness of streets in industrial areas and improve transitions between housing and industrial uses.

Traffic will be managed to promote ease of access and egress along commercial corridors, while protecting residential neighborhoods and pedestrian oriented commercial districts. The residential neighborhoods, commercial centers, schools, parks, and community places will become more walkable places.

Intense programs of street landscaping, greening, and the overall improvement of visual character will be undertaken. Finding, promoting, and implementing open space opportunities will be required for all development proposals including shopping areas, residential development and industrial development.

Public infrastructure will be upgraded and maintained, supporting both residents and commerce. Streetscape and landscape improvements will be implemented in all districts to visually unify North Long Beach. Attractive landscaping, shade trees, parks, and pedestrian amenities will be incorporated into the street landscape.



Section 7  
**Area-Wide  
Plan**



The long-term redevelopment of North Long Beach will involve a coordinated set of strategies, including changes in land use, additional public infrastructure, changes in regulatory controls, and identification of development priorities.

Recommended revitalization strategies for North Long Beach recognize that the area is a grouping of distinct residential neighborhoods, commercial centers, industrial areas, community uses, and institutional uses. While each of these areas differ, successful revitalization is dependent on the cumulative effects of the improvement programs that are implemented within each land use district. Establishment of successful retail areas, for example, is dependent upon livable and safe residential neighborhoods. Likewise, vital industrial areas provide customers with disposable incomes to support commercial activity.

The Area-Wide plan is the overarching set of recommendations for the entirety of North Long Beach. Details of the Area-Wide plan are described in this section and are the set of concepts that represent the long-term vision of the future of North Long Beach. More specific recommendations are discussed in Chapter 6: Targeted Sites.

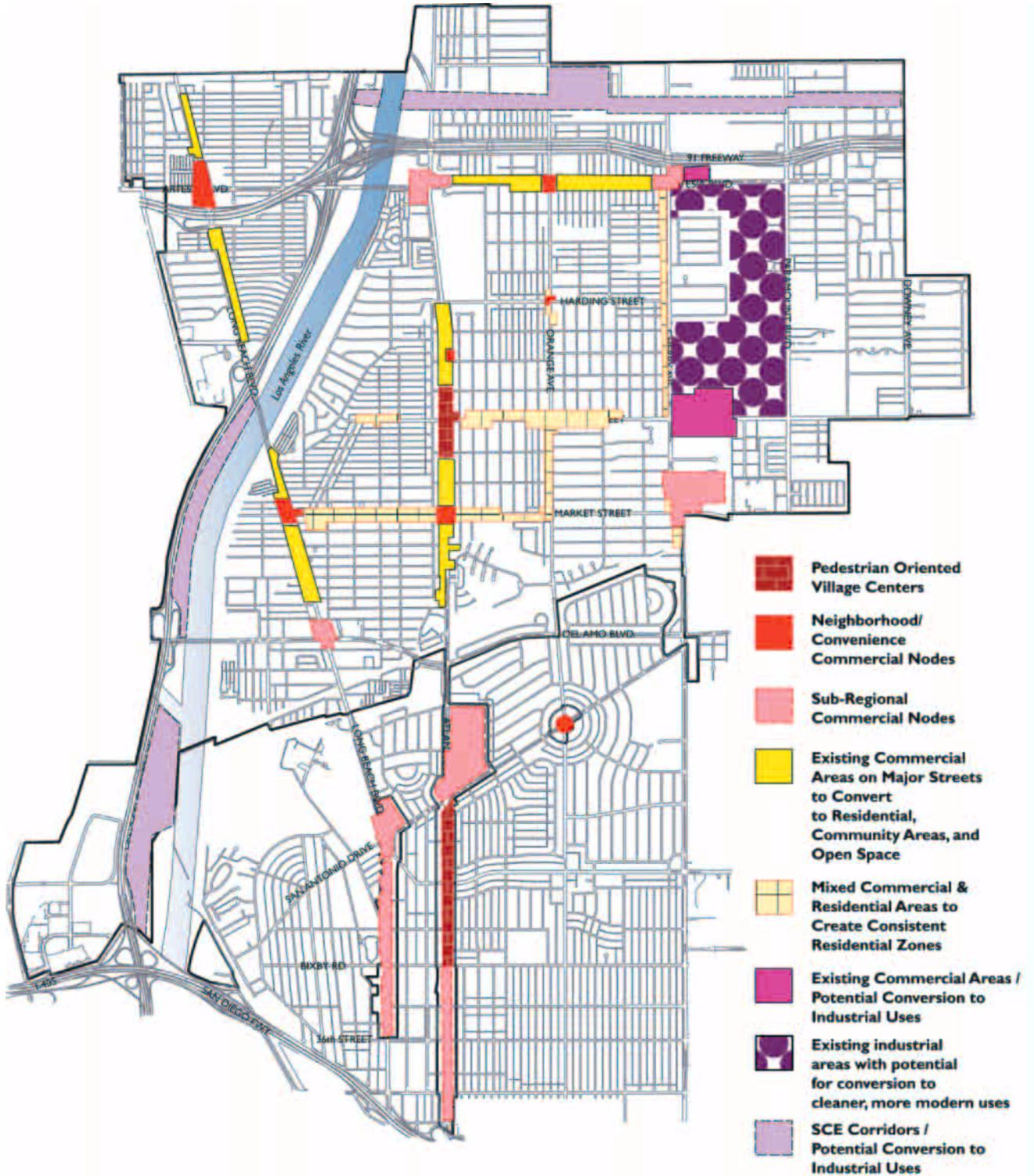
The accompanying map, Figure 7-1 “Area-Wide Plan - Composite Strategies” illustrates strategies for the primary land uses in North Long Beach - commercial, residential, and industrial. The composite map illustrates the manner in which these land uses fit together and complement one another. This map illustrates only one category of revitalization strategies for North Long Beach - strategies associated with land use. Regulatory, policy, economic, and programmatic initiatives must accompany the land use strategy in order to achieve a complete redevelopment plan.

The remainder of text in this section provides a summary of the revitalization activities recommended for each of the principal land uses in North Long Beach – Commercial, Residential, Industrial, Community Facilities, Schools, and Parks. Also described in this section are the more detailed initiatives that complement the strategies for land use changes, including initiatives for community facilities, parks, regulatory controls, urban design and streetscapes, public safety, and public infrastructure.

A wide range of land use and other recommendations are made in the Area-Wide plan. It is not assumed that the implementing party or funding source for suggested plans is necessarily the Redevelopment Agency of the City of Long Beach. Potential implementing and funding agencies include City of Long Beach municipal departments, private developers, and other public and private service providers.



Figure 7-1  
**Area-Wide Plan / Composite Strategies**



**COMMERCIAL USES**

Existing commercial uses in North Long Beach are typically located along major arterials. The key strategy of the Strategic Guide regarding commercial uses is to re-orient these areas from the existing linear pattern of development along arterials and instead concentrate commercial uses at key intersections or “nodes.” It is recommended that relocation programs be undertaken in order to encourage successful existing businesses to relocate to these more defined commercial nodes.

Three types of commercial nodes are identified and proposed: 1) Pedestrian-oriented “Village Center” nodes; 2) Neighborhood Convenience nodes; and 3) Sub Regional Commercial nodes. Node types are differentiated by: the type of commercial uses included; the population that those uses serve; the urban setting and physical character of the commercial development; and the manner in which the uses serve community residents. In all cases, development of design guidelines is recommended as is the incorporation of parking, green space and arts and cultural facilities. Development of nodes should be balanced with traffic concerns and maximum traffic efficiency throughout North Long Beach during redevelopment.

The accompanying map, Figure 7-2 “Commercial Use Strategies” illustrates the three types of commercial nodes.

**Pedestrian-Oriented Village Center Nodes**

The development of economically vital retail centers that serve local residents and local workers is essential to the revitalization of North Long Beach. Such centers would enhance economic activity and value, as well as contribute to a community sense of identity, differentiating it from other areas of the City.



*Example of a pedestrian-oriented area*

To this end, it is recommended that two areas of North Long Beach be intensified as community-serving “Village Centers” – one in North Long Beach and one in Bixby Knolls. These areas should be developed as pedestrian-oriented environments easily accessible to nearby residents and local workers. The development of street-oriented retail uses, restaurants, and other service uses would be promoted.

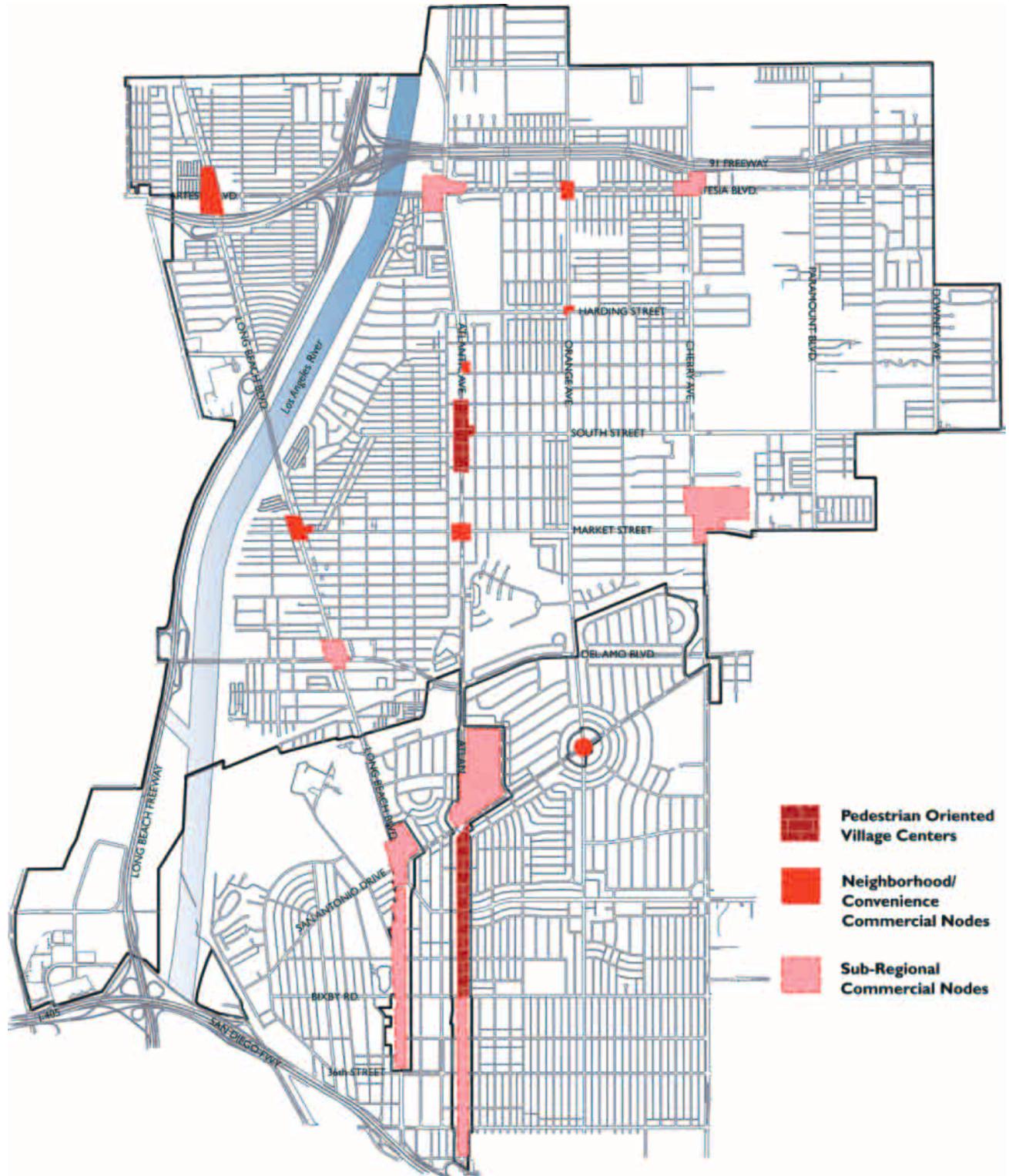
Buildings would be designed, sites extensively landscaped, and sidewalks improved with streetscape amenities to enhance pedestrian activity and convey a “village” quality. A parking program would be implemented that integrates selected existing and new parking lots into common shared parking areas.

A regular calendar of community events could be scheduled to foster identity and activity. Business organizations would be enhanced to manage and promote financing and events.

As they exist now, these areas are characterized by commercial structures and uses oriented toward streets and sidewalks, and already create and promote pedestrian traffic. Pedestrian oriented uses, include small-scale retail, cafes, restaurants and boutiques. For pedestrian ori-



Figure 7-2  
**Commercial Uses Strategies**



ented uses to be successful, pedestrian activity must be encouraged through amenities such as benches, street trees, sidewalk improvements, and other physical improvements. Although these areas are envisioned as pedestrian-oriented centers, provision of additional parking will still be required. Creating ample parking through shared parking lots and additional on-street parking is highly recommended.

One goal of pedestrian-oriented areas in North Long Beach is to create an identifiable “center” for the existing community. These areas are not intended to be regional destination areas, moreso they are intended to serve the local population as a place where local public interaction can occur.

Two areas in North Long Beach are identified as Village Centers: the existing pedestrian oriented areas near the intersection of Atlantic Avenue and South Street and pedestrian-oriented areas along Atlantic Avenue in Bixby Knolls (between San Antonio Drive and Bixby Road).

***Intersection of Atlantic Avenue and South Street***

The existing character and mix of retail stores around this intersection lends itself to a pedestrian oriented village-type location. The opportunity presented by the existing character suggests that the area around this intersection be developed as a focal point or center for North Long Beach and should serve as the principal neighborhood commercial center/town center. Pedestrian-oriented retail uses would be expanded along street frontages, streetscape and parking improvements would be implemented, and public uses and pocket parks would be developed as appropriate. Business recruitment for unique stores, restaurants, cafes, and local businesses would be implemented though existing or future business associations. The building and zoning code should be adjusted to be permissive for mixed-use development, potentially incorporating housing units on upper floors. Public uses are encouraged. The relocation and expansion of the North Branch Library to this location, or adjacent to this area, is an option supported by library planners.



*Existing conditions on Atlantic Avenue at South Street*

This area has been identified as a catalytic “Target Site” and alternatives for development in this important area will be presented in Section 8 “Target Sites.”

***Atlantic Avenue between San Antonio Drive and Bixby Road (Bixby Knolls)***

The existing retail establishments along Atlantic Avenue between San Antonio Drive and Bixby Road already exhibits the characteristics of a village-type pedestrian area. Angle parking, street trees, and shops and restaurants fronting wide sidewalks are all existing amenities in this area. Several planning and revitalization efforts have been undertaken in this area, including a streetscape, urban design and facade improvement program, as well as a business recruitment strategy. It is recommended that current efforts to maintain and revitalize this area continue in order that this location remain a “center” for residents of Bixby Knolls.



### Design Principles for Commercial Pedestrian Areas

In order to achieve the goal of pedestrian-oriented development in the areas described above, it is recommended that specific design principles be formulated in order to positively shape the nature of development.

Listed below are design principles related to the pedestrian oriented areas at Atlantic Avenue and South Street and for Atlantic Avenue in Bixby Knolls:

- Retail and community serving uses shall be located at ground level.
- Uses that generate pedestrian traffic shall be encouraged.
- Sidewalks may be used for outdoor cafes, signage or merchandise display. Such uses shall always keep a clear path for pedestrians.
- Uses that conflict with or discourage pedestrian activity or interrupt the practice of locating a building front wall at or near the property line should not be allowed.
- New construction should be built at or near the front property line in order to be adjacent to or close to the sidewalk. However, new construction may be setback from the property line up to 10 feet where the setback is used for pedestrian activities and where the setback is consistent with the prevailing pattern of development.
- Corner parcels can be developed as focal points consisting either of open courtyards or architectural elements, such as a tower, fountain, or other corner-defining elements.
- New construction at front property lines should be no more than two stories in height.
- New buildings should be compatible with or contextual to the architecture, size, massing, roofline, cornice line, and details of adjoining buildings.
- For new and renovated structures, at least 75 percent of the façade between two and eight feet above the sidewalk should be clear windows and doors.
- Storefront windows should be clear glass, neither tinted nor reflective. Windows may be shaded by street trees and awnings.
- Window displays should be encouraged to provide transparency between the street and the store. Windows should not block or completely obscure the building interior from passersby.
- For all front windows, at least 75% of the glass area should be unobstructed by signage.
- Metal garage doors, folding security screens, or other security features which detract from street appearance, should not be allowed.
- Awnings that complement the architectural character of the building or storefront are encouraged. Awnings should be made of natural canvas materials and should be replaced when they become faded or worn. Aluminum, vinyl, and back-lighted awnings are discouraged.
- If the façade of a new building contains multiple users, a variable façade and trim around each storefront is encouraged.
- A combination of storefront, window and perpendicular/pedestrian signs should be allowed to be, but not exceed, one square foot of signage per linear foot of property width.
- Construction of new or substantial refurbishment of existing freestanding, pole-mounted signs and ground-mounted signs should be discouraged in order to result in the removal of all non-conforming signs over time.
- Storefront signs should be mounted parallel and directly onto buildings.
- Internally lit “canister signs” with opaque faces should be discouraged.
- Appropriate signage on awnings could be allowed.
- Signage may be lighted from external sources, such as lamps and spot lights.
- Roof signs shall not be allowed.



- Perpendicular signs should be mounted above eye-level, perpendicular to the building face and hang over the sidewalk.
- Iconic images should be encouraged for perpendicular signage.
- Address signs may be used to identify building location, but should not be used as primary signage.
- Billboards should not be permitted.
- Signs in the public right of way may be subject to or may require special use permits.



### Neighborhood Convenience Nodes

These areas are characterized by commercial uses that fulfill a local need for day-to-day activities, including such uses as dry cleaners, laundry, convenience stores, local ethnic markets and bakeries, fast food restaurants, gas stations and other similar uses. These uses are typically in small strip mall developments or in commercial structures flush to existing sidewalks. Ample parking is provided in order to facilitate easy access for “errand-running” activities. Pedestrian access is also provided serving residential areas in close proximity to nodes.

Seven areas in North Long Beach have been identified as Neighborhood Convenience nodes and are typically located at the intersection of two arterials. These intersections are: Long Beach Boulevard and Artesia Boulevard; Orange Avenue and Artesia Boulevard; Atlantic Avenue and Market Street; Long Beach Boulevard and Market Street; Orange Avenue and San Antonio Drive; and the existing Albertson’s grocery store at the intersection of Atlantic Avenue and 60<sup>th</sup> Street.

#### *Intersection of Artesia Boulevard and Long Beach Boulevard*

Development in this area should be neighborhood and community focused. Existing retail stores should be improved and new development limited to very small-scale retail. A consolidation of retail into one specific center is recommended. Existing larger commercial properties directly adjacent to the node are encouraged to be redeveloped or adapted as public uses such as community centers or open space. Large-scale development or freeway-oriented development is strongly discouraged.

#### *Intersection of Orange Avenue and Artesia Boulevard*

Existing commercial uses along Artesia Boulevard should be consolidated into a small neighborhood-oriented node at this intersection. This node should serve the proposed new housing along Artesia Boulevard (see Housing Strategies).

#### *Intersection of Atlantic Avenue and Market Street*

The fast food establishments and small retail centers at this intersection should remain and be improved as a small neighborhood-oriented commercial node. Facade and streetscape improvements are encouraged, as are improvements in pedestrian access from proposed housing along Atlantic Avenue.

#### *Intersection of Long Beach Boulevard and Market Street*

Blocks adjacent to this intersection are the historic core of North Long Beach and were the original “downtown” of Virginia City, the name by which North Long Beach was formerly known. Some historic structures remain. All structures of historic significance should be included in the node. Façade improvement and restoration programs should be a high priority. It is recommended that neighborhood-oriented retail uses be concentrated in the blocks directly adjacent to the intersection. Development should be pedestrian-oriented and connectivity to proposed residential development along Long Beach Boulevard is proposed.

#### *Intersection of Orange Avenue and Harding Street*

Small neighborhood retail centers at this intersection should remain and be improved as a small neighborhood-oriented commercial node. Façade and streetscape improvements are encouraged.

#### *Intersection of Orange Avenue and San Antonio Drive*

The former gas station and retail structure at this intersection should be replaced with retail uses with street frontages and limited parking in rear. Due to the close proximity to multi-family uses and a city park, an opportunity exists for the development of one or two retail uses serving the neighborhood population, including a restaurant cafe and a small market.



**Former Albertson’s at 60th Street & Atlantic Avenue**

Due to the closure of this facility, it is recommended that the structure be converted to a different community-serving retail use, such as a drug store (Sav-On). Alternative sites will be explored to develop a new grocery store in North Long Beach to replace the former Albertson’s.

**Sub-Regional Commercial Nodes**

These areas are automobile-oriented and contain larger scale uses. They typically have either a large anchor tenant, such as a large grocery store or other large retailer; or they are located adjacent to freeway corridors and serve associated traffic. Some commercial uses overlap with those of Neighborhood Convenience nodes.

Seven Sub-Regional Commercial Nodes are identified in North Long Beach. These are: areas around the intersection of Artesia Boulevard and Atlantic Avenue; Artesia Boulevard and Cherry Avenue; Market Street and Cherry Avenue; Long Beach Boulevard and Del Amo Boulevard; Long Beach Boulevard and San Antonio Drive; Atlantic Avenue and San Antonio Drive; and commercial frontages along Atlantic Avenue in Bixby Knolls (south of Bixby Road to the 405 Freeway).



*Sub-regional commercial node in North Long Beach*

**Intersection of Artesia Boulevard and Atlantic Avenue**

This area should remain as a highway-oriented convenience commercial node. A new use with a high quality anchor tenant is proposed for land on the north-east corner of the intersection. The visual quality of the area requires improvement as this intersection serves as a “gateway” to North Long Beach. Pedestrian issues exist concerning access to Jordan High School and require improvement through more clearly defined walking areas, crosswalks and signals.

**Intersection of Artesia Boulevard and Cherry Avenue**

This area should remain a highway-oriented commercial node associated with freeway off ramps. Visual quality requires improvements (add landscape).

**Intersection of Market Street and Cherry Avenue**

The K-mart corporation has submitted site plans for the improvement and expansion of this facility. It is recommended that site modifications include additional landscaping and improved access with a signalized intersection onto Cherry Avenue. Commercial uses on the west side of Cherry Avenue should be consolidated into the commercial properties on the northeast corner of the intersection and replaced with housing or open space.

**Intersection of Long Beach Boulevard and Del Amo Boulevard**

This area should remain as a highway-oriented convenience commercial node. The proposed development of an educational use at the former Dooley’s Hardware site creates a need for extreme sensitivity in terms of aesthetics, streetscape quality, and pedestrian access. As it exists, this intersection has gas stations, fast food restaurants, or convenience stores on multiple corners. It is recognized that these uses serve a community need and should not be replaced; however, the



visual quality of the area requires significant improvement. In a manner similar to the intersection of Artesia Boulevard and Atlantic Avenue, this intersection serves as a “gateway” to North Long Beach and should be treated as such. If the Dooley’s site is not developed as an educational use, a new community-serving retail use integrated with adjacent uses, is recommended.

***Long Beach Boulevard from San Antonio Drive to 36th Street***

Office and retail uses at the intersection of Long Beach Boulevard and San Antonio Drive should be maintained in this part of Bixby Knolls. Technology infrastructure, such as fiber optic cable, could be encouraged in order to support high tech office uses. Portions of Long Beach Boulevard south to 36th Street are characterized by underutilized and vacant low-rise garden office uses, non-chain motels, vacant lots, and vacant or underutilized retail space. The market analysis completed for the Strategic Guide indicates little or no market opportunity for these commercial uses. It was originally proposed that this area be redeveloped as high-end residential/townhouse uses consistent with adjacent residential uses. This strategy would have allowed for the removal of inappropriate motel uses, provided home ownership opportunities for the next generation of Bixby Knolls residents, allowed for the creation of consistent residential zones, and removed the potential for property-value lowering nuisance, vacant, or blighted uses occurring along Long Beach Boulevard. However, in response to local community input, it is recommended that opportunities to develop new or renovate existing office and retail uses be continued until such time as a more detailed strategy can be developed.

***Intersection of Atlantic Avenue at San Antonio Drive***

This large commercial area is split into two sections. The shopping center area north of 45th Street has recently undergone renovations and should remain as an important shopping area for residents. The shopping center area between 45th Street and San Antonio Drive is characterized by vacancies and a need for overall façade and landscape improvements. An opportunity exists to prevent the decline of this shopping area by promoting it as a node that connects to and reinforces corridor commercial uses to the south. Concurrent with strategies for improvements to the shopping center and the recruitment of new tenants, the opportunity presented by large parking lots is one of combining commercial and community uses. These areas could be programmed for public or neighborhood events such as block parties, art fairs, picnics, farmers markets, etc. Efforts should continue with respect to the development on the northeast corner of the intersection, in the triangle on the northeast corner of San Antonio Drive and Atlantic Avenue. Efforts should be made to consider and encourage open space possibilities and enhancements concurrent with any upgrade programs implemented at the site.

***Atlantic Avenue between Bixby Road and the 405 Freeway (Bixby Knolls)***

Commercial frontages along Atlantic Avenue in this area should be maintained and improved, focusing on automobile-oriented uses. These types of developments typically include building siting near the rear of commercial lots, ample parking situated between buildings and roadway, and signage geared towards automobile traffic. Landscape and signage improvements are highly recommended.



**RESIDENTIAL USES**

Stable and enhanced residential neighborhoods that contain appropriate and viable housing options for residents are the foundational core of a revitalized North Long Beach community. To this end, it is recommended that programs be undertaken to maintain the area’s existing single- and multi-family housing and upgrade their quality and value where deteriorated. Also, the market analysis prepared to support the Strategic Guide identified a strong market opportunity for the development of new housing within North Long Beach; therefore, opportunities for the development of new housing are identified. Furthermore, the Housing Element of the Long Beach General Plan states that the primary need for housing in North Long Beach is for larger units with three or more bedrooms suited for families. Recommendations presented here for residential uses attempt to address this need. Also consistent with the Housing Element of the Long Beach General Plan, development opportunities for senior housing is recommended and encouraged.

Strategies for residential uses in North Long Beach fall into five categories: 1) Design principles for pedestrian areas; 2) strategies for improving or maintaining the quality of existing residential areas; 3) conversion of certain existing commercial corridors to residential uses; 4) conversion of mixed commercial and residential minor arterials into consistent residential zones; and 5) create opportunities for home ownership. The accompanying map, Figure 7-3 “Residential Use Strategies” illustrates existing arterials where a conversion to residential areas is proposed.

Very high density housing (exceeding 24 units/acre) is not appropriate and is strongly discouraged. All proposed housing should integrate into the existing fabric of adjacent residential areas. It is also recommended that new housing developments, if renter-occupied, incorporate on-site management.

For all residential areas of all housing types, it is recommended that opportunities for the selective removal of residential units and replacement with mini-parks/open space, be examined. The result would be lowered densities and the provision of recreation use areas.



*Existing conditions along Artesia Boulevard*

**Design Principles for Residential Areas**

In order to achieve the goals of residential development in the areas described above, it is recommended that specific design principles be formulated in order to positively shape the nature of development.

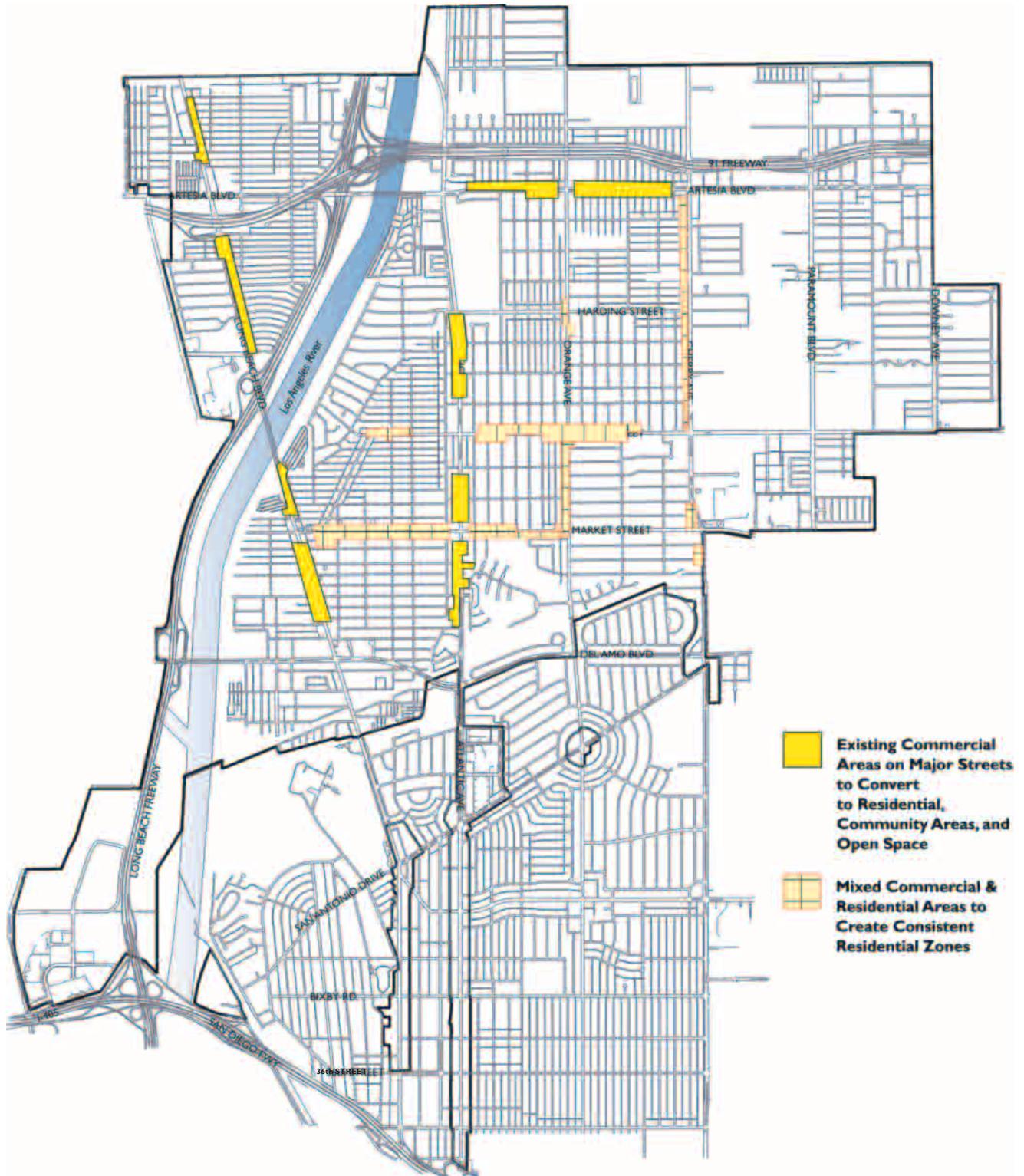
Listed below are design principles related to residential development:

***All Residential***

- Visual interest in the façade of the building should be created by varying the horizontal plane of the building.
- Encourage the use of color and texture in the design of new structures and in the rehabilitation of existing structures
- Encourage passive shade and solar heating features as part of the architectural design in order to reduce energy costs.



Figure 7-3  
**Residential Uses Strategies**



***Multi-Family Residential***

- Entries to multi-family units should be oriented to the street and provide an open view into a common courtyard or foyer.
- New or replacement multi-family housing should provide the maximum level of open space possible for use and recreation by residents.
- On-site recreation amenities are encouraged.
- On-site property management is strongly encouraged.

***Single-Family Residential***

- New or infill single-family housing should match the scale and context of the surrounding dwellings.
- Detached garages should be located to the rear of properties and screened from street-view.
- Opaque, chain link, or high fencing of front yards should be prohibited.

**Existing Residential Areas**

The maintenance and improvement of existing residential areas in North Long Beach is an important goal of the Strategic Guide; to that end several recommendations are made with respect to existing residential neighborhoods. These recommendations are as follows:

***Existing Residential Areas Between Artesia Boulevard and Artesia Freeway, and south of Artesia Blvd. / east of Paramount Blvd.***

These areas have some of the highest residential densities in North Long Beach. In order to improve these issue-plagued and physically isolated neighborhoods, maintenance and upgrade of existing residential uses is recommended. In keeping with overall recommendations for residential uses in North Long Beach, existing residential uses should be selectively removed and replaced with neighborhood mini-parks/open space in order to decrease densities and to provide recreation use areas.

***Existing Multi-Family Residential Units along Andy Street***

In order to improve this issue-plagued and physically isolated neighborhood, it is recommended that property owners, working with the City, undergo a series of to-be-determined strategies for the overall improvement of the area. Selective removal of some units could assist in the overall opening-up of the dense development pattern. The creation of a property owner’s association and the gating of the community is recommended.

***Single-Family Residential Areas***

It is recommended that several strategies be implemented in order to maintain and improve existing residential areas in North Long Beach. These include, but are not limited to the following:

- Provision of incentives for expanded home ownership;
- Development of open space and pocket parks, where possible;
- Improvement of existing housing units (painting, materials repair, roofing, etc.) and improvement of properties (debris removal, landscape planting and trimming, etc.);
- Active enforcement of property maintenance and health and safety codes by the City;
- Education of home owners, property owners, and renters regarding methods of maintenance and repair;
- Provision of loans and other financial incentives for property maintenance;
- Establishment of residential associations or neighborhood watch areas (both homeowner and renter), where they do not exist, whose residents would administer and participate in these programs;



- Expanded partnerships with the Police Department and community service providers to promote public safety;
- Addressing community issues in residential neighborhoods through improved and expanded community programs;
- Replacement of economically obsolete and deteriorated dwellings with new housing;
- Infill of vacant and underdeveloped properties with new housing;
- Removal of illegal structures and additional housing units on single-family lots;
- Development of new facilities, such as multi-purpose community facilities, at local parks and schools that serve as a point of neighborhood identity and activity; and,
- Installation of streetscape improvements (street trees, lighting, signage, paving, etc.).



*Existing single-family residential neighborhood in North Long Beach*

**Conversion of Existing Commercial Corridors to Residential**

As identified earlier in this document, one of the primary issues facing North Long Beach is the existence of underused, vacant, and often blight-ridden commercial structures along major arterials. This fact, coupled with the high demand for housing in the region, creates an opportunity to provide housing along these corridors through the removal of existing commercial properties and replacing them with residential units.

The strategy of developing residential structures along the existing commercial corridors serves as a corollary for the concentration of commercial development at nodes. The resulting land use pattern is one of consistent residential areas throughout North Long Beach with small areas of concentrated commercial development, as opposed to the existing pattern of linear commercial development along major arterials.

It is not intended that only residential development occur in these areas. It is essential that community uses and open space be provided in these areas as well.

The three major commercial corridors that lend themselves to such conversion are Long Beach Boulevard, Artesia Boulevard, and Atlantic Avenue. Below is an overview of the types of residential units for each of these areas. More detailed descriptions, including recommended residential types and proposed site plans are presented in Section 8, “Target Sites.”

***Existing Commercial Frontage on Long Beach Boulevard, north of I-710***

It is recommended that existing commercial frontages be removed and replaced with low density residential (e.g. small lot single family homes) consistent with surrounding residential neighborhoods. Parts of Long Beach Boulevard in this area are currently residential; however, parallel frontage roads exist. Where possible, this configuration should be emulated.

***Existing Commercial Frontage on Artesia Boulevard***

The existing mix of blighted commercial uses, edge-less industrial uses (such as auto repair stores) should be removed and replaced with residential areas. The large width of Artesia Boulevard in this area coupled with relatively deep lots along Artesia allow for more flexibility in terms of types of residential units that can be developed. It is recommended that, where possible, new residential units be “turned around” and oriented to the existing residential areas to the north and south of Artesia. A green buffer would then be provided in between housing units and Artesia Boulevard. Access to residential units from Artesia should be limited.



***Existing Commercial Frontage on Atlantic Avenue between Harding and Del Amo.***

*(Excluding commercial areas at South Street, at Market Street, and the neighborhood shopping center serving Carmelitos)*

It is recommended that the existing commercial frontages be removed and replaced with medium density residential, such as townhouses, duplexes or small multi-family structures. South of Market, one objective is to use positive residential development along the arterial to encourage the upgrade of neighborhoods to the west of Atlantic and the upgrade of the neighborhood shopping center on the east side of Atlantic (near Carmelitos). The residents in the proposed residential units north of Market Street would add a neighborhood population base utilizing retail and community facilities at the Village Center.

***Existing Commercial Frontages on Long Beach Boulevard, between I-710 and the Union Pacific Railroad (just south of Del Amo Boulevard).***

It is recommended that the existing commercial frontages be removed and replaced with single family residential units or duplexes. Density should “ramp-up” closer to the commercial development area near the intersection of Long Beach and Market in order to provide a pedestrian population base serving that proposed commercial node. Housing development should occur in a manner appropriate to existing uses and lot configuration. Areas south of Del Amo to the east-west Union Pacific Railroad tracks should be converted to residential from the existing motel and other commercial uses. The introduction of senior housing may be appropriate for this location. Residential development in this area should be consistent in scale and character to adjacent existing residential neighborhoods.

**Existing Minor Arterials to Convert to Consistent Residential Zones**

Several minor arterials in North Long Beach are characterized by a pattern of mixed development, including commercial and residential uses. These corridors include South Street, Orange Avenue, Market Street, and Cherry Avenue. It is recommended that blighted commercial structures directly adjacent to residential units be removed or replaced with new, consistent, residential units. New housing development should be low density, should be of a size and scale appropriate for each individual site, and should be consistent with adjacent residential areas. These areas are as follows:

***Existing Commercial & Residential Frontage on South Street***

It is recommended that small commercial properties be converted to residential, creating consistent zones of residential and community or institutional uses.

***Existing Commercial & Residential Frontages on Orange Avenue & Cherry Avenue***

It is recommended that small commercial properties be converted to residential, creating consistent zones of residential and community or institutional uses. Areas on the west side of Cherry Avenue should be “turned inward” in order to create buffers from industrial uses on the east side of Cherry.

***Existing Commercial & Residential Frontage on Market Street***

It is recommended that small commercial properties be converted to residential, creating consistent zones of residential and community or institutional uses. Small senior housing developments are a good option.



## INDUSTRIAL USES

In recognition of the importance of North Long Beach's industrial areas as a provider of community jobs and revenue, it is recommended that strategies be implemented to retain and enhance these uses. This includes property improvements and the screening of uses in order to enhance visual quality and compatibility with surrounding residential and commercial uses. Also, the market analysis prepared to support the Strategic Guide identified a strong market opportunity for the development of industrial uses in North Long Beach; therefore, opportunities for the new or expanded industrial development are identified.



*Existing industrial uses in North Long Beach*

Strategies for industrial uses in North Long Beach fall into three categories: 1) Conversion of utility corridors to industrial use, where feasible; 2) Conversion of some commercial areas to industrial uses in order to create consistent industrial zones.; and 3) Strategies for improving or maintaining the quality of existing industrial areas. Figure 7-4 "Industrial Uses Strategies" illustrates the areas for which each of these strategies is applicable.

### **Conversion of Utility Corridors to Industrial Use**

As stated above, market opportunities for the development of industrial land exist in North Long Beach; however, in order to accomplish a large development of industrial land, large contiguous land masses are required. Without the removal of existing residential units, the only large areas of "vacant" land in North Long Beach are those areas in the utility corridors, beneath high tension power lines. It is recommended that, where feasible and appropriate, opportunities for developing light industrial, job creating uses along these corridors be explored.

#### ***East-West SCE Utility Corridor***

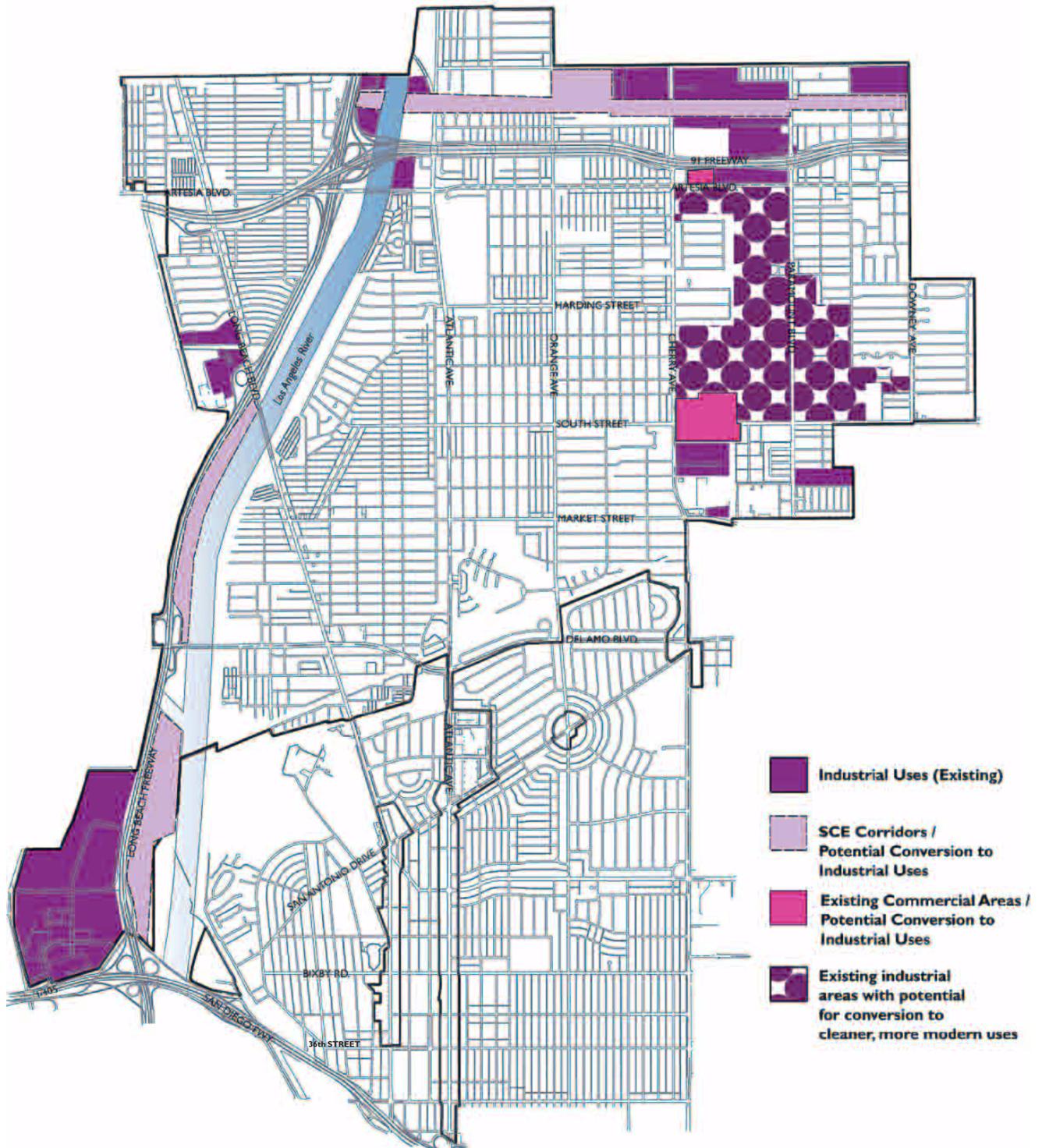
Areas should be converted to low-impact light industrial as opportunities arise. Integration with existing land patterns is a key concern and incompatible adjacencies should be avoided where possible. Industrial uses should not be developed adjacent to existing residential areas or schools. In these cases, open space is the recommended land use. Controlling visual impacts is imperative and therefore the long-term storage of shipping containers is not an appropriate option.

#### ***North-South SCE Utility Corridor between Long Beach Blvd. and the 405 Freeway***

Areas should be converted to low-impact light industrial as opportunities arise. Poor access to and from the 710 Freeway is a significant consideration; therefore, uses such as telecom switching stations or other uses not requiring frequent or infrastructure-intensive access ramps are recommended. Controlling visual impacts is imperative and therefore shipping container storage is not an appropriate option. Any and all proposed uses should be reviewed in order to insure appropriate measures are implemented with respect to traffic mitigation.



Figure 7-4  
**Industrial Uses Strategies**



**Conversion of Commercial Areas to Industrial Use**

Some areas of underused, vacant, or blighted commercial properties are located directly adjacent to existing industrial uses, it is recommended that these areas be converted to industrial use in order to take advantage of the market opportunity for industrial development and to create consistent zones of industrial uses. These areas are illustrated on Figure 5-4. The most notable location is the former Builders Emporium/Hi-Lo site. Some community input regarding this site leaned towards a desire for commercial uses here. Based on input from City staff and Agency consultants it was determined that industrial uses are more economically viable at this location. Furthermore, the site is one of only a few large-parcel sites in North Long Beach available for light-industrial development. Also, the site is adjacent to existing industrial land (as opposed to residential areas) making industrial development appropriate from both a developer and community perspective.

**Existing Industrial Areas**

Existing industrial uses within North Long Beach are an asset to both the community and the City as a whole, providing jobs and tax revenue. However, opportunities exist to improve and upgrade these areas. A list of strategies for the improvement of existing industrial areas follows:

- Modification of traffic patterns and introduction of strict parking regulations in order to restrict heavy truck traffic and eliminate truck parking along arterials;
- Removal or screening of shipping container storage or other visually unattractive uses;
- Improving edges and buffering between industrial and other land uses through berms, landscaping, and screening;
- Conversion of existing heavy industrial uses to cleaner uses, including high tech uses;
- Improvement of aesthetics in existing industrial uses, including requirements for curbs in industrial areas, restrictions requiring screening or removal of storage and lay-down areas. Design guidelines for industrial areas should be developed to address these issues.

**Design Principles for Industrial Areas**

In order to achieve the goals of industrial development in the areas described above, it is recommended that specific design principles be formulated in order to positively shape the nature of development.

Listed below are design principles related to industrial development:

- Locate parking and storage to the rear and side of the building.
- Visual interest in the façade of the building should be created by varying the horizontal plane.
- Encourage the use of color and texture in the design of new structures and in the rehabilitation of existing structures.
- The roof line should incorporate detailing such as cornices, multiple horizontal lines, or rows of tiles at the top of the parapet wall. Detailing should continue around the building or end at a logical point.
- Rooftop-mounted mechanical equipment shall be screened. The screening should be integrally designed with the rest of the building.



*Example of undesirable edge between industrial & residential uses.*



## COMMUNITY FACILITIES

Deficiencies in existing community facilities and a significant need for additional community facilities in North Long Beach were key concerns identified through public input, the Strategic Guide Steering Committee and by community service providers. Senior housing, community centers, meeting rooms, libraries and recreation centers were identified as substantially deficient areas.

In order for successful revitalization of North Long Beach to occur, improvements to and an augmentation of existing community facilities must be an integral part of the redevelopment process. To this end, it is recommended that initiatives for the provision of additional community facilities of all types be pursued. Community facilities should be located away from industrial areas and should be integrated alongside proposed residential development planned along existing commercial corridors and within commercial nodes.

Integration of community uses provides several benefits for the community and adds support to the goals and objectives of the Area-Wide plan

## SCHOOLS

Overcrowding of school facilities and shortage of school facilities in North Long Beach was a key concern identified throughout the planning process. As a result, it is recommended that additional school facility sites be pursued within North Long Beach, where possible. It is also recognized that development of school facilities is land intensive and that existing vacant land areas do not currently exist within North Long Beach.

Two sites have been identified by the Long Beach Unified School district as development opportunity sites for new school facilities in North Long Beach. One site is located on Susana Road at Bort Street on the eastern edge of the Study Area. It is the intent of the school district that the school developed on this site serve as a satellite campus for Jordan High School and would accommodate the school's 9th graders.

The other site identified by the school district as an opportunity for school development is the former Dooley's Hardware site located on Long Beach Boulevard just north of Del Amo Boulevard. This vacant commercial space is situated on a large lot and could potentially provide ample land for the development of an elementary or middle school facility. Should the school district fail to acquire this site and construct a school, it is recommended that this site be developed as a commercial/retail center.

## PARKS

North Long Beach lacks sufficient park and recreational facilities to support the needs of existing residents. This deficiency exists on all levels, from large parks with active uses such as ballfields, to small pocket or neighborhood serving parks. The overall lack of vacant land in North Long Beach makes development of parkland difficult. It is the recommendation of this plan that park acreage be increased in the following ways:



First, as new residential areas are developed along existing commercial corridors, provision of small neighborhood and pocket parks should occur. The development of these parks must be designed in a manner compatible to existing and planned land uses. Sites must be carefully planned to limit the impact of lighting, noise, and other activities on adjacent residential areas. Of utmost concern is the safety of park users, and therefore, parks should be designed as visually open areas.

Second, connections to the Los Angeles River should be pursued in order that the river be utilized as a recreational resource. The most significant opportunities for such development are those vacant areas in the SCE corridor adjacent to the river. Negotiations for the development of the corridor in the area between Long Beach Boulevard and Artesia Boulevard as a park facility are ongoing and integrate well with the goals and objectives of this plan.

Third, existing City of Long Beach Department of Parks, Recreation, and Marine plans for park improvements and park development in North Long Beach should be pursued. The program includes plans for new mini-parks. Potential sites have been identified as follows:

- Market & Dairy (northwest corner)
- South & Dairy (southeast corner)
- Artesia & Myrtle (northeast corner)
- Artesia & Johnson (former Hudson Oil Company Site)
- 55th Way at Paramount

Improvements, repairs, and rehabilitation efforts are also planned for the following parks and community centers:

- Houghton Park
- Ramona Park
- Scherer Park

The proposed park locations and proposed park improvements noted above may or may not occur. At this time, no plans have been submitted for formal review and public input should be required prior to the finalization of any plans.

### **STREETSCAPE**

It is the recommendation of the Strategic Guide that streetscape improvements occur in a manner consistent with the North Long Beach Street Enhancement Master Plan. In turn, the streetscape improvements presented in the North Long Beach Street Enhancement Master Plan are also consistent with land use recommendations made in the Strategic Guide. The Street Enhancement Master Plan recommends intensive, pedestrian-oriented streetscape amenities be developed at the intersection of Atlantic Avenue and South Street, and at the intersection of Market Street and Long Beach Boulevard. Landscape improvements to Long Beach “gateways” are also recommended. Other specific recommendations include appropriate provisions for the disabled in compliance with the Americans with Disabilities Act, as well as the provision of public transportation related amenities.

### **PUBLICWORKSAND INFRASTRUCTURE STRATEGY**

It is the recommendation of the Strategic Guide that public works and infrastructure improvements occur in a manner consistent with proposals made in the North Long Beach Street En-



hancement Master Plan.

### **PUBLIC SAFETY**

Historically, as with most urbanized areas, North Long Beach has been adversely impacted by criminal activity. Several strategies have been implemented in order to abate criminal activity, including active participation of local residents in Neighborhood Watch and Community Policing Programs. As a result, much of the crime has been eliminated, or in some cases, displaced to other residential and commercial areas.

It is recommended that Long Beach Police Department (LBPD) programs be continued and expanded in North Long Beach in order to further reduce the threat of crime. Responsibility for the implementation of these programs rests with the LBPD, community groups, schools, and other organizations, not the Redevelopment Agency.

Programs to be enhanced and expanded include:

- **Neighborhood Watch Program.** These existing neighborhood specific programs, set up and administered by local residents, should be strengthened and encouraged. It is recommended that North Long Beach neighborhoods without this program be identified and encouraged to adopt it.
- **Apartment Watch Program.** It is recommended that the LBPD continue to work closely with multi-unit apartment building managers, owners, and tenants to reduce criminal activity and improve surrounding neighborhoods through enhanced tenant screening, the establishment and enforcement of “house rules”, and referral to other City Departments for assistance.
- **Community/Neighborhood Policing.** It is recommended that the LBPD continue to work closely with community groups and individual residents to solve crimes, provide safety education, and develop person-to-person communications to resolve issues and chronic police problems. The continuation of the current pro-active problem-oriented policing approach is recommended.
- **Crime Prevention Through Environmental Design.** It is recommended that the City provide education in design and landscaping techniques to improve the safety of residents. Such techniques may include, but are not limited to, lighting, cameras, and proper trimming of trees and shrubs to enhance crime prevention.
- **Drug Abuse Resistance Education (D.A.R.E.).** It is recommended that the LBPD continue the D.A.R.E. program in Long Beach schools. This program targets school aged children and teaches them to avoid drug use.
- **Personal Safety Courses for Children.** It is recommended that a program of personal safety courses, aimed primarily at school children be established. These courses would identify “safe routes” for children and invite school crossing guards and police officers to discuss safety issues. Community groups would organize these programs.
- **Police Athletic League (PAL).** It is recommended that the LBPD expand the PAL Program to provide services in North Long Beach for youth ages 7 to 17 years. This is a highly successful sports-oriented, crime prevention program that relies on athletics, educational, and recreational activities to form a bond between police officers and youth.



**REGULATORY CONTROLS**

Regulatory controls requiring adjustment with respect to proposals made in the Area-Wide plan are the City of Long Beach General Plan and the City of Long Beach Zoning Code. Key changes to these documents are as follows:

- The transportation element of the General Plan should be revised in order to reconcile roadway classifications for arterials in North Long Beach with proposed land use changes. For example, the existing classification of Atlantic Avenue as a Major Arterial might be revised to a classification as a Minor Arterial, in order to be more consistent with proposals for housing and pedestrian-oriented village areas.
- The land use element of the General Plan should be reviewed in order to promote the redevelopment of blighted and underused commercial corridors as residential areas and to promote the concentration of commercial development at key nodes.
- The housing element of the General Plan should be revised in order to recognize existing blighted and underused commercial corridors as opportunity areas for the development of for sale single-family housing.
- It is recommended that the zoning code be revised in order to allow for the development of housing along existing commercial corridors now zoned exclusively for commercial uses.
- It is recommended that design guidelines for housing along existing commercial corridors be developed and include guidelines that incorporate open space, adequate parking, community facilities, pedestrian-scale features, and inter-connectedness with other land uses.
- Code Enforcement: Currently, a community-based code enforcement system is in place and enforcement of the City’s health and safety codes pertaining to property maintenance result from issues brought up by members of the community. Public comment throughout the planning process suggested that the existing process is inefficient and lacks adequate resources in order to address the wide scale maintenance issues in North Long Beach. Consequently, it is recommended that a more aggressive program of code enforcement be initiated in which the community is better educated in how to identify issues and notify appropriate City officials. An expanded program in which City staff would more regularly survey residential buildings and properties in North Long Beach and assess their compliance with applicable codes is ideal, although available resources will most likely always outweigh need.

Property owners and tenants in violation of City Code should continue to be cited for deficiencies, with financial penalties for failure to correct these within a reasonable period. An education program for property owners regarding lawful code is recommended. Existing penalties should be reviewed for their effectiveness in precipitating improvements and increased if necessary.

**REGULATORY CONTROLS**

A wide range of land use and other recommendations are made in this Area-Wide plan. The recommendations and suggestions may require further studies prior to public approval and funding. The implementing party or funding source for suggested plans is not necessarily the Redevelopment Agency of the City of Long Beach. Potential implementing and funding agencies include City of Long Beach municipal departments, private developers, and other public and private service providers.



Section 8  
**Target  
Sites**



As part of the planning process, several “Target Sites” were identified as individual parcel or area-specific development projects that, if successful, can act as a catalyst for achieving the goals of the Area-Wide plan. These sites have been categorized under two headings: “Initial Priority Sites” and “Other Important Sites.”

**INITIAL PRIORITY SITES**

These sites are presented as initial priority sites because they represent the two primary recommendations of the Strategic Guide: (1) the need to create a “heart” for North Long Beach and (2) the conversion of existing blighted and underused commercial corridors to residential areas.

***The North Long Beach “Village Center”***

As described in the Area-Wide Plan section of the Strategic Guide, it is envisioned that the area around the intersection of Atlantic Avenue and South Street be developed as the principal neighborhood center/town center for North Long Beach. Pedestrian-oriented retail uses would be expanded along street frontages, streetscape and parking improvements would be implemented, and public uses, arts and cultural facilities, and pocket parks would be developed as appropriate. The goal of developing a “Village Center” is to create a definable, unique “center” for North Long Beach to serve as the focal point for neighborhood identity and activity. The area has the potential to be a mixed-use area: a mix of shopping, restaurants, cafes, and community facilities, with housing located nearby or in the Village Center itself. Community reaction to this idea at both workshops was very positive.

Two phases are presented for the “Village Center.” Phase A proposes less intensive development, while Phase B proposes more intensive development.

Phase A is a near-term alternative, while Phase B could be implemented over the long term. If a revitalized business district results from the implemented components of Phase A, some or all of Phase B components may not be required. In both scenarios, pedestrian-oriented retail uses should be located along street frontages and parking, pocket parks, and community facilities should be added wherever possible. Both phases assume streetscape and sidewalk improvements both in the Village Center itself as well as along all of the Atlantic Avenue corridor.



*Existing conditions on Atlantic Avenue at South Street West Side*



*Existing conditions on Atlantic Avenue at South Street East Side*



**“Village Center” Phase A**

Phase A proposes a minimal amount of intervention and relies primarily on the existing character of the area for it’s success. The key components of Phase A are five shared parking areas (shown in gray), two new small retail developments (shown in blue) and the rehabilitation and upgrade of existing commercial structures (outlined in yellow).

Two parking areas are recommended for development at the intersection of Atlantic Avenue and 56th Street. Each of these lots would accommodate between 40-50 vehicles and would require the removal of existing, albeit underused, commercial structures. A shared parking facility is also recommended for the southeast corner of the intersection of South Street and Linden Avenue. This lot could accommodate approximately 50 cars.

Two new, modern retail structures are proposed. One such facility is located on the southeast corner of Atlantic and South and would replace the existing gas station. This retail building would mirror the existing pedestrian-scale buildings on the west side of Atlantic Avenue and create additional building mass at the corner of the two arterials. An opportunity to create a signature, identifiable building in this location exists. Such a building would help in setting apart the Village



Center from other commercial nodes within North Long Beach. Another new retail building would be developed on the east side of Atlantic Avenue, between 59th and South Street and would replace an existing private parking lot. Surface parking would be provided for each of the two new retail facilities.

Rehabilitation of existing retail structures, including façade and structural improvements, is recommended. An opportunity to integrate new retail development with existing structures should also be pursued.

Streetscape improvements that enhance the pedestrian character of the area and connections to parking areas are also recommended. Specific recommendations for street trees, lighting, street furniture and other pedestrian amenities are detailed in the North Long Beach Street Enhancement Master Plan.

Positives and negatives of this development option for this Phase are as follows:

#### Positives

- No removal of existing housing units.
- New, modern retail space.
- Added parking for existing commercial areas (net gain of approximately 100 spaces).
- Development of new street-oriented retail space.
- Rehabilitation programs implemented for existing structures.

#### Negatives

- No gain of housing units (missed community need and market opportunity).
- Minimal, mostly cosmetic actions may result in little real long-term change.



**“Village Center” Phase B**

Phase B proposes increased intervention and relies on considerable new retail development and new public uses as contributing factors to the success of the “Village Center.” All of the key components of Phase A are maintained in Phase B; however two significant projects have been added.

A large, new modern retail facility is proposed to replace existing vacant structures on the west side of Atlantic Avenue between South Street and 59th Street. Significant parking serving this facility is proposed for areas stretching back to Linden Avenue. It is envisioned that this new facility would be oriented towards Atlantic Avenue and would allow for street-front uses such as cafes and restaurants with outdoor seating.

Also proposed is a new community facility for the southeast corner of 59th Street and Atlantic Avenue. An expanded North Branch Library would be the preferred community facility at this location. A proposed expanded North Branch Library located at this location would better serve the population of North Long Beach under the library system’s one-mile radius standards and this site has been very well received by the general public. A larger shared surface parking lot is also proposed for areas between this proposed facility and Lime Avenue. Public use development at this site, such as a library, should not preclude the development of appropriate



and preferred commercial land uses. In this case, an alternate library site, preferably within walking distance, should be identified

Rehabilitation of existing retail structures is recommended. Opportunities to integrate the new retail development with existing structures along Atlantic Avenue should also be pursued.

Also as with Phase A, streetscape improvements that enhance the pedestrian character of the area and connections to parking areas are also recommended

An alternative option for development in the Village Center would be to develop a mixed-use development with ground floor retail and residential units on upper floors. This type of development integrated into the Village Center is illustrated to the right and could be located at the northwest corner of Atlantic and South Street. The benefits to this type of development is that residents of the housing units provide vitality to commercial areas; however, parking requirements are higher and therefore development costs are higher.

Positives and negatives associated with Phase B are as follows:

Positives

- Added parking (net gain of approximately 300 spaces).
- Development of new community use (potential library site).
- New development of street-oriented retail space.
- Potential for creation of a unique place that serves as a destination and community core for North Long Beach residents.
- Potential net gain of 30-40 housing units.
- Rehabilitation programs implemented for existing structures.
- Critical mass of activity that would induce a significant change from status quo.
- A unique mixed-use project could create a focal point for activity and act as a catalyst for redevelopment of surrounding buildings.
- Potential creation of additional population through development of housing units in order to “activate” street uses.

Negatives

- Minimal removal of existing housing units on adjacent streets.
- Higher subsidy costs for development.
- Potential added residential densities (under mixed-use scenario).



**Historic Core: Market and Long Beach Boulevards**

The structures near this intersection comprise the historic core of North Long Beach and were the original downtown of Virginia City, the name by which North Long Beach was formerly known. It is recommended that the historical significance of the area be maintained in its redevelopment and revitalization. Conversely, historic preservation activities bolster and enhance revitalization potential. The primary focus will be on streetscape improvements, façade renovations, historic preservation, and, where possible, the provision of public parking. These recommendations are consistent with recommendations made in the Street Enhancement Master Plan.

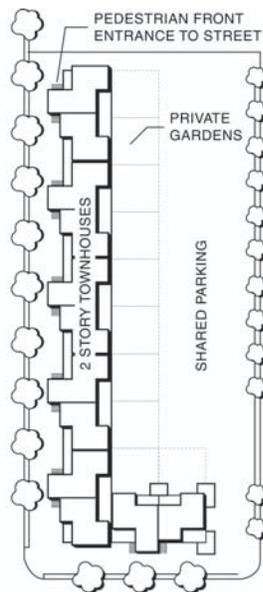
**Housing on Major Commercial Corridors**

One of the primary land use changes that will radically change the character of North Long Beach and serve its overall revitalization is the removal and replacement of blighted commercial corridors with housing. This serves two objectives: (1) existing blighted commercial areas are removed and (2) an overarching need for housing in Long Beach is obtained. It is recognized that busy arterial roadways are not the most ideal location for residential uses; however, it is also acknowledged that these areas provide some of the last area of land available for residential development and that with proper site and building design, the negative aspects of housing on arterials can be mitigated. Site plan and development options are presented for three commercial corridors in North Long Beach. Detailed development cost and financial analysis is presented in Appendix 1.

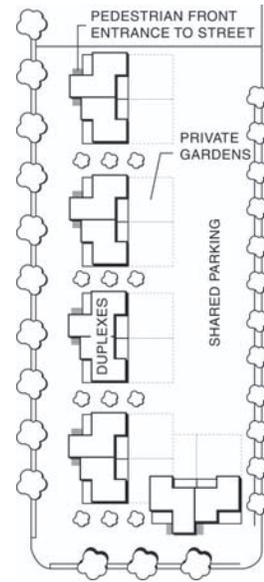
***Atlantic Avenue between Harding and Del Amo  
(Excluding commercial areas at South Street and Market Street)***

Two development options are proposed. Each assumes a high quality housing product with adequate parking and the incorporation of open space. The development of housing in this area would achieve several goals, including the removal of existing blighted residential and commercial properties along Atlantic Avenue. Housing in this area would also provide additional population and street activity to bolster the proposed Village Center. Additional opportunities for family-oriented housing within the community would be created.

**Example of Recommended Townhouses Site Plan**



**Example of Recommended Duplexes Site Plan**



**Examples of Recommended Townhouses & Duplexes Housing Product**



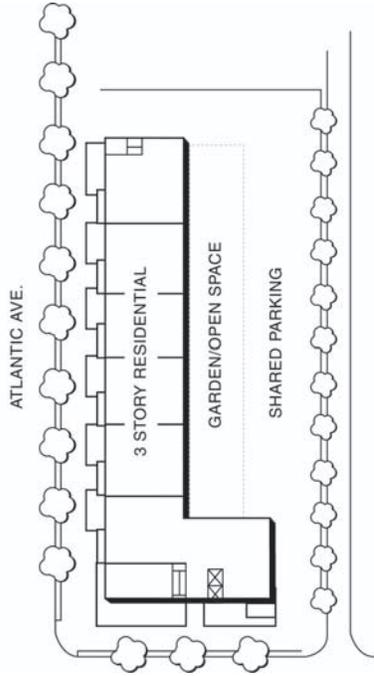
One housing option in this area is high quality townhouses or duplexes. This type of housing product would incorporate gated, secure surface or structured shared parking as well as private gardens. The housing product presented in the site plans below are envisioned to encompass one-half block of development. It is recommended that development occur in at least half-block segments. Some half blocks could be developed as community open space or as community facilities.

Another option for housing in this area is high quality very small (2-3 story) multi-family buildings. These would be multi-family buildings much smaller than typical large apartment buildings that currently exist in North Long Beach, such as those across Atlantic Avenue from Jordan High School. Owner-occupied units are recommended. This type of housing product would incorporate gated, secure surface or structured shared parking as well as private gardens. As with proposed duplexes and townhouses, the housing product presented in the site plans on the following page are envisioned to encompass one-half block of development with some half blocks developed as community open space or as community facilities.



8 Target Sites

*Example of Recommended Small Apartment Building Site Plan*



*Examples of Recommended Small Apartment Building Housing Product*

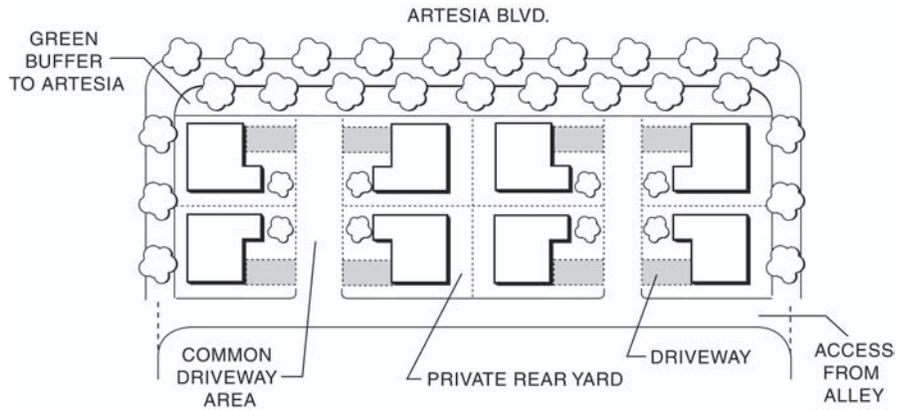


**Artesia Boulevard between Atlantic Avenue and Cherry Avenue**

This area of Artesia Boulevard offers two significant opportunities for residential development. First, the wide street and relatively deep lots allow for more opportunities to develop housing on the corridor that is separated from the traffic flows on Artesia Boulevard. Secondly, existing land uses along Artesia are typically blighted and marginal. Removal of these uses would be an improvement to the overall aesthetics and character of the Artesia Boulevard corridor.

It is recommended that housing along Artesia Boulevard be detached single-family housing oriented perpendicular to the streets thus creating common space between units. The existing alley would be used as a private shared driveway and a ten foot greenway would be created between Artesia Boulevard and the residential units.

**Example of Recommended Single-Family Residential Site Plan**



**Example of Recommended Single-Family Residential Housing Product**

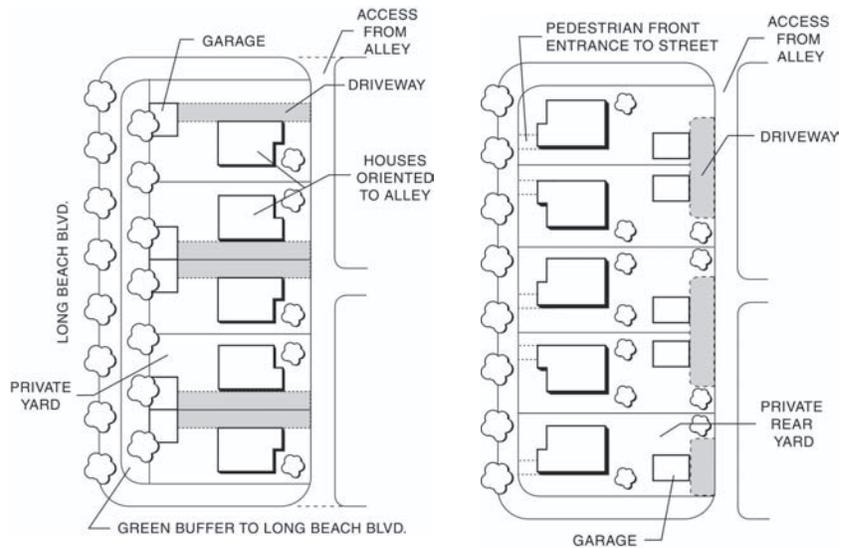


**Long Beach Boulevard north of I-710**

The existing single-family homes along this corridor already lend the area an opportunity for continued development as single-family homes.

It is recommended that housing along Long Beach Boulevard be detached single-family housing oriented either towards Long Beach Boulevard or towards a closed alley and to the existing single family neighborhoods adjacent to the commercial corridor. The Renaissance Walk residential development on Atlantic Avenue in Long Beach is an ideal model for the type of development proposed here.

**Example of Recommended Single-Family Residential Site Plans**



**Example of Recommended Single-Family Residential Housing Product**



## OTHER IMPORTANT SITES

Several other locations in North Long Beach were identified as development and redevelopment opportunity sites in North Long Beach. Initiatives for many of these sites are being undertaken by parties outside of the scope of this Strategic Guide. All of the recommendations for these sites, if fulfilled, can act as catalysts for achieving the goals of the Area-Wide plan. These sites are as follows:

### Commercial Areas

#### *Artesia Boulevard & Atlantic Avenue*

This important gateway to North Long Beach should remain a highway-oriented convenience commercial node. A new use with a high quality anchor tenant is proposed for land on the northeast corner of the intersection. The visual quality of the area requires improvement due to its function as a gateway; significant greening and streetscape improvements are recommended. Pedestrian issues exist concerning access to Jordan High School and require improvement through more clearly defined walking areas, crosswalks and signals.

#### *K-mart at Cherry Street and Market Street*

The K-mart corporation has submitted site plans for the improvement and expansion of this important community facility. Concurrent with the redevelopment of the K-mart property, adjacent commercial uses on the west side of Cherry Avenue should be consolidated into the commercial properties on the northeast corner of the intersection and replaced with housing or open space.

#### *Atlantic Avenue pedestrian areas in Bixby Knolls*

The existing retail establishments along Atlantic Avenue between San Antonio Drive and Bixby Road exhibit the characteristics of village-type pedestrian areas. Street trees, and shops and restaurants fronting wide sidewalks are all existing amenities in this area. Several planning and revitalization efforts have been undertaken in this area, including a streetscape, urban design and façade improvement program, as well as a business recruitment strategy. It is recommended that current efforts to maintain and revitalize this area continue in order that this location continue as a “center” for residents of Bixby Knolls.

#### *Former Homebase Store*

It is recommended that another large-scale tenant be solicited for this site. Home improvement stores or other “big box” retailers are recommended.

### Residential Areas

#### *Multi-Family Areas near Artesia Boulevard and Paramount Boulevard*

In order to improve this dense issue-plagued and physically isolated neighborhood, maintenance and upgrade of existing residential uses is recommended through a concerted effort of meeting with property owners in order to outline a strategy for upgrade. Also, some existing residential uses should be selectively removed and replaced with neighborhood mini-parks/open space in order to decrease densities and to provide recreational use areas.

#### *Andy Street*

It is recommended that the City and Agency continue to work with the existing property owners to develop a series of to-be-determined strategies for the overall improvement of the area.



**Industrial Areas*****Former Builder's Emporium / Hi-Lo Site***

Consistent with recommendations made in this document for industrial uses at this site, an opportunity may exist for the development of this site as a privately owned public storage facility. Due to potential contamination issues and the location of the site adjacent to other industrial uses, residential, public or community uses are not an appropriate option.

***SCE Corridors along the Los Angeles River***

Consistent with recommendations made in this document, Southern California Edison is currently in the process of marketing some of these sites for development as light industrial. Areas should be converted to low-impact light industrial as opportunities arise.



Appendix 1  
**Land Residual  
and Subsidy Analysis**



In order to test the economic feasibility of the proposed development prototypes in both the Village Center and along the existing commercial corridors an analysis was conducted to determine the land residual values (improved land values) associated with the development prototypes. The analysis also includes the resulting development and land subsidies required from the City of Long Beach to motivate a developer to implement the development prototypes.

All of the development subsidies presented are estimates and are for purposes of comparing development costs between sites and alternatives. Actual development costs and land acquisition costs will differ from location to location and will be based on the magnitude of proposed projects. Revenue, cost, and land acquisition assumptions were based on the following:

#### Revenue Inputs

Revenue assumptions (i.e., sale price, rental rates) were based on current pricing information for existing developments, obtained through interviews with developers and property managers.

#### Cost Inputs

Cost inputs were based on discussions with developers and consultant assumptions. To avoid understating costs, a 'place holder' was used where site-specific information was not available (i.e., site costs).

#### Acquisition Cost of Land

Based on discussions with the City of Long Beach, a land acquisition cost of \$25 per square foot of land is assumed for all sites. The City acknowledges that sites located along major corridors, particularly sites for the Village Center concepts, may have higher land acquisition costs, starting at \$25 per square foot, and even approaching up to \$40 to \$50 per square foot.

**Village Center Concepts**

The table on this page summarizes the subsidies required for Alternative (Phase) A and three concepts for Alternative (Phase) B of the Village Center. These totals are less the cost of implementing a building rehabilitation program for several existing commercial buildings on two sites comprising a total of approximately 2.3 acres.

Alternative A is a less intensive development concept, consisting of single-story retail, surface parking, and a rehabilitation program. In terms of development costs and required subsidy, each of the retail structures proposed would require approximately \$623,000 in subsidy (for 22,400 square feet of commercial development on a half acre lot with 36 at grade parking spaces). Parking lots would require approximately \$516,000 in subsidy (for 40 spaces on one third of an acre). Total development subsidy for this Alternative is approximately \$2.2 million. This cost does not include streetscape or other improvements detailed in the North Long Beach Street Enhancement Master Plan.

Alternative B utilizes a higher density development as well as a public/civic use, such as a library, as catalysts within the area, in addition to the retail and surface parking components. Option A and B explore the use of a higher density, mixed-use development (48 rental units on two floors over 35,000 square feet of groundfloor retail), with different parking solutions. Option A assumes a subterranean parking treatment, while Option B includes surface parking as well as the acquisition of about half an acre to develop additional surface parking spaces to meet the mixed-use project’s parking requirements. Option C eliminates the residential use and consists only of a single-story, 35,000-square foot retail building. Total subsidy requirements for all three concepts under Alternative B do not include the development of the civic/public use (potential library site).

The significant retail-only structure proposed (under Option C) would require a development subsidy of approximately \$2.5 million (for 35,000 square feet of commercial development on 2.3 acres with 51 at grade parking spaces). Total development subsidy (the primary retail structure plus other recommendations) for this Phase is approximately \$3.5 million. This cost does not include the development of the public facility (library), or streetscape and other improvements detailed in the North Long Beach Street Enhancement Master Plan.

The development of a mixed-use building (as opposed to a retail-only development) would require a development subsidy of approximately \$5 million for 35,000 square feet of commercial development, 57,600 square feet/30-40 residential units on 2.3 acres with 230 structured parking spaces.

**Summary of Required Subsidies  
Village Center, Alternatives (Phases) A and B**

	ALTERNATIVE (PHASE) A	ALTERNATIVE (PHASE) B		
		Option A	Option B	Option C
Total Required Subsidy	\$2.2 MM	\$6.0 MM	\$5.8 MM	\$3.5 MM



# SUMMARY SPREADSHEETS

## Village Center Concepts



Appendix 1 Land Residual and Subsidy Analysis

SUMMARY I -- VILLAGE CENTER, ALTERNATIVES A AND B  
SUMMARY OF PRODUCT PROTOTYPES AND SUBSIDY REQUIREMENT  
NORTH LONG BEACH  
APRIL 2001

ALTERNATIVE A

SITE PRODUCT	AREA 1 SINGLE STORY RETAIL AT GRADE PARKING
--------------	---

Land Area	0.51
Acres	22,400
SF	--
Dw/Acre	--
Total Units	9,000
Total Retail SF	36
Total Parking Spaces	At Grade
Parking Type	
Required Subsidy	\$560,000
Site Acquisition	\$63,000
Development Subsidy	<b>\$623,000</b>
<b>Total Required Subsidy</b>	\$28
Total Required Subsidy/SF Land	

ALTERNATIVE B

SITE PRODUCT	OPTION 1		OPTION 2		OPTION 3	
	AREA 1 MIXED-USE MF RENTAL SUBTERRANEAN PARKING	AREA 1 MIXED-USE MF RENTAL AT GRADE PARKING	AREA 2 SURFACE PARKING LOT	AREA 2 SURFACE PARKING LOT	AREA 1 SINGLE STORY RETAIL AT GRADE PARKING	AREA 1 SINGLE STORY RETAIL AT GRADE PARKING

Land Area	2.29	2.29	0.42	0.42	2.29	2.29
Acres	99,560	99,560	18,360	18,360	99,560	99,560
SF	21	21	--	--	--	--
Dw/Acre	48	48	--	--	--	--
Total Units	35,000	35,000	51	51	35,000	35,000
Total Retail SF	230	179	At Grade	At Grade	51	At Grade
Total Parking Spaces	Subterranean	At Grade				
Parking Type						
Required Subsidy						
Site Acquisition	\$2,489,000	\$2,489,000	\$459,000	\$459,000	\$2,489,000	\$2,489,000
Development Subsidy	\$2,526,000	\$1,633,000	\$187,000	\$187,000	\$0	\$0
<b>Total Required Subsidy</b>	<b>\$5,015,000</b>	<b>\$4,122,000</b>	<b>\$646,000</b>	<b>\$646,000</b>	<b>\$2,489,000</b>	<b>\$2,489,000</b>
Total Required Subsidy/SF Land	\$50	\$41	\$35	\$35	\$25	\$25

SOURCE: EIP Associates; Siegel Diamond Architecture; Blair Commercial; Berro Property Management; City of Long Beach, Building Department; Robert Charles Lesser & Co.



Appendix 1 Land Residual and Subsidy Analysis

**SUMMARY I -- VILLAGE CENTER, ALTERNATIVES A AND B  
SUMMARY OF PRODUCT PROTOTYPES AND SUBSIDY REQUIREMENT  
NORTH LONG BEACH  
APRIL 2001**

**ALTERNATIVE A**

SITE PRODUCT	AREA 2 REHABILITATION PROGRAM	AREA 3 SURFACE PARKING LOT	AREA 4 SINGLE STORY RETAIL AT GRADE PARKING	AREA 5 REHABILITATION PROGRAM	AREA 6 SINGLE STORY RETAIL AT GRADE PARKING	AREA 7 REHABILITATION PROGRAM	ARE SURI PARKIP
Land Area	1.27	0.38	0.40	1.05	0.40	1.05	0.
Acres	55,300	16,500	17,500	45,700	17,500	45,700	14.
SF	--	--	--	--	--	--	--
Du/Acre	--	--	--	--	--	--	--
Total Units	--	--	7,100	--	7,100	--	--
Total Retail SF	--	--	28	--	28	--	4
Total Parking Spaces	--	46	At Grade	--	At Grade	--	At C
Parking Type							
Required Subsidy							
Site Acquisition	--	\$413,000	\$438,000	--	\$438,000	--	\$36:
Development Subsidy	--	\$170,000	\$47,000	--	\$47,000	--	\$15:
<b>Total Required Subsidy</b>	--	<b>\$583,000</b>	<b>\$484,000</b>	--	<b>\$484,000</b>	--	<b>\$51:</b>
Total Required Subsidy/SF Land	--	\$35	\$28	--	\$28	--	\$:

**ALTERNATIVE B**

SITE PRODUCT	AREA 3 REHABILITATION PROGRAM	AREA 4 SURFACE PARKING LOT	AREA 5 PUBLIC USE	AREA 6 SINGLE STORY RETAIL AT GRADE PARKING	AREA 7 REHABILITATION PROGRAM
Land Area	1.27	0.38	1.38	0.40	1.05
Acres	55,300	16,500	60,000	17,500	45,700
SF	--	--	--	--	--
Du/Acre	--	--	--	--	--
Total Units	--	--	--	7,100	--
Total Retail SF	--	--	--	28	--
Total Parking Spaces	--	46	--	At Grade	--
Parking Type					
Required Subsidy					
Site Acquisition	--	\$413,000	--	\$438,000	--
Development Subsidy	--	\$170,000	--	\$47,000	--
<b>Total Required Subsidy</b>	--	<b>\$583,000</b>	--	<b>\$484,000</b>	--
Total Required Subsidy/SF Land	--	\$35	--	\$28	--

SOURCE: EIP Associates; Siegel Diamond Architecture; Blair Commercial; Berro Property Management; City of Long Beach, Building Department; Robert Chairfes Lessor & Co.



Appendix 1 Land Residual and Subsidy Analysis

Exhibit I-1 / Summary of Land Residual Values for Target Sites  
VILLAGE CENTER -- ALTERNATIVE A / March 2001

SITE PRODUCT PARKING	IA-1 AREA 1		IA-2 AREA 3		IA-3 AREA 4		IA-4 AREA 6	
	SINGLE STORY RETAIL AT GRADE PARKING	SURFACE PARKING LOT	SINGLE STORY RETAIL AT GRADE PARKING	SURFACE PARKING LOT	SINGLE STORY RETAIL AT GRADE PARKING	SURFACE PARKING LOT	SINGLE STORY RETAIL AT GRADE PARKING	SURFACE PARKING LOT
Land Area								
Acres	0.51	0.38	0.40	0.33				
SF	22,400	16,500	17,500	14,500				
Dw/Acre	--	--	--	--				
Total SF	21,960	16,500	17,324	14,500				
Retail								
Total SF	9,000	--	7,100	--				
Monthly Rent/SF (NINN)	\$1.25	--	\$1.25	--				
Operating Expenses/SF	\$0.25	--	\$0.25	--				
Hard Costs/SF	\$75	--	\$75	--				
Hard Costs/SF (Union) 1/	\$90	--	\$90	--				
Total Hard Costs (Union) 1/	\$810,000	--	\$639,000	--				
Parking								
Parking Space/Bedroom 2/	--	--	--	--				
Parking Space/1,000 SF Retail	4	--	4	--				
Total Parking Spaces	36	46	28	40				
Total Parking SF 2/	12,960	16,500	10,224	14,500				
Parking Type	At Grade	At Grade	At Grade	At Grade				
Total Parking Spaces	36	46	28	40				
Hard Costs/SF	\$6	\$6	\$6	\$6				
Hard Costs/SF (Union) 1/	\$7	\$7	\$7	\$7				
Hard Costs/Space (Union) 1/	\$2,592	\$2,592	\$2,592	\$2,592				
Parking Type	--	--	--	--				
Total Parking Spaces	--	--	--	--				
Hard Costs/SF	--	--	--	--				
Hard Costs/SF (Union) 1/	--	--	--	--				
Hard Costs/Space (Union) 1/	\$93,312	\$118,800	\$73,613	\$104,400				
Total Hard Costs (Union) 1/	-\$63,067	-\$170,437	-\$48,094	-\$152,978				
Improved Land Value	Per Acre	Per Acre	Per Acre	Per Acre				
Per Unit	Per SF	Per SF	Per SF	Per SF				
Per SF	--	--	--	--				
Required Subsidy	Per SF	Per SF	Per SF	Per SF				
Site Acquisition	Per SF	Per SF	Per SF	Per SF				
Development Subsidy	Per SF	Per SF	Per SF	Per SF				
<b>Total Required Subsidy</b>	<b>\$623,067</b>	<b>\$412,500</b>	<b>\$437,500</b>	<b>\$362,500</b>				
Total Required Subsidy/SF Land	\$28	\$35	\$28	\$36				

1/ Union costs assume 20% mark-up of direct construction costs.

2/ Assumes 360 SF per parking space.

SOURCE: Siegel Diamond Architecture; Blair Commercial; Berro Property Management; City of Long Beach, Building Department; Robert Charles Lesser & Co.

March 2001



Appendix 1 Land Residual and Subsidy Analysis

**Exhibit II-1A-1 / LAND RESIDUAL ANALYSIS**  
**AREA I SINGLE STORY RETAIL AT GRADE PARKING**

	ASSUMPTION	TOTAL PROJECT		RETAIL		PARKING	
		TOTAL	PER SF	TOTAL	PER SF	TOTAL	PER SPACE
Total Buildable Acres		0.51					
Land Area in SF		22,400					
F.A.R.						12,960	36
Total SF (Net)		21,960	9,000				
<b>REVENUES</b>							
Average Monthly Rent		\$11,250	\$1,250	\$11,250	\$1.25		
Annual Scheduled Rent		\$135,000	\$15,000	\$135,000	\$15.00		
Vacancy Allowance	5.0%	-\$6,750		-\$6,750			
Total Rent Collected		\$128,250		\$128,250			
Other Income / Parking fees	\$0	\$0		\$0			
Effective Gross Income		\$128,250		\$128,250			
Operating Expenses 1/		\$2,250		\$2,250	\$0.25/SF		
		<u>\$126,000</u>		<u>\$126,000</u>			
NET OPERATING INCOME (NOI)							
CAPITALIZATION RATE	9.50%						
CAPITALIZED VALUE		<u>\$1,326,316</u>		<u>\$1,326,316</u>			
<b>HARD COSTS</b>							
Construction Costs		\$903,312		\$810,000	\$90/SF	\$93,312	\$7/SF
Sitework	5% % of Hard Costs	\$50,000					
Landscaping	1% % of Total Costs	\$14,000					
TOTAL HARD COSTS	69.6% % of Total Costs	<u>\$967,312</u>					
<b>SOFT COSTS</b>							
Permits and Fees 2/	5.0% % of Total Costs	\$69,624					
Architecture & Engineering	6.0% % of Hard Costs	\$58,000					
Marketing	1.5% % of Capitalized Value	\$19,900					
Cost of Sale	3.0% % of Capitalized Value	\$39,789					
General Administrative	3.0% % of Capitalized Value	\$39,800					
Financing Costs	1.5% % of 70% of Capitalized Value	\$13,926					
Builder Profit	10.0% % of Capitalized Value	\$132,632					
Contingency	5.0% % of Hard Costs	\$48,400					
TOTAL SOFT COSTS	30.4% % of Total Costs	<u>\$422,071</u>					
TOTAL COSTS		<u>\$1,389,383</u>					
Improved Land Value		<b>-\$63,067</b>					
Per Acre		<b>-\$122,644</b>					
Per Land SF		<b>-\$2.82</b>					

1/ Includes Operations, Taxes, Insurance, and Replacement Reserves.

2/ Includes School, Sewer, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.

SOURCE: Siegel Diamond Architecture; Blair Commercial; Berro Property Management; City of Long Beach, Building Department; Robert Charles Lesser & Co.



Appendix 1 Land Residual and Subsidy Analysis

Exhibit II-1A-2 / LAND RESIDUAL ANALYSIS

AREA 3 SURFACE PARKING LOT

	ASSUMPTION	TOTAL PROJECT	PARKING PER SPACE	PER SF
Total Buildable Acres		0.38		
Land Area in SF		16,500		
Total SF (Net)		16,500	16,500	46
<b>REVENUES</b>				
Average Monthly Rent		\$0		
Annual Scheduled Rent		\$0		
Vacancy Allowance	0.0%	\$0		
Total Rent Collected		\$0		
Other Income / Parking fees	\$0	\$0		
Effective Gross Income		\$0		
Operating Expenses 1/		\$0		
<b>NET OPERATING INCOME (NOI)</b>		<b>\$0</b>		
<b>CAPITALIZATION RATE</b>	9.50%			
<b>CAPITALIZED VALUE</b>		<b>\$0</b>		
<b>HARD COSTS</b>				
Construction Costs		\$118,800	\$118,800	\$7/SF
Sitework	5% % of Hard Costs	\$6,300		
Landscaping	1% % of Total Costs	\$1,700		
<b>TOTAL HARD COSTS</b>	74.4% % of Total Costs	<b>\$126,800</b>		
<b>SOFT COSTS</b>				
Permits and Fees 2/	2.9% % of Total Costs	\$4,964		
Architecture & Engineering	6.0% % of Hard Costs	\$7,600		
Marketing	0.0% % of Total Costs	\$0		
Cost of Sale	3.0% % of Total Costs	\$4,350		
General Administrative	3.0% % of Total Costs	\$4,400		
Financing Costs	1.5% % of 70% of Total Costs	\$1,523		
Builder Profit	10.0% % of Total Costs	\$14,500		
Contingency	5.0% % of Hard Costs	\$6,300		
<b>TOTAL SOFT COSTS</b>	25.6% % of Total Costs	<b>\$43,637</b>		
<b>TOTAL COSTS</b>		<b>\$170,437</b>		
Improved Land Value		<b>-\$170,437</b>		
Per Acre		<b>-\$449,953</b>		
Per Land SF		<b>-\$10.33</b>		

1/ Includes Operations, Taxes, Insurance, and Replacement Reserves.

2/ Includes School, Sewer, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.

SOURCE: Siegel Diamond Architecture; Blair Commercial; Berro Property Management; City of Long Beach, Building Department; Robert Charles Lesser & Co.



Appendix 1 Land Residual and Subsidy Analysis

Exhibit II-IA-3 / LAND RESIDUAL ANALYSIS  
**AREA 4 SINGLE STORY RETAIL AT GRADE PARKING**

ASSUMPTION	TOTAL PROJECT		RETAIL		PARKING	
	TOTAL	PER SF	TOTAL	PER SF	TOTAL	PER SPACE
Total Buildable Acres	0.40					
Land Area in SF	17,500					
F.A.R.			7,100		10,224	28
Total SF (Net)	17,324					
<b>REVENUES</b>						
Average Monthly Rent	\$8,875	\$1.25	\$8,875	\$1.25		
Annual Scheduled Rent	\$106,500	\$15.00	\$106,500	\$15.00		
Vacancy Allowance	-\$5,325		-\$5,325			
Total Rent Collected	\$101,175		\$101,175			
Other Income / Parking fees	\$0					
Effective Gross Income	\$101,175		\$101,175			
Operating Expenses 1/	\$1,775	\$0.25/SF	\$1,775	\$0.25/SF		
<b>NET OPERATING INCOME (NOI)</b>	<b>\$99,400</b>		<b>\$99,400</b>			
CAPITALIZATION RATE	9.50%					
CAPITALIZED VALUE	<u>\$1,046,316</u>		<u>\$1,046,316</u>			
<b>HARD COSTS</b>						
Construction Costs	\$712,613	\$90/SF	\$639,000	\$90/SF	\$73,613	\$7/SF
Sitework	\$38,000					
Landscaping	\$11,000					
<b>TOTAL HARD COSTS</b>	<b>\$761,613</b>		<b>\$761,613</b>			
<b>SOFT COSTS</b>						
Permits and Fees 2/	\$54,890		\$54,890			
Architecture & Engineering	\$45,700		\$45,700			
Marketing	\$15,700		\$15,700			
Cost of Sale	\$31,389		\$31,389			
General Administrative	\$31,400		\$31,400			
Financing Costs	\$10,986		\$10,986			
Builder Profit	\$104,632		\$104,632			
Contingency	\$38,100		\$38,100			
<b>TOTAL SOFT COSTS</b>	<b>\$332,797</b>		<b>\$332,797</b>			
<b>TOTAL COSTS</b>	<b>\$1,094,410</b>		<b>\$1,094,410</b>			
Improved Land Value	<b>-\$48,094</b>		<b>-\$48,094</b>			
Per Acre	<b>-\$119,713</b>		<b>-\$119,713</b>			
Per Land SF	<b>-\$2.75</b>		<b>-\$2.75</b>			

1/ Includes Operations, Taxes, Insurance, and Replacement Reserves.  
 2/ Includes School, Sewer, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.  
 SOURCE: Siegel Diamond Architecture; Blair Commercial; Berro Property Management; City of Long Beach, Building Department; Robert Charles Lesser & Co. **March 2001**



Appendix 1 Land Residual and Subsidy Analysis

Exhibit II-1A-4 / LAND RESIDUAL ANALYSIS

AREA 6 SURFACE PARKING LOT

	ASSUMPTION	TOTAL PROJECT	TOTAL PER SPACE	PARKING PER SF
Total Buildable Acres		0.33		
Land Area in SF		14,500		
Total SF (Net)		14,500	14,500	40
<b>REVENUES</b>				
Average Monthly Rent		\$0		
Annual Scheduled Rent		\$0		
Vacancy Allowance	0.0%	\$0		
Total Rent Collected		\$0		
Other Income / Parking fees	\$0	\$0		
Effective Gross Income		\$0		
Operating Expenses 1/		\$0		
<b>NET OPERATING INCOME (NOI)</b>		<b>\$0</b>		
<b>CAPITALIZATION RATE</b>	9.50%			
<b>CAPITALIZED VALUE</b>		<b>\$0</b>		
<b>HARD COSTS</b>				
Construction Costs		\$104,400	\$104,400	\$7/SF
Sitework	5% % of Hard Costs	\$5,550		
Landscaping	1% % of Total Costs	\$1,500		
<b>TOTAL HARD COSTS</b>	72.9% % of Total Costs	<b>\$111,450</b>		
<b>SOFT COSTS</b>				
Permits and Fees 2/	2.9% % of Total Costs	\$4,456		
Architecture & Engineering	6.0% % of Hard Costs	\$6,700		
Marketing	0.0% % of Total Costs	\$0		
Cost of Sale	3.0% % of Total Costs	\$4,350		
General Administrative	3.0% % of Total Costs	\$4,400		
Financing Costs	1.5% % of 70% of Total Costs	\$1,523		
Builder Profit	10.0% % of Total Costs	\$14,500		
Contingency	5.0% % of Hard Costs	\$5,600		
<b>TOTAL SOFT COSTS</b>	27.1% % of Total Costs	<b>\$41,528</b>		
<b>TOTAL COSTS</b>		<b>\$152,978</b>		
Improved Land Value		<b>-\$152,978</b>		
Per Acre		<b>-\$459,568</b>		
Per Land SF		<b>-\$10.55</b>		

1/ Includes Operations, Taxes, Insurance, and Replacement Reserves.

2/ Includes School, Sewer, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.

SOURCE: Siegel Diamond Architecture; Blair Commercial Berro Property Management; City of Long Beach, Building Department; Robert Charles Lesser & Co.

March 2001



Appendix 1 Land Residual and Subsidy Analysis

Exhibit I-2 / Summary Of Land Residual Values For Target Sites  
VILLAGE CENTER -- ALTERNATIVE B / March 2001

SITE PRODUCT PARKING	IB-1		IB-2		IB-3		IB-4		IB-5		IB-6	
	OPTION 1	OPTION 2										
	AREA 1	AREA 2										
	MIXED-USE, MF RENTAL											
	SUBTERRANEAN PARKING	AT GRADE PARKING	AT GRADE PARKING	AT GRADE PARKING	AT GRADE PARKING	AT GRADE PARKING	AT GRADE PARKING	AT GRADE PARKING	AT GRADE PARKING	AT GRADE PARKING	AT GRADE PARKING	AT GRADE PARKING
Land Area												
Acres	2.29	2.29	2.29	0.42	0.42	0.42	2.29	2.29	0.38	0.38	0.40	0.40
SF	99,560	99,560	99,560	18,360	18,360	18,360	99,560	99,560	16,500	16,500	17,500	17,500
DurAcre	21	21	21	--	--	--	--	--	--	--	--	--
Total SF	175,400	175,400	175,400	18,360	18,360	18,360	175,400	175,400	16,500	16,500	17,180	17,180
Residential												
Total Units	48	48	48	--	--	--	--	--	--	--	--	--
Average Unit Size (SF)	1,200	1,200	1,200	--	--	--	--	--	--	--	--	--
Monthly Rent/SF	\$1.10	\$1.10	\$1.10	--	--	--	--	--	--	--	--	--
Monthly Rent/Unit	\$1,320	\$1,320	\$1,320	--	--	--	--	--	--	--	--	--
Hard Costs/SF	\$75	\$75	\$75	--	--	--	--	--	--	--	--	--
Hard Costs/SF (Union) 1/	\$90	\$90	\$90	--	--	--	--	--	--	--	--	--
Hard Costs/Unit (Union) 1/	\$108,000	\$108,000	\$108,000	--	--	--	--	--	--	--	--	--
Total Hard Costs (Union) 1/	\$5,184,000	\$5,184,000	\$5,184,000	--	--	--	--	--	--	--	--	--
Retail												
Total SF	35,000	35,000	35,000	--	--	--	35,000	35,000	--	--	7,100	7,100
Monthly Rent/SF (N/N/N)	\$1.25	\$1.25	\$1.25	--	--	--	\$1.25	\$1.25	--	--	\$1.25	\$1.25
Operating Expenses/SF	\$0.25	\$0.25	\$0.25	--	--	--	\$0.25	\$0.25	--	--	\$0.25	\$0.25
Hard Costs/SF	\$75	\$75	\$75	--	--	--	\$75	\$75	--	--	\$75	\$75
Hard Costs/SF (Union) 1/	\$90	\$90	\$90	--	--	--	\$90	\$90	--	--	\$90	\$90
Total Hard Costs (Union) 1/	\$3,150,000	\$3,150,000	\$3,150,000	--	--	--	\$3,150,000	\$3,150,000	--	--	\$639,000	\$639,000
Parking												
Parking Space/Bedroom 2/	1.25	1.25	1.25	--	--	--	1.25	1.25	--	--	--	--
Parking Space/1,000 SF Retail	4	4	4	--	--	--	4	4	--	--	4	4
Total Parking Spaces	230	230	230	51	51	51	230	230	46	46	28	28
Total Parking SF 3/	82,800	82,800	82,800	18,360	18,360	18,360	82,800	82,800	16,500	16,500	10,080	10,080
Parking Type	At Grade											
Total Parking Spaces	179	179	179	51	51	51	179	179	46	46	28	28
Hard Costs/SF	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6
Hard Costs/SF (Union) 1/	\$7	\$7	\$7	\$7	\$7	\$7	\$7	\$7	\$7	\$7	\$7	\$7
Hard Costs/Space (Union) 1/	\$2,592	\$2,592	\$2,592	\$2,592	\$2,592	\$2,592	\$2,592	\$2,592	\$2,592	\$2,592	\$2,592	\$2,592
Parking Type	Subterranean	Subterranean	Subterranean	--	--	--	--	--	--	--	--	--
Total Parking Spaces	51	51	51	--	--	--	51	51	--	--	--	--
Hard Costs/SF	\$35	\$35	\$35	--	--	--	\$35	\$35	--	--	--	--
Hard Costs/SF (Union) 1/	\$42	\$42	\$42	--	--	--	\$42	\$42	--	--	--	--
Hard Costs/Space (Union) 1/	\$15,120	\$15,120	\$15,120	--	--	--	\$15,120	\$15,120	--	--	--	--
Total Hard Costs (Union) 1/	\$1,225,088	\$1,225,088	\$1,225,088	\$463,968	\$463,968	\$463,968	\$1,225,088	\$1,225,088	\$118,800	\$118,800	\$7,2576	\$7,2576
Improved Land Value	\$2,525,986	\$2,525,986	\$2,525,986	-\$1,632,955	-\$1,632,955	-\$1,632,955	\$44,881	\$44,881	-\$170,137	-\$170,137	-\$45,790	-\$45,790
Per Acre	-\$1,051,821	-\$1,051,821	-\$1,051,821	-\$714,459	-\$714,459	-\$714,459	\$19,637	\$19,637	-\$419,953	-\$419,953	-\$113,978	-\$113,978
Per Unit	-\$52,625	-\$52,625	-\$52,625	-\$16	-\$16	-\$16	\$0.45	\$0.45	-\$10	-\$10	-\$3	-\$3
Per SF	-\$23	-\$23	-\$23	-\$16	-\$16	-\$16	\$0.45	\$0.45	-\$10	-\$10	-\$3	-\$3
Required Subsidy												
Site Acquisition	\$2,489,000	\$2,489,000	\$2,489,000	\$459,000	\$459,000	\$459,000	\$2,489,000	\$2,489,000	\$412,500	\$412,500	\$437,500	\$437,500
Development Subsidy	\$3,525,286	\$3,525,286	\$3,525,286	\$186,919	\$186,919	\$186,919	\$0	\$0	\$170,437	\$170,437	\$45,790	\$45,790
Total Required Subsidy	\$5,014,286	\$5,014,286	\$5,014,286	\$645,919	\$645,919	\$645,919	\$2,489,000	\$2,489,000	\$582,937	\$582,937	\$483,290	\$483,290
Total Required Subsidy/SF Land	\$50	\$50	\$50	\$41	\$41	\$41	\$25	\$25	\$35	\$35	\$28	\$28

1/ Union costs assume 20% mark-up of direct construction costs.  
 2/ Residential parking ratio is 1.25 parking spaces per bedroom. Assumes even mix between one-bedroom and two-bedroom units.  
 3/ Assumes 360 SF per parking space.  
 SOURCE: Siegel Diamond Architects; Blair Commercial; Berro Property Management; City of Long Beach, Building Department; Robert Charles Lesser & Co.



Appendix 1 Land Residual and Subsidy Analysis

Exhibit II-B-1 / LAND RESIDUAL ANALYSIS  
 AREA I MIXED-USE, MF RENTAL SUBTERRANEAN PARKING

	ASSUMPTION	TOTAL PROJECT		RESIDENTIAL		RETAIL		PARKING	
		TOTAL	PER UNIT	TOTAL	PER SF	TOTAL	PER SF	TOTAL	PER SF
Net Density		21							
Number of Units		48							
Total Buildable Acres		2.29							
Land Area in SF		99,560							
Total SF (Net)		175,400	57,600	1,200		35,000		82,800	230
<b>REVENUES</b>									
Average Monthly Rent		\$107,110	\$63,360	\$1,320	\$1.10	\$43,750	\$1.25		
Annual Scheduled Rent		\$1,285,320	\$760,320	\$15,840		\$525,000	\$15.00		
Vacancy Allowance	5.0%	-\$64,266	-\$38,016	-\$792		-\$26,250			
Total Rent Collected		\$1,221,054	\$722,304	\$15,048		\$498,750			
Other Income / Parking fees	\$0	\$0							
Effective Gross Income		\$1,221,054	\$722,304	\$15,048		\$498,750			
Operating Expenses 1/	28.0% % of Scheduled Rent	\$221,640	\$212,890	\$4,435		\$8,750	\$0.25/SF		
<b>NET OPERATING INCOME (NOI)</b>		<b>\$999,414</b>	<b>\$509,414</b>	<b>\$10,613</b>		<b>\$490,000</b>			
<b>CAPITALIZATION RATE</b>	8.50%								
<b>CAPITALIZED VALUE</b>		<b>\$11,757,816</b>	<b>\$5,993,111</b>	<b>\$124,856</b>		<b>\$5,764,706</b>			
<b>HARD COSTS</b>									
Construction Costs		\$9,569,068	\$5,184,000	\$108,000	\$90/SF	\$3,150,000	\$90/SF	\$1,235,088	
Sitework	\$10,000 /unit	\$480,000							
Landscaping	1.0% % of Total Costs	\$140,000							
<b>TOTAL HARD COSTS</b>	71.3% % of Total Costs	<b>\$10,189,068</b>							
<b>SOFT COSTS</b>									
Permits and Fees 2/	5.6% % of Total Costs	\$792,841							
Architecture & Engineering	6.0% % of Hard Costs	\$611,300							
Marketing	1.5% % of Capitalized Value	\$176,400							
Cost of Sale	3.0% % of Capitalized Value	\$352,734							
General Administrative	3.0% % of Capitalized Value	\$352,700							
Financing Costs	1.5% % of 70% of Capitalized Value	\$123,457							
Builder Profit	10.0% % of Capitalized Value	\$1,175,782							
Contingency	5.0% % of Hard Costs	\$509,500							
<b>TOTAL SOFT COSTS</b>	28.7% % of Total Costs	<b>\$4,094,714</b>							
<b>TOTAL COSTS</b>		<b>\$14,283,802</b>							
Improved Land Value		<b>-\$2,525,986</b>							
Per Acre		<b>-\$1,105,182</b>							
Per Unit		<b>-\$52,625</b>							
Per Land SF		<b>-\$25.37</b>							

1/ Includes Operations, Taxes, Insurance, and Replacement Reserves.

2/ Includes School, Sewer, Parks, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.

SOURCE: Siegal Diamond Architecture; Blair Commercial; Berno Property Management; City of Long Beach, Building Department; Robert Charles Lesser & Co.



Appendix 1 Land Residual and Subsidy Analysis

Exhibit II-B-2 / LAND RESIDUAL ANALYSIS  
MIXED-USE, MF RENTAL AT GRADE PARKING

AREA I

ASSUMPTION	TOTAL PROJECT		RESIDENTIAL		RETAIL		PARKING	
	TOTAL	PER UNIT	TOTAL	PER SF	TOTAL	PER SF	TOTAL	PER SPACE
Net Density	21							
Number of Units	48							
Total Buildable Acres	2.29							
Land Area in SF	99,560							
Total SF (Net)	175,400	57,600	1,200		35,000		82,800	230
<b>REVENUES</b>								
Average Monthly Rent	\$107,110	\$63,360	\$1,320	\$1.10	\$43,750	\$1.25		
Annual Scheduled Rent	\$1,285,320	\$760,320	\$15,840		\$525,000	\$15.00		
Vacancy Allowance	-\$64,266	-\$38,016	-\$792		-\$26,250			
Total Rent Collected	\$1,221,054	\$722,304	\$15,048		\$498,750			
Other Income / Parking fees	\$0							
Effective Gross Income	\$1,221,054	\$722,304	\$15,048		\$498,750			
Operating Expenses 1/	\$221,640	\$212,890	\$4,435		\$8,750	\$0.25/SF		
	\$999,414	\$509,414	\$10,613		\$490,000			
<b>NET OPERATING INCOME (NOI)</b>								
CAPITALIZATION RATE	8.50%							
<b>CAPITALIZED VALUE</b>	\$11,252,816	\$5,993,111	\$124,856		\$5,764,706			
<b>HARD COSTS</b>								
Construction Costs	\$8,797,968	\$5,184,000	\$108,000	\$90/SF	\$3,150,000	\$90/SF	\$463,968	
Sitework	\$480,000							
Landscaping	\$130,000							
<b>TOTAL HARD COSTS</b>	\$9,407,968							
<b>SOFT COSTS</b>								
Permits and Fees 2/	\$766,830							
Architecture & Engineering	\$564,500							
Marketing	\$176,400							
Cost of Sale	\$352,734							
General Administrative	\$352,700							
Financing Costs	\$123,457							
Builder Profit	\$1,175,782							
Contingency	\$470,400							
<b>TOTAL SOFT COSTS</b>	\$3,982,804							
<b>TOTAL COSTS</b>	\$13,390,772							
Improved Land Value	-\$1,632,955							
Per Acre	-\$714,459							
Per Unit	-\$34,020							
Per Land SF	-\$16.40							

1/ Includes Operations, Taxes, Insurance, and Replacement Reserves.

2/ Includes School, Sewer, Parks, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.

SOURCE: Siegel Diamond Architecture; Blair Commercial; Berro Property Management; City of Long Beach, Building Department; Robert Charles Lesser & Co.



Appendix 1 Land Residual and Subsidy Analysis

Exhibit II-1B-3 / LAND RESIDUAL ANALYSIS  
 AREA 2 SURFACE PARKING LOT

	ASSUMPTION	TOTAL PROJECT	TOTAL	PARKING PER SPACE	PER SF
Total Buildable Acres		0.42			
Land Area in SF		18,360			
F.A.R.			18,360	51	
Total SF (Net)		18,360	18,360		
<b>REVENUES</b>					
Average Monthly Rent	\$0				
Annual Scheduled Rent	\$0				
Vacancy Allowance	\$0				
Total Rent Collected	\$0				
Other Income / Parking fees	\$0				
Effective Gross Income	\$0				
Operating Expenses 1/	\$0				
<b>NET OPERATING INCOME (NOI)</b>		<b>\$0</b>			
<b>CAPITALIZATION RATE</b>	9.50%				
<b>CAPITALIZED VALUE</b>		<b>\$0</b>			
<b>HARD COSTS</b>					
Construction Costs		\$132,192			\$132,192
Sitework	5% % of Hard Costs	\$7,050			
Landscaping	1% % of Total Costs	\$1,860			
<b>TOTAL HARD COSTS</b>	75.5% % of Total Costs	<b>\$141,102</b>			
<b>SOFT COSTS</b>					
Permits and Fees 2/	2.9% % of Total Costs	\$5,444			
Architecture & Engineering	6.0% % of Hard Costs	\$8,500			
Marketing	0.0% % of Total Costs	\$0			
Cost of Sale	3.0% % of Total Costs	\$4,350			
General Administrative	3.0% % of Total Costs	\$4,400			
Financing Costs	1.5% % of 70% of Total Costs	\$1,523			
Builder Profit	10.0% % of Total Costs	\$14,500			
Contingency	5.0% % of Hard Costs	\$7,100			
<b>TOTAL SOFT COSTS</b>	24.5% % of Total Costs	<b>\$45,817</b>			
<b>TOTAL COSTS</b>		<b>\$186,919</b>			
Improved Land Value		<b>-\$186,919</b>			
Per Acre		<b>-\$443,474</b>			
Per Land SF		<b>-\$10.18</b>			

1/ Includes Operations, Taxes, Insurance, and Replacement Reserves.

2/ Includes School, Sewer, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.

SOURCE: Siegel Diamond Architecture; Blair Commercial; Berro Property Management; City of Long Beach, Building Department; Robert Charles Lesser & Co.



Appendix 1 Land Residual and Subsidy Analysis

**Exhibit II-IB-4 / LAND RESIDUAL ANALYSIS**  
**AREA I MIXED-USE, MF RENTAL AT GRADE PARKING**

ASSUMPTION	TOTAL PROJECT		RETAIL		PARKING	
	TOTAL	PER SF	TOTAL	PER SF	TOTAL	PER SF
Total Buildable Acres	2.29					
Land Area in SF	99,560					
F.A.R.						
Total SF (Net)	53,360		35,000		18,360	51
<b>REVENUES</b>						
Average Monthly Rent	\$43,750		\$43,750	\$1.25		
Annual Scheduled Rent	\$525,000		\$525,000	\$15.00		
Vacancy Allowance	-\$26,250		-\$26,250			
Total Rent Collected	\$498,750		\$498,750			
Other Income / Parking fees	\$0					
Effective Gross Income	\$498,750		\$498,750			
Operating Expenses 1/	\$8,750		\$8,750	\$0.25/SF		
<b>NET OPERATING INCOME (NOI)</b>	<b>\$490,000</b>		<b>\$490,000</b>			
<b>CAPITALIZATION RATE</b>	<b>9.50%</b>					
<b>CAPITALIZED VALUE</b>	<b>\$5,157,895</b>		<b>\$5,157,895</b>			
<b>HARD COSTS</b>						
Construction Costs	\$3,282,192		\$3,150,000	\$90/SF	\$132,192	\$7/SF
Sitework	\$175,000					
Landscaping	\$51,000					
<b>TOTAL HARD COSTS</b>	<b>\$3,508,192</b>					
<b>SOFT COSTS</b>						
Permits and Fees 2/	\$262,137					
Architecture & Engineering	\$210,500					
Marketing	\$77,400					
Cost of Sale	\$154,737					
General Administrative	\$154,700					
Financing Costs	\$54,158					
Builder Profit	\$515,789					
Contingency	\$175,400					
<b>TOTAL SOFT COSTS</b>	<b>\$1,604,822</b>					
<b>TOTAL COSTS</b>	<b>\$5,113,014</b>					
Improved Land Value	\$44,881					
Per Acre	\$19,637					
Per Land SF	\$0.45					

1/ Includes Operations, Taxes, Insurance, and Replacement Reserves.

2/ Includes School, Sewer, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.

SOURCE: Siegel Diamond Architecture; Blair Commercial; Berro Property Management; City of Long Beach, Building Department; Robert Charles Lesser & Co.





Appendix 1 Land Residual and Subsidy Analysis

**AREA 6** **AREA 6** **AREA 6**  
**Exhibit II-1B-6 / LAND RESIDUAL ANALYSIS**  
**SINGLE STORY RETAIL** **AT GRADE PARKING**

ASSUMPTION	TOTAL PROJECT		RETAIL		PARKING	
	PROJECT	TOTAL	PER SF	TOTAL	PER SPACE	PER SF
Total Buildable Acres	0.40					
Land Area in SF	17,500					
F.A.R.						
Total SF (Net)	17,180	7,100		10,080	28	
<b>REVENUES</b>						
Average Monthly Rent	\$8,875	\$8,875	\$1.25			
Annual Scheduled Rent	\$106,500	\$106,500	\$15.00			
Vacancy Allowance	5.0%	-\$5,325				
Total Rent Collected	\$101,175	\$101,175				
Other Income / Parking fees	\$0	\$0				
Effective Gross Income	\$101,175	\$101,175				
Operating Expenses 1/	\$1,775	\$1,775	\$0.25/SF			
<b>NET OPERATING INCOME (NOI)</b>	<b>\$99,400</b>	<b>\$99,400</b>				
<b>CAPITALIZATION RATE</b>	<b>9.50%</b>					
<b>CAPITALIZED VALUE</b>	<b>\$1,046,316</b>	<b>\$1,046,316</b>				
<b>HARD COSTS</b>						
Construction Costs	\$711,576	\$639,000	\$90/SF	\$72,576		\$7/SF
Sitework	\$38,000					
Landscaping	\$10,000					
<b>TOTAL HARD COSTS</b>	<b>\$759,576</b>					
<b>SOFT COSTS</b>						
Permits and Fees 2/	\$54,823					
Architecture & Engineering	\$45,600					
Marketing	\$15,700					
Cost of Sale	\$31,389					
General Administrative	\$31,400					
Financing Costs	\$10,986					
Builder Profit	\$104,632					
Contingency	\$38,000					
<b>TOTAL SOFT COSTS</b>	<b>\$332,530</b>					
<b>TOTAL COSTS</b>	<b>\$1,092,106</b>					
Improved Land Value		<b>-\$45,790</b>				
Per Acre		<b>-\$113,978</b>				
Per Land SF		<b>-\$2.62</b>				

1/ Includes Operations, Taxes, Insurance, and Replacement Reserves.

2/ Includes School, Sewer, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.

SOURCE: Siegel Diamond Architecture; Blair Commercial; Berro Property Management; City of Long Beach, Building Department; Robert Charles Lesser & Co.



**Concepts for Housing on Commercial Corridors**

Also analyzed was options for the introduction of various rental and for-sale residential prototypes along North Long Beach’s existing commercial corridors and the determination of the required subsidies for each concept. The three concepts examined range in size from 0.38 acres to three-quarters of an acre.

The total required subsidies for all of the Corridor sites range from \$0.5 million to \$2.3 million, depending on the density and form of ownership. In general, higher density and rental products require larger subsidies.

The table below on this page summarizes the total required subsidies for each of the sites.

***Atlantic Avenue between Harding and Del Amo***

Development costs for recommended housing products in this area are as follows. Each assumes development of three quarters of an acre and assumes 20 dwelling units/acre for townhouses & duplexes and 20 dwelling units/acre for small apartment buildings. The development subsidy for townhouses/ duplexes is approximately \$1.3 million for a for-sale product and \$1.5 million for a rental product. The development subsidy for small apartment buildings is approximately \$2 million for a for-sale product and \$2.3 million for a rental product.

***Artesia Boulevard between Atlantic Avenue and Cherry Avenue***

Development costs for this recommended housing product would be approximately \$480,000 for a one-third acre lot (approximately one block of development) developed with 9 units of a for-sale product.

***Long Beach Boulevard north of I-710***

Development costs for recommended housing product in this area would be approximately \$572,000 for a one half acre (one half block) lot developed with 7 units of a for-sale product.

**Summary of Required Subsidies  
Housing on Commercial Corridors**

Site	LONG BEACH BLVD. (North of I-710)	ARTESIA BLVD. (Between Atlantic and Cherry)
Total Required Subsidy	\$0.6 MM	\$0.5 MM

Site	ATLANTIC AVE. (Between Harding and Del Amo)			
	For-Sale, 20 Du/Ac	Rental, 20 Du/Ac	For-Sale, 24 Du/Ac	Rental, 24 Du/Ac
Total Required Subsidy	\$1.3 MM	\$1.5 MM	\$2.0 MM	\$2.3 MM



# SUMMARY SPREADSHEETS

## Housing on Corridors Concepts



Appendix 1 Land Residual and Subsidy Analysis

SUMMARY 2 -- CORRIDOR  
SUMMARY OF PRODUCT PROTOTYPES AND SUBSIDY REQUIREMENT  
NORTH LONG BEACH  
APRIL 2001

SITE	LONG BEACH BLVD., NORTH		ARTESIA BLVD., BETWEEN	
	OF 710 FREEWAY		ATLANTIC & CHERRY	
PRODUCT	FOR-SALE SFD		FOR-SALE SFD	
DENSITY	14 DU/ACRE		24 DU/ACRE	

Land Area	0.52	0.38
Acres	22,500	16,500
SF	14	24
Du/Acre	7	9
Total Units	--	--
Total Retail SF	Included	Included
Total Parking Spaces	Included	Included
Parking Type		
Required Subsidy		
Site Acquisition	\$562,500	\$412,500
Development Subsidy	\$9,257	\$69,560
<b>Total Required Subsidy</b>	<b>\$571,757</b>	<b>\$482,060</b>
Total Required Subsidy/SF Land	\$25	\$29

SITE	ATLANTIC AVENUE, BETWEEN HARDING & DEL AMO	
	RENTAL TOWNHOME	
PRODUCT	FOR-SALE TOWNHOME	
DENSITY	20 DU/ACRE	

Land Area	0.75	0.75	2.29
Acres	32,670	32,670	32,670
SF	20	24	24
Du/Acre	15	18	18
Total Units	--	--	--
Total Retail SF	37	40	40
Total Parking Spaces	At Grade	Semi-Subterranean	Semi-Subterranean
Parking Type			
Required Subsidy			
Site Acquisition	\$816,750	\$816,750	\$816,750
Development Subsidy	\$433,543	\$1,094,635	\$1,475,731
<b>Total Required Subsidy</b>	<b>\$1,250,293</b>	<b>\$1,911,385</b>	<b>\$2,292,481</b>
Total Required Subsidy/SF Land	\$38	\$59	\$70

SOURCE: EIP Associates; Siegel Diamond Architecture; Blair Commercial; Berro Property Management; City of Long Beach, Building Department; Robert Charles Lesser & Co.



Appendix 1 Land Residual and Subsidy Analysis

Exhibit I-3 / Summary of Land Residual Values for Target Sites  
HOUSING ON CORRIDORS

SITE	2		3
	LONG BEACH BLVD., NORTH OF 710 FREEWAY FOR-SALE SFD 14 DU/ACRE	ARTESIA BLVD., BETWEEN ATLANTIC & CHERRY FOR-SALE SFD 24 DU/ACRE	
PRODUCT			
DENSITY			
Site Dimensions	100 x 225	75 x 220	
Land Area (SF)	22,500	16,500	
Land Area (Acres)	0.52	0.38	
Du/Acre	14	24	
Total SF	10,150	13,050	
Residential			
Total Units	7	9	
Average Unit Size (SF)	1,450	1,450	
Price or Monthly Rent/SF	\$125	\$120	
Price or Monthly Rent	\$181,250	\$174,000	
Hard Costs/SF	\$65	\$65	
Hard Costs/SF (Union)	\$78	\$78	
Hard Costs/Unit (Union)	\$113,100	\$113,100	
Total Hard Costs (Union)	\$791,700	\$1,017,900	
Parking	Included	Included	
Parking Space/Bedroom 1/			
Total Parking SF 2/			
Total Parking Spaces			
Parking Type			
Hard Costs/SF			
Hard Costs/SF (Union)			
Hard Costs/Space (Union)			
Total Parking Costs (Union)			
Improved Land Value			
Per Acre	-\$9,257	-\$69,560	
Per Unit	-\$17,921	-\$183,638	
Per SF	-\$1,322	-\$7,729	
	-\$0.41	-\$4	
Required Subsidy			
Site Acquisition	\$562,500	\$412,500	
Development Subsidy	\$9,257	\$69,560	
<b>Total Required Subsidy</b>	<b>\$571,757</b>	<b>\$482,060</b>	
Total Required Subsidy/SF Land	\$25	\$29	

1/ Residential parking ratio is 1.25 parking spaces per bedroom. Assumes even mix between one-bedroom and two-bedroom units.

2/ Assumes 360 SF per parking space.

SOURCE: Siegel Diamond Architecture; City of Long Beach; Robert Charles Lesser & Co.

March 2001



Appendix 1 Land Residual and Subsidy Analysis

Exhibit I-4 / Summary of Land Residual Values for Target Sites  
HOUSING ON CORRIDORS

SITE PRODUCT DENSITY	4-A FOR-SALE TOWNHOME 20 DU/ACRE		4-B ATLANTIC AVENUE, BETWEEN HARDING & DEL AMO RENTAL TOWNHOME 24 DU/ACRE		4-C FOR-SALE 2-3 STORY 24 DU/ACRE		4-D RENTAL 2-3 STORY	
	Site Dimensions	--	--	--	--	--	--	--
Land Area (SF)	32,670	32,670	32,670	32,670	32,670	32,670	32,670	32,670
Land Area (Acres)	0.75	0.75	0.75	0.75	0.75	0.75	0.75	0.75
Du/Acre	20	20	20	24	24	24	24	24
Total SF	31,320	31,320	31,320	36,000	36,000	36,000	36,000	36,000
Residential								
Total Units	15	15	15	18	18	18	18	18
Average Unit Size (SF)	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200
Price or Monthly Rent/SF	\$125	\$115	\$115	\$125	\$125	\$110	\$110	\$110
Price or Monthly Rent	\$150,000	\$1,380	\$1,380	\$150,000	\$150,000	\$1,320	\$1,320	\$1,320
Hard Costs/SF	\$75	\$75	\$75	\$75	\$75	\$75	\$75	\$75
Hard Costs/SF (Union)	\$90	\$90	\$90	\$90	\$90	\$90	\$90	\$90
Hard Costs/Unit (Union)	\$108,000	\$108,000	\$108,000	\$108,000	\$108,000	\$108,000	\$108,000	\$108,000
Total Hard Costs (Union)	\$1,620,000	\$1,620,000	\$1,620,000	\$1,620,000	\$1,620,000	\$1,944,000	\$1,944,000	\$1,944,000
Parking								
Parking Space/Bedroom 1/	1.64	1.64	1.64	1.25	1.25	1.25	1.25	1.25
Total Parking SF 2/	13,320	13,320	13,320	14,400	14,400	14,400	14,400	14,400
Total Parking Spaces	37	37	37	40	40	40	40	40
Parking Type	At Grade	At Grade	At Grade	Semi-Subterranean	Semi-Subterranean	Semi-Subterranean	Semi-Subterranean	Semi-Subterranean
Hard Costs/SF	\$6	\$6	\$6	\$35	\$35	\$35	\$35	\$35
Hard Costs/SF (Union)	\$7	\$7	\$7	\$42	\$42	\$42	\$42	\$42
Hard Costs/Space (Union)	\$2,592	\$2,592	\$2,592	\$15,120	\$15,120	\$15,120	\$15,120	\$15,120
Total Parking Costs (Union)	\$95,904	\$95,904	\$95,904	\$604,800	\$604,800	\$604,800	\$604,800	\$604,800
Improved Land Value	-\$433,543	-\$682,400	-\$682,400	-\$1,094,635	-\$1,094,635	-\$1,475,731	-\$1,475,731	-\$1,475,731
Per Acre	-\$578,057	-\$909,867	-\$909,867	-\$1,459,513	-\$1,459,513	-\$1,967,641	-\$1,967,641	-\$1,967,641
Per Unit	-\$28,903	-\$45,493	-\$45,493	-\$60,813	-\$60,813	-\$81,985	-\$81,985	-\$81,985
Per SF	-\$13	-\$21	-\$21	-\$34	-\$34	-\$45	-\$45	-\$45
Required Subsidy								
Site Acquisition	\$816,750	\$816,750	\$816,750	\$816,750	\$816,750	\$816,750	\$816,750	\$816,750
Development Subsidy	\$433,543	\$682,400	\$682,400	\$1,094,635	\$1,094,635	\$1,475,731	\$1,475,731	\$1,475,731
<b>Total Required Subsidy</b>	<b>\$1,250,293</b>	<b>\$1,499,150</b>	<b>\$1,499,150</b>	<b>\$1,911,385</b>	<b>\$1,911,385</b>	<b>\$2,292,481</b>	<b>\$2,292,481</b>	<b>\$2,292,481</b>
Total Required Subsidy/SF Land	\$38	\$46	\$46	\$59	\$59	\$70	\$70	\$70

1/ Residential parking ratio is 1.25 parking spaces per bedroom. Assumes even mix between one-bedroom and two-bedroom units.

2/ Assumes 360 SF per parking space.

SOURCE: Siegel Diamond Architecture; City of Long Beach; Robert Charles Lesser & Co.

March 2001



Appendix 1 Land Residual and Subsidy Analysis

**Exhibit II-2 / LAND RESIDUAL ANALYSIS**  
**LONG BEACH BLVD., NORTH OF 710 FREEWAY**  
**FOR-SALE SFD 14 DU/ACRE**

	ASSUMPTION	TOTAL	PER UNIT
Net Density		14 du/acre	
Number of Units		7	
Total Buildable Acres		0.52	
Land Area in SF		22,500	
<b>Total Space (SF)</b>			
Residential		10,150	1,450
Parking		0	0
<b>REVENUES</b>			
Residential		\$1,268,750	\$181,250
<b>HARD COSTS</b>			
Residential	\$78/SF	\$791,700	\$113,100
Parking	\$0/SF	\$0	\$0
Sitework	\$10,000 /unit	\$70,000	\$10,000
Landscaping 1/	1.5% % of Total Costs	\$13,500	\$1,929
<b>TOTAL HARD COSTS</b>	<b>68.5% % of Total Costs</b>	<b>\$875,200</b>	<b>\$125,029</b>
<b>SOFT COSTS</b>			
Permits and Fees 2/	6.5% % of Total Costs	\$83,700	\$11,957
Architecture & Engineering	6.0% % of Hard Costs	\$52,512	\$7,502
Marketing	1.5% % of Revenues	\$19,033	\$2,719
Cost of Sale	2.0% % of Revenues	\$25,375	\$3,625
General Administrative	3.0% % of Revenues	\$38,066	\$5,438
Financing Costs	1.5% % of 70% of Revenues	\$13,321	\$1,903
Builder Profit	10.0% % of Revenues	\$126,700	\$18,100
Contingency	5.0% % of Hard Costs	\$44,100	\$6,300
<b>TOTAL SOFT COSTS</b>	<b>31.5% % of Total Costs</b>	<b>\$407,807</b>	<b>\$57,544</b>
<b>TOTAL COSTS</b>		<b>\$1,278,007</b>	<b>\$182,572</b>
Improved Land Value		-\$9,257	-\$1,322
Per Acre		-\$17,921	
Per Land SF		-\$0.41	

1/ Assumes landscaping is 1.5% of total project costs.  
 2/ Includes School, Sewer, Parks, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.  
 SOURCE: Siegel Diamond Architecture; City of Long Beach; Robert Charles Lesser & Co.

March 2001



Appendix 1 Land Residual and Subsidy Analysis

**Exhibit II-3 / LAND RESIDUAL ANALYSIS**  
**ARTESIA BLVD., BETWEEN ATLANTIC & CHERRY**  
**FOR-SALE SFD 24 DU/ACRE**

	ASSUMPTION	TOTAL	PER UNIT
Net Density	24 du/acre		
Number of Units	9		
Total Buildable Acres	0.38		
Land Area in SF	16,500		
<b>Total Space (SF)</b>			
Residential	13,050		1,450
Parking	0		0
<b>REVENUES</b>			
Residential		\$1,566,000	\$174,000
<b>HARD COSTS</b>			
Residential	\$78/SF	\$1,017,900	\$113,100
Parking	\$0/SF	\$0	\$0
Sitework	\$10,000 /unit	\$90,000	\$10,000
Landscaping 1/	1.5% % of Total Costs	\$21,000	\$2,333
<b>TOTAL HARD COSTS</b>	69.0% % of Total Costs	<u>\$1,128,900</u>	<u>\$125,433</u>
<b>SOFT COSTS</b>			
Permits and Fees 2/	6.6% % of Total Costs	\$107,393	\$11,933
Architecture & Engineering	6.0% % of Hard Costs	\$67,734	\$7,526
Marketing	1.5% % of Revenues	\$23,490	\$2,610
Cost of Sale	2.0% % of Revenues	\$31,320	\$3,480
General Administrative	3.0% % of Revenues	\$46,980	\$5,220
Financing Costs	1.5% % of 70% of Revenues	\$16,443	\$1,827
Builder Profit	10.0% % of Revenues	\$156,600	\$17,400
Contingency	5.0% % of Hard Costs	\$56,700	\$6,300
<b>TOTAL SOFT COSTS</b>	31.0% % of Total Costs	<u>\$506,660</u>	<u>\$56,296</u>
<b>TOTAL COSTS</b>		<u>\$1,635,560</u>	<u>\$181,729</u>
Improved Land Value		-\$69,560	-\$7,729
Per Acre		-\$183,638	
Per Land SF		-\$4.22	

1/ Assumes landscaping is 1.5% of total project costs.

2/ Includes School, Sewer, Parks, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.

SOURCE: Siegel Diamond Architecture; City of Long Beach; Robert Charles Lesser & Co.

March 2001



Appendix 1 Land Residual and Subsidy Analysis

Exhibit II-5A / LAND RESIDUAL ANALYSIS  
 ATLANTIC AVENUE, BETWEEN HARDING & DEL AMO  
 FOR-SALE TOWNHOME 20 DU/ACRE

	ASSUMPTION	TOTAL	PER UNIT
Net Density	20 du/acre		
Number of Units	15		
Total Buildable Acres	0.75		
Land Area in SF	32,670		
Total Space (SF)			
Residential		18,000	1,200
Parking		13,320	2.47
REVENUES			
Residential		\$2,250,000	\$150,000
HARD COSTS			
Residential	\$90/SF	\$1,620,000	\$108,000
Parking	\$7/SF	\$95,904	\$6,394
Sitework	\$10,000 /unit	\$150,000	\$10,000
Landscaping 1/	1.5% % of Total Costs	\$42,000	\$2,800
TOTAL HARD COSTS	71.1% % of Total Costs	\$1,907,904	\$127,194
SOFT COSTS			
Permits and Fees 2/	6.3% % of Total Costs	\$170,290	\$11,353
Architecture & Engineering	6.0% % of Hard Costs	\$114,474	\$7,632
Marketing	1.5% % of Revenues	\$33,750	\$2,250
Cost of Sale	2.0% % of Revenues	\$45,000	\$3,000
General Administrative	3.0% % of Revenues	\$67,500	\$4,500
Financing Costs	1.5% % of 70% of Revenues	\$23,625	\$1,575
Builder Profit	10.0% % of Revenues	\$225,000	\$15,000
Contingency	5.0% % of Hard Costs	\$96,000	\$6,400
TOTAL SOFT COSTS	28.9% % of Total Costs	\$775,639	\$51,709
TOTAL COSTS		\$2,683,543	\$178,903
Improved Land Value		-\$433,543	-\$28,903
Per Acre		-\$578,057	
Per Land SF		-\$13.27	

1/ Assumes landscaping is 1.5% of total project costs.

2/ Includes School, Sewer, Parks, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.

SOURCE: Siegel Diamond Architecture; City of Long Beach; Robert Charles Lesser & Co.

March 2001



Appendix 1 Land Residual and Subsidy Analysis

**Exhibit II-5B / LAND RESIDUAL ANALYSIS**  
**ATLANTIC AVENUE, BETWEEN HARDING & DEL AMO**  
**RENTAL TOWNHOME 20 DU/ACRE**

ASSUMPTION	TOTAL PROJECT	TOTAL	RESIDENTIAL PER UNIT	PER SF	RETAIL TOTAL	PER SF	TOTAL	PER UNIT	PER SF	PARKING PER UNIT	PER SF
Net Density	20										
Number of Units	15										
Total Buildable Acres	0.75										
Land Area in SF	32,670										
Total SF (Net)	31,320	18,000	1,200		0		13,320	2.47			
<b>REVENUES</b>											
Average Monthly Rent	\$20,700	\$20,700	\$1,380		\$0	\$0.00					
Annual Scheduled Rent	\$248,400	\$248,400	\$16,560		\$0	\$0.00					
Vacancy Allowance	5.0%	-\$12,420	-\$828		\$0						
Total Rent Collected	\$235,980	\$235,980	\$15,732		\$0						
Other Income / Parking fees	\$0	\$0	\$0		\$0						
Effective Gross Income	\$235,980	\$235,980	\$15,732		\$0						
Operating Expenses 1/	\$69,552	\$69,552	\$4,637		\$0	\$0.00/SF					
NET OPERATING INCOME (NOI)	\$166,428	\$166,428	\$11,095		\$0						
CAPITALIZATION RATE	8.50%										
CAPITALIZED VALUE	\$1,957,876	\$1,957,876	\$130,532		\$0						
<b>HARD COSTS</b>											
Construction Costs	\$1,715,904	\$1,620,000	\$108,000		\$90/SF	\$0/SF	\$95,904				\$7/SF
Stework	\$150,000										
Landscaping	\$42,000										
TOTAL HARD COSTS	\$1,907,904										
<b>SOFT COSTS</b>											
Permits and Fees 3/	\$159,377										
Architecture & Engineering	\$114,500										
Marketing	\$29,400										
Cost of Sale	\$58,739										
General Administrative	\$58,700										
Financing Costs	\$70,559										
Builder Profit	\$195,798										
Contingency	\$95,400										
TOTAL SOFT COSTS	\$722,473										
TOTAL COSTS	\$2,640,377										
Improved Land Value	-\$662,400										
Per Acre	-\$909,867										
Per Unit	-\$45,493										
Per Land SF	-\$20.89										

1/ Includes Operations, Taxes, Insurance, and Replacement Reserves.  
 2/ Includes School, Sewer, Parks, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.  
 SOURCE: Siegel Diamond Architecture; Blair - Commercial; Berro Property Management; City of Long Beach, Building Department; Robert Charles Lasser & Co.



Appendix 1 Land Residual and Subsidy Analysis

Exhibit II-5C / LAND RESIDUAL ANALYSIS  
 ATLANTIC AVENUE, BETWEEN HARDING & DEL AMO  
 FOR-SALE 2-3 STORY 24 DU/ACRE

	ASSUMPTION	TOTAL	PER UNIT
Net Density	24 du/acre		
Number of Units	18		
Total Buildable Acres	0.75		
Land Area in SF	32,670		
<b>Total Space (SF)</b>			
Residential		21,600	1,200
Parking		14,400	2.22
<b>REVENUES</b>			
Residential		\$2,700,000	\$150,000
<b>HARD COSTS</b>			
Residential	\$90/SF	\$1,944,000	\$108,000
Parking	\$42/SF	\$604,800	\$33,600
Sitework	\$10,000 /unit	\$180,000	\$10,000
Landscaping 1/	1.5% % of Total Costs	\$63,000	\$3,500
<b>TOTAL HARD COSTS</b>	73.6% % of Total Costs	<u>\$2,791,800</u>	<u>\$155,100</u>
<b>SOFT COSTS</b>			
Permits and Fees 2/	5.8% % of Total Costs	\$221,077	\$12,282
Architecture & Engineering	6.0% % of Hard Costs	\$167,508	\$9,306
Marketing	1.5% % of Revenues	\$40,500	\$2,250
Cost of Sale	2.0% % of Revenues	\$54,000	\$3,000
General Administrative	3.0% % of Revenues	\$81,000	\$4,500
Financing Costs	1.5% % of 70% of Revenues	\$28,350	\$1,575
Builder Profit	10.0% % of Revenues	\$270,000	\$15,000
Contingency	5.0% % of Hard Costs	\$140,400	\$7,800
<b>TOTAL SOFT COSTS</b>	26.4% % of Total Costs	<u>\$1,002,835</u>	<u>\$55,713</u>
<b>TOTAL COSTS</b>		<u>\$3,794,635</u>	<u>\$210,813</u>
Improved Land Value		-\$1,094,635	-\$60,813
Per Acre		-\$1,459,513	
Per Land SF		-\$33.51	

1/ Assumes landscaping is 1.5% of total project costs.

2/ Includes School, Sewer, Parks, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.

SOURCE: Siegel Diamond Architecture; City of Long Beach; Robert Charles Lesser & Co.

March 2001



Appendix 1 Land Residual and Subsidy Analysis

**Exhibit II-5D / LAND RESIDUAL ANALYSIS**  
**ATLANTIC AVENUE, BETWEEN HARDING & DEL AMO**  
**RENTAL 2-3 STORY 24 DU/ACRE**

ASSUMPTION	TOTAL PROJECT	RESIDENTIAL		RETAIL		PARKING	
		TOTAL	PER UNIT	TOTAL	PER SF	TOTAL	PER UNIT
Net Density	24						
Number of Units	18						
Total Buildable Acres	0.75						
Land Area in SF	32,670						
Total SF (Net)	36,000	21,600	1,200	0	0	14,400	2.22
<b>REVENUES</b>							
Average Monthly Rent	\$23,760	\$23,760	\$1,320	\$1.10	\$0	\$0.00	
Annual Scheduled Rent	\$285,120	\$285,120	\$15,840	\$0	\$0	\$0.00	
Vacancy Allowance	5.0%	-\$14,256	-\$792	\$0	\$0	\$0	
Total Rent Collected	\$270,864	\$270,864	\$15,048	\$0	\$0	\$0	
Other Income / Parking fees	\$0	\$0	\$15,048	\$0	\$0	\$0	
Effective Gross Income	\$270,864	\$270,864	\$15,048	\$0	\$0	\$0	
Operating Expenses 1/	\$79,834	\$79,834	\$4,435	\$0	\$0	\$0.00/SF	
NET OPERATING INCOME (NOI)	\$191,030	\$191,030	\$10,613	\$0	\$0	\$0	
CAPITALIZATION RATE	8.50%						
CAPITALIZED VALUE	\$2,247,416	\$2,247,416	\$124,856	\$0	\$0	\$0	
<b>HARD COSTS</b>							
Construction Costs	\$2,548,800	\$1,944,000	\$108,000	\$90/SF	\$0	\$0/SF	\$42/SF
Stiework	\$180,000						
Landscaping	\$63,000						
TOTAL HARD COSTS	\$2,791,800						
<b>SOFT COSTS</b>							
Permits and Fees 2/	\$207,385						
Architecture & Engineering	\$167,500						
Marketing	\$33,700						
Cost of Sale	\$67,422						
General Administrative	\$67,400						
Financing Costs	\$23,598						
Builder-Profit	\$24,742						
Contingency	\$139,600						
TOTAL SOFT COSTS	\$831,347						
TOTAL COSTS	\$3,723,147						
Improved Land Value	-\$1,475,731						
Per Acre	-\$1,967,641						
Per Unit	-\$81,985						
Per Land SF	-\$45.17						

1/ Includes Operations, Taxes, Insurance, and Replacement Reserves.  
 2/ Includes School, Sewer, Parks, Transportation, Permit, Plan Check, Environmental, and Public Art Requirement Fees.  
 SOURCE: Siegel Diamond Architecture; Blair-Commercial; Bervo Property Management; City of Long Beach, Building Department; Robert Charles Lester & Co.



Appendix 2  
**Workshop  
Summaries**



## COMMUNITY WORKSHOP #I

Saturday, August 26, 2000, 10:00 AM – 2:00 PM

Ramona Park

### Summary Notes

#### STATION 3 - OVERALL ISSUES

##### What are the BEST things about North Long Beach?

*The many different types of people*

*Real neighborhoods that are generationally diverse*

*The friendly people & the great neighborhoods close to everything*

*The multi-cultural area – diversity of people & good location*

*The diversity and potential*

*We all get along and cherish our diversity*

*Closeness to major freeways*

*Good residential neighborhoods, varied demographics (income differential), good access to areas outside of Long Beach,*

*Quiet, self-contained, sleepy part of town. Some beautiful, quaint shady streets*

*Jay Midob [ ? ]*

*Diversity – feeling of community*

*Magnificent old growth trees*

*LBCC is great for enrichment – my area is run down but getting better*

*Police Dept. at Shearer Park*

*People, large number of volunteers*

*Neighborhoods*

*“It’s Home”*

*Certain areas have little crime*

*Large African American population call this home*

*Large lots, low purchase price for homes*

*Bikes 90800 [ ? ]*

*Citizen involvement*

*Diversity & people*

*Individual architecture – “Belmont North” with garage parking, custom built homes (no tract home, no clone homes)*

*The people & diversity*

*The people*

*Cohesive neighborhood groups which work together toward common goals, “unity”*

*Partnership between public agencies (specifically the Police Department) and the neighborhoods*

*The diverse community & the acceptance of each diverse culture*

##### What things about North Long Beach are “not so good?”

*Truck traffic and parking*

*More police patrols please*

*Ficus trees*

*Overcrowding – population is too much in North Long Beach & appearance of homes is not so good*

*Rent companies raise rent every 3-6 months, hurting low income people*

*Run down areas*

*Roads are getting rough*

*Too many Run down areas*

*Sidewalks need to be repaired & drainage needs repair along streets*

*Some renters don’t necessarily have any pride in their homes. Kids hang out on corners – destructive of public property*

*Truck traffic*

*Other parts of LB being frightened about coming to the top of the town*

*Deterioration of upkeep of properties*

*Some people don’t appreciate the places to take the kids (the park) and make a mess of the place.*



*Trees & streets*  
*Lack of trees – high density housing – high density rentals*  
*Too many run down little businesses*  
*Poor vehicle access to commercial corridors, inadequate parking in commercial areas, antiquated lot shapes in some areas & lack of community pride.*  
*The empty houses and uncared for streets.*  
*Decline in property & real estate value*  
*Orange Ave. in Bixby in poor repair*  
*The school system*  
*Increase in apartment & multi-family dwellings*  
*The abandonment of the infrastructure by the City*  
*Mixed zoning not always compatible*  
*Overcrowded schools*  
*Unmanaged rental units*  
*The unkept facilities along Obispo – run down homes & businesses*  
*Old trees – bad people – a lot of drugs*  
*Limited telecommunication infrastructure – how can we reduce digital divide w/NO infrastructure?*  
*Lowest ratio of parking spaces to population in Long Beach*  
*Ficus trees too big*

What would you like to see STAY THE SAME about North Long Beach in the future?

*We should not take open space at Shear Park*  
*KFC in the same location*  
*I love the medians on Atlantic & the possibility of three canopy they could be providing*  
*Shady streets, quaint neighborhoods*  
*Residential areas to sa [sic]*  
*Nice parks, nice quiet residential area, diversity*  
*Good neighbors*  
*I like the neighborhood feeling. Try to keep a distinctive look throughout area.*  
*Preserve the unique 50's architecture. Maintain a small community atmosphere*  
*Neighborhood attitude*  
*Shear Park*  
*Jordan High School, friendliness*  
*Keep park areas for open space*  
*Sense of community diversity, old growth trees, homes (bedroom community)*  
*Bike 90800 [?]*  
*Nothing should "stay the same," we should only progress.*

What would you like to see CHANGE in North Long Beach in the future?

*Truck traffic & parking*  
*Sidewalk repairs & street maintenance*  
*We need to make the parents understand or better yet teach them the importance of a clean neighborhood so that they can pass that on to the children, because if the don't no one else will.*  
*Get rid of the apartments on Andy.*  
*More police presence & action (x5)*  
*More pocket parks, more Small businesses.*  
*Require (city ordinance?) all businesses to maintain their properties (keep trash picked-up, landscaping, etc)*  
*Property value increasing*  
*H2O center dividers; plant/improve them – Add more street trees, decrease pocket parks*  
*Ragged buildings*  
*Police on bikes – direct contact with citizens – "walk the beat" when you know the cop on the block. (x2)*  
*Uniformity in looks – architecture*  
*More parks, green space within the neighborhoods.*  
*No residential div. B/ Del Amo & Wardlow road on Long Beach Blvd.*  
*Need street median & better traffic flow on Long Beach Blvd.*  
*Street & sidewalk repairs.*  
*More consistency in over look & distinctive gateway entrances.*



*Dollies property turned into a park*  
*Commercial buildings taken better care of - neatness & pride*  
*Reduce business sprawl. Intelligent development of industrial areas. Good jobs nearby "shopping"*  
*Need fabric store*  
*More median street trees – traffic calming on major corridors*  
*Less police action at Atlantic & Artesia*  
*Put larger sidewalks on LB Blvd.*  
*I don't want to live here*  
*An integrated sense of neighborhood*  
*More daily use business – groceries, dry goods, etc.*  
*Teach children & adults responsibility regarding litter*  
*People to take pride in area & clean-up after themselves.*  
*Schools are too large – should be broken down. Jordan HS / Hamilton*  
*Speed bumps to slow traffic on Indiana – dangerous traffic*  
*Provide a more leisurely shopping on other commercial business atmosphere – Recognize the importance of motor vehicle use to make household purchases – Make (?) more convenient to us than malls and shopping center in Lakewood, Signal Hill and Cerritos*  
*Bury power lines (unsightly)*

What is the MOST IMPORTANT issue facing the residents of North Long Beach?

*Development under Edison high voltage lines*  
*Sidewalks damaged by trees – no money to repair*  
*The building and design of North Division PD*  
*How to improve area/property values*  
*Noise & street repair*  
*Reduction & limitation of truck traffic*  
*Program & education of residents on garbage control & discarding items in the street*  
*North sub-station*  
*Pride in ownership – safety to walk the neighborhood – overall cleanliness of city*  
*Safety & cleanliness*  
*Crime*  
*We need to put redevelopment money into N.L.B. not Bixby*  
*Parkways & streets need repaving & marking*  
*Parking*  
*The police station taking over Sheerer Park*  
*Increase residential densities that existing infrastructure can't support – Poor access to retail businesses – inadequate parking adjacent to many businesses*  
*Mixed 2 story residential & commercial is OK if residents can't stop commerce below)*  
*Personal safety, traffic flow, noise, population density & property value*  
*Street & sidewalk upgrade & repair*  
*Personal safety, upkeep at parks & safety in parks*  
*Entry ways into Long Beach Via North, West & East should be marked clearly – some even dramatically*  
*Run down commercial areas*  
*Appearance and perception*  
*The elimination of the perception that North Long Beach is a crime area and not an area to live*  
*Being informed about what is happening between neighborhoods*  
*Keeping sub police station in Shearer Park*  
*The need for a substation east of Cherry somewhere on South*

What would you change about the way things are built in North Long Beach?

*Eliminate raised dividers in Atlantic Ave retail areas – Provide left turn on U turn arrows to allow better access to stores – Establish shuttle to bus station (?) residential to retail areas (including schools) – restore foundation and establish pocket park at San Antonio Drive and Atlantic N.E. corner – provide better access to Atlantic Place and encourage restoration & small retail businesses – Make N.L.B a major destination and not a barrier in the (?) of destinations outside of the area.*  
*Super market*  
*Pride in ownership*  
*Mixed housing & commercial – No industrial only areas*



*Codes to keep industrial from encroaching on residential*  
*Follow Paramount's lead with how the city buildings match, cleanliness...*  
*School zoning – there are schools closer to me than the schools my children are designated to attend*  
*Buildings lack any architecture or design – overuse on the “big box” theme*  
*Lack of uniform code – more uniformity in color & scheme*  
*Add more parks*  
*Put police station at Doolies*  
*I would like the lots bigger*  
*Move residential out of business section*  
*Design standards - continuity of buildings - require green space & adequate parking*  
*Move rundown multi-family dwellings out of single family neighborhoods*  
*Please no more mini-malls*  
*The amount of multiple family dwelling*  
*Add wider sidewalks and street trees along Long Beach Blvd.*  
*Raze multi-family dwellings*  
*More consistency in design, especially signage on businesses*

**STATION 4 - LAND USES**

**Commercial Areas**

What types of stores would you like to see more of in North Long Beach?

*More quality - less cheap stuff*  
*Outdoor dining along Long Beach Blvd.*  
*Museums, arts & entertainment*  
*Major grocery store (x3)*  
*No more mini-markets – a new store in NLB north of 710 freeway.*  
*Something that would provide good jobs for people*  
*Clothing stores – Misc. service store – theaters*  
*Larger volume stores – petsmart – women's/men's clothing – bookstore & Services – shoe repair – dry cleaning*  
*Fabric store*  
*Music stores, book stores, sporting good stores – upper scale retail stores*  
*Food*  
*Need a grocery store on the west side*  
*Sporting goods, a gameworks center*  
*Music stores, book stores, sporting goods store, clothing store*  
*Entertainment*  
*I think we have enough*  
*Trader Joe's type stores – more restaurants – high quality markets*  
*None – residential only*  
*Restaurants (x2)*  
*Important stores – Arts & Crafts – teacher's supply*

What types of stores would you like to see less of in North Long Beach?

*Liquor stores(x12)*  
*Adult book stores, (x4)*  
*Pawn shops (x2)*  
*Spiritual advisors*  
*Auto repair (x2)*  
*“mom & pop” stores*  
*Thrift Stores (x5)*  
*“99-Cent” stores (x4)*  
*Pawn shops*  
*Laundry*  
*Store-front churches (x2)*  
*Porn theaters*  
*Mini marts*



*Mini malls*  
*Bars (x3)*  
*Old buildings*

What ideas do you have for re-using older, smaller 2 and 3 story office buildings in North Long Beach?

*Convert to lofts – businesses on first floor (x3)*  
*Modernize them*  
*Community centers for all ages (x5)*  
*Green places*  
*A bulldozer? Convert to live/work space (strictly owner occupied), artist lofts, law offices, medical uses, etc.*  
*Small library / Resume & Interview Services*  
*Remove and replace if necessary*  
*Increase parking as needed*  
*Job training / adult schools (x4)*  
*Eliminate some & convert others to residences*  
*Revitalize the pedestrian traffic and create trendy retail*  
*Tear them down and make parks*  
*Tear down, put in parking/green space, open airy spots, (well-maintained)*  
*Rent them*  
*Rebuild to one story*

What types of offices and office buildings (if any) would you like to see in North Long Beach?

*None (x5)*  
*Minimal*  
*Let's fill the ones we have*  
*Doctor's / Dentist's offices (x3)*  
*Pretty*  
*Hi-Tech, good quality jobs*  
*Professional offices / attorney offices (x2)*

Statement: "My nearest neighborhood shopping area meets my regular daily needs (for groceries, videos, shoe-repair, dry-cleaning, etc.)."

AGREE: 11 dots  
 NEUTRAL: 0 dots  
 DISAGREE: 23 dots

Comments:

- *(Disagree) I live one block from a grocery store, but it feels unsafe, especially in the evening. All my shopping is done several miles away.*
- *(Disagree) I must drive to all shopping areas*

Statement: "Large Stores, such as K-Mart & Target, fulfill most if not all of my shopping needs."

AGREE: 16 dots  
 NEUTRAL: 4 dots  
 DISAGREE: 18 dots

Question: "Where do you do most of your shopping?"

LARGE STORES IN NORTH LONG BEACH: 3 dots  
 SMALL, NEIGHBORHOOD STORES IN NORTH LONG BEACH: 1 dot  
 STORES OUTSIDE OF NORTH LONG BEACH: 30 dots

Comments:

- *(Small Neighborhood Stores in NLB): Some Grocery from ethnic market across street*
- *(Small Neighborhood Stores in NLB): When possible*
- *(Small Neighborhood Stores in NLB): Most stores are ratty looking and we sometimes feel unsafe in parking lots*
- *(Stores Outside NLB): Lakewood Ctr: Mall (x3)*
- *(Stores Outside NLB): Other side (South-East of Downey & south)*
- *(Stores Outside NLB): Except grocery & drugstore (Vons/Sav-on)*



Statement: "I think there are enough neighborhood serving offices (such as medical, dental, insurance, etc.) in North Long Beach"

AGREE: 5 dots  
 NEUTRAL: 4 dots  
 DISAGREE: 27 dots

Statement: "I like the idea of investing in hi-tech infrastructure (fiber optic cable, etc.) to attract new hi-tech companies."

AGREE: 26 dots  
 NEUTRAL: 2 dots  
 DISAGREE: 0 dots

Question: "Do you operate a business out of your home?"

YES: 9 dots  
 NO: 27 dots  
 Comments:

- Many home business opportunities exist and should be encouraged along with respect for traffic & neighborhood concerns

Question: "Do you agree that some portions of the existing commercial corridors (Portions of Artesia, Long Beach, Atlantic, Market, & South) should be reused as something other than commercial space?"

YES, CONVERT THEM TO MIXED USE AREAS (RES & COMMERCIAL): 17 dots

Comments:

- Use existing building to do this wherever possible.

YES, CONVERT THEM TO RESIDENTIAL: 9 dots

Comments:

- Leave LB Blvd. South of San Antonio commercial w/o any mixed use residential development.
- No residential on LB Blvd between Wardlow & San Antonio

YES, CONVERT THEM TO INDUSTRIAL: 7 dots

YES, CONVERT THEM TO SOMETHING NOT SUGGESTED HERE: 0 dots

NO, LEAVE THESE AREAS AS THEY ARE: 5 dots

Mapping Exercise: "Place a GREEN dot on the top 3 areas of North Long Beach that you think "Village" or "Mixed-Use"

- The majority of green dots are placed along Atlantic Avenue, between Harding Street and just south of Market Street.
- Another collection of green dots are centered on Long Beach Boulevard just south of Market Street.

Mapping Exercise: "Place a RED dot on the top 3 areas of North Long Beach that you think new large scale shopping centers should be."

- The majority of red dots are placed around the intersection of Del Amo Boulevard and Long Beach Boulevard.
- Other collections of red dots are located in the Bixby Knolls area (at the site of the new Ralph's grocery store development); near the intersection of Long Beach Boulevard and the 91 Freeway; and on the north side of South Street, just east of Cherry Street.

Mapping Exercise: "Place a GREEN dot on the top 3 commercial areas that you think should be changed or re-used as RESIDENTIAL areas."

- The majority of green dots are placed around the intersection of Del Amo Boulevard and Long Beach Boulevard and along Artesia Boulevard between Atlantic Avenue and Cherry Avenue.

Mapping Exercise: "Place a RED dot on the top 3 commercial areas that you think should be changed or re-used as INDUSTRIAL areas."

- Red dots are clustered in the following areas: the east side of Paramount Boulevard south of Artesia Boulevard; the north side of South Street just east of Cherry Avenue; the northeast corner of Atlantic Avenue and Artesia Boulevard.

Mapping Exercise: "Place a GREEN dot on the top 3 areas of North Long Beach that you think are "pedestrian friendly."

- Green dots are located primarily near the intersection of Atlantic Avenue and Market Street, as well as on Atlantic Avenue in Bixby Knolls.



Mapping Exercise: "Place a RED dot on the top 3 areas of North Long Beach that you think are NOT "pedestrian friendly."

- *Red dots are clustered in the following areas: Long Beach Boulevard (all portions); Atlantic Avenue in-between Artesia Boulevard & Harding Street and in-between Market Street & the railroad corridor; Artesia Boulevard near Orange Avenue; and Artesia Boulevard near Downey Avenue.*

**Industrial Areas**

We have heard that truck traffic to industrial areas is an important issue. What and where are the problems? How can they be prevented?

- Prohibit truck parking on city streets and vacant lots*
- Keep out of residential areas – keep on truck routes*
- Require trucks to use I 10 Freeway*
- L.B. Blvd. & Del Amo – there is parking problems on old Red Fox Lot. They park at night*
- Route them away from residential areas*
- Long Beach Blvd. – restrict access to large trucks – Wardlow to 710 Fwy @ LA River*
- LB Blvd. Islands with trees should help*
- Reduce / Eliminate truck traffic north of 710 Fwy on LB Blvd.*
- Build the roads before you build large commercial or Post container facilities*
- Disallow thru truck traffic*
- Keep industrial areas close to freeways*
- Provide vehicle barriers between industrial and residential areas*
- Eliminate L.B. Blvd as a designated truck route*
- Consolidate industry and route trucks directly to & from*
- Keep industry in truck route designated area*
- Odors in the air near Artesia & Paramount St.*

What type of industries should be recruited to locate in North Long Beach?

- Light Mfg / Indus. (x7)*
- Med. Industrial (x2)*
- High tech & light industrial*
- Environmentally clean / non-polluting (x2)*
- None*
- Hi-Tech (x6)*
- Light clean and no heavy industrial or hazardous storage – must be compatible with residential*
- Basic industries that employ low-skilled workers (Too much emphasis on high-skilled industries).*
- Noise due to tires and train crossings need constraining*

What types of industrial uses should NOT be in North Long Beach?

- Container storage (x5)*
- Truck & Semi-Truck Parking, Fueling and Repair (x2)*
- Smoke / Heavy Polluters (x4)*
- Recycling centers*
- Thrift Stores*
- Cheap Furniture stores*
- Any (x2)*
- Large warehouse facilities that generate lots of port-related truck traffic*
- Heavy Industry (x4)*
- Hazardous Material (x2)*
- Noisy*
- Industries that attract workers from outside the area*
- Nothing that requires semi's*



Statement: “Industry in North Long Beach creates job opportunities for the residents of North Long Beach.”

AGREE: 10 dots

NEUTRAL: 0 dots

DISAGREE: 10 dots

Comments:

- *Does create jobs. Not necessarily for the NLB residents.*

Statement: “More industries locating in North Long Beach is a good idea.”

AGREE: 15 dots

NEUTRAL: 1 dots

DISAGREE: 10 dots

Statement: “The residents of North Long Beach work in the industrial areas of North Long Beach”

AGREE: 4 dots

NEUTRAL: 3 dots

DISAGREE: 18 dots

Statement: “The Southern California Edison corridor (the power line corridor) should be re-used as an industrial area.

AGREE: 10 dots

NEUTRAL: 0 dots

DISAGREE: 15 dots

Comments:

- *(Agree): Should have its own ingress/egress to the 710 Fwy.*
- *(Agree): Light Industrial, High Tech*
- *(Disagree): Exit & entrance should be away from LB Blvd. If it must be changed.*
- *(Disagree): It would create too much truck traffic*
- *(Disagree): Should be left as our open area*
- *(Disagree): Make a “green space” we do not need (?) of containers*
- *(Disagree): How would we prevent its use as a container storage facility?*

Statement: “Industrial areas should not be next to residential areas, unless there is adequate distance, hedges, trees, or other buffering.

AGREE: 27 dots

NEUTRAL: 0 dots

DISAGREE: 1 dots

Statement: “Some residential areas should be converted to industrial uses.”

AGREE: 6 dots

NEUTRAL: 3 dots

DISAGREE: 16 dots

Mapping Exercise: “Place a GREEN dot on the top 3 areas where new industrial areas should be located”

- *Green dots are located: Along Artesia Boulevard in between the Los Angeles River and Cherry Avenue; Northeast of the intersection of the 91 and 710 Freeways.*

Mapping Exercise: “Place a RED dot on the top 3 residential areas that could be converted to industrial use.”

- *Red dots are clustered in the following areas: On the east side of Paramount Boulevard south of Artesia Boulevard; Southeast of the intersection of Long Beach Boulevard and the 91 Freeway.*



**Community Facilities**

What types of community facilities are needed in North Long Beach?

- More facilities for children to play – get off the street. Parks in the neighborhoods & skateboarding areas*
- Parks in residential areas(x5)*
- Job training facilities / One-Stops (x2)*
- Nice open spaces, green spaces (x2)*
- Safe parks (x3)*
- Entertainment for kids*
- Senior Housing (x2)*
- Pod*
- Some small (neighborhood) parks or “pocket-parks” on the many vacant lots.(x2)*
- Shuttle busses connecting retail corridor with residential areas and schools*
- Animal training center*
- 1 more police station*
- Better streets, better tree maintenance, underground utilities*
- A good coffee shop or family restaurant*
- Schools*
- Another High School or Junior High*
- Police Sub-Station at parks (x2)*
- Community meeting room facilities. (Copier, white boards, tables, chairs, etc.)*
- Expand police station*
- Additional public library*

What is good or bad about the existing community facilities in North Long Beach?

- The parks are unsafe in the evening*
- Mixed zoning with apartments and single family dwellings indiscriminately mixed*
- Need park supervisor; need park programs for kids out of school for holidays, vacations*
- Park restrooms, buildings run down, schools overcrowded, not safe*
- None*
- Kids play in Laundromats and on streets*
- Not enough street trees and benches in commercial areas*
- Lack of management of apartment dwellings*
- Some high class areas remain unaffected while more moderate income housing are losing value due to poor access*
- Better parking and access*
- Need more open house days to share what is there*
- I was in a park bathroom (Deforest) it was dirty and lacking TP.*

Statement: “There are enough parks in North Long Beach.”

- AGREE: 5 dots
- NEUTRAL: 3 dots
- DISAGREE: 34 dots

Comments:

- (Disagree) Ramona Park needs more efficient people working her and giving more help. More entertainment.

Statement: “There are enough community centers in North Long Beach.”

- AGREE: 2 dots
- NEUTRAL: 3 dots
- DISAGREE: 39 dots

Statement: “There are enough libraries in North Long Beach”

- AGREE: 5 dots
- NEUTRAL: 8 dots
- DISAGREE: 24 dots



Statement: "I support the idea of multi-purpose facilities, where one site is located for more than one use. (Schools, parks, libraries, etc.)"

AGREE: 35 dots

NEUTRAL: 2 dots

DISAGREE: 1 dots

Comments:

- (Agree) Except parking cannot be flatland – must be structures, below grade if necessary.

Statement: "An additional police station is needed in North Long Beach."

AGREE: 34 dots

NEUTRAL: 3 dots

DISAGREE: 7 dots

Comments:

- (Agree) How about a "store front" near Ramona Park area?
- (Disagree) The existing trailer-based substation needs replacing, but one substation is enough
- (Disagree) No additional beyond Scherer
- The last time I saw the police in action, there were 8 cars around one black male!

Statement: "There are too many social service providers in North Long Beach."

AGREE: 14 dots

NEUTRAL: 9 dots

DISAGREE: 10 dots

Mapping Exercise: "Place a GREEN dot on the top 3 places where new parks and community centers should go."

- Green dots are scattered throughout the planning area, with no real clustering. This may indicate a general, area-wide need for additional parks & community centers.

Mapping Exercise: "Place a RED dot on the top 3 places where new parks and community centers should go."

- Red dots are scattered throughout the planning area, with a small cluster on Long Beach Boulevard just south of Market Street. This may indicate a general, area-wide need for additional schools.

**Residential Areas**

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What types of housing would you like to see in North Long Beach in the future?

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*Owner-occupied housing (8)*

*Single family homes (x16)*

*Better quality townhomes (with enough parking)(x2)*

*Senior housing (x3)*

*"No more apartments" (x6)*

*Renovated (x2)*

*Rent-to-own housing*

*Better management of existing housing*

*"No more condos" (x2)*

*Homes with enough garage or off-street parking*

*Mixed use: ground floor commercial/residential above, along Atlantic N. of South St*

*Infill single family (a la 20<sup>th</sup> & Hill on Atlantic) in rundown single family areas*

Should new housing be owner-occupied, renter-occupied, or both?

*Owner (x16)*

*Both, but mostly owner (x5)*



Statement: "There is not enough affordable housing in North Long Beach."

AGREE: 8 dots

NEUTRAL: 1 dot

DISAGREE: 20 dots

Comments:

- *(Agree) There is not enough affordable housing with 3 bedrooms*
- *(Agree) Glut of multi-family housing – high vacancy rate*
- *(Neutral) Affordable to who?*
- *(Disagree) There are a lot of units that cannot be sold because they are one-bedroom or run down*

Statement: "There is not enough senior housing in North Long Beach."

AGREE: 21 dots

NEUTRAL: 2 dots

DISAGREE: 6 dots

Statement: "Housing in North Long Beach is generally in good condition."

AGREE: 4 dots

NEUTRAL: 5 dots

DISAGREE: 25 dots

Comments:

- *(Agree) Huge increase in new fences, new paint, new roofs.*
- *(Neutral) The people that move in are the ones that make it a BAD condition. Instead of keeping the place up they make it worse by letting the place go.*
- *Some is, some not, rentals-no, owner occupied – yes*
- *(Disagree) Some are good some are bad*
- *(Disagree) Needs serious efforts to improve communities overall*
- *(Disagree) Citizens should keep property up*
- *(Disagree) Low maintenance of affordable housing associated with high crime rate areas*
- *(Disagree) General condition poor for multi-family*

Do you like the idea of the existing underused commercial corridors (Portions of Artesia, Long Beach, Atlantic, Market, & South) being re-used as residential areas?

YES – CONVERT THEM TO SINGLE FAMILY HOMES: 11 dots

YES – CONVERT THEM TO SMALL APARTMENT BUILDINGS OR CONDOS,

SOME WITH STORES ON THE FIRST FLOOR: 9 dots

Comments:

- *Mixed use of residential & commercial is not a good idea!*
- *Where is this? Is this possible in our community?*
- *In certain areas it will work, others not – pick and choose*
- *That's what these corridors were originally designed for*
- *Not high-rises – ensure enough parking & green space – less dense*

YES- CONVERT THEM TO TOWNHOUSES: 10 dots

YES- CONVERT THEM TO SOMETHING NOT SUGGESTED HERE: 0 dots

NO- LEAVE THESE AREAS AS THEY ARE: 8 dots

Comments:

- *Long Beach is overpopulated. There aren't enough schools or classrooms as it is. Why build more homes for people we can't even help!*
- *No residential rezone for commercial only*
- *No residential development (not even mixed use) in L.B. Blvd from Del Amo to Wardlow.*

Mapping Exercise: "Place a GREEN dot on the top 3 places where new housing should be developed."

- *Green dots are scattered throughout the planning area and no real trend is apparent.*

Mapping Exercise: "Place a RED dot on the top 3 places where other uses (industrial, commercial, etc.) could be converted to new housing."

- *Red dots are scattered throughout the planning area and no real trend is apparent.*



**STATION 6 - FINAL COMMENTS**

*Renters are not enemies*  
*Require Owners to maintain their rental properties*  
*Return E-W corridors to residential (except South Street east of Cherry)*  
*Get rid of business/strip mall sprawl; enhance and improve business nodes*  
*We need to see some improvement on Long Beach Boulevard between DelAmo and 56<sup>th</sup> Street*  
*The area between Wardlow & DelAmo should NOT be rezoned and should stay as they were zoned in 1993-94; we worked too hard with Jeff Kellogge to change all of this – we do not need ANY more housing in our areas! We do not have enough room in our 2 schools Longfellow & Los Cerritos.*  
*Very informative presentation*  
*I like the forward movement in the Bixby Knolls Shopping Center – Orchard Supply Hardware is great. I'm waiting for more improvements – the parking lot is great. I'm looking forward to the opening of the Ralph's being built on Carson & Long Beach Blvd. And welcome the prospect of Trader Joe's. I hope to see more new restaurants and a music store would be nice along with a bookstore.*  
*Your description of North Long Beach & the drawings you use make it look like NLB is a single entity out in the blue - that is NOT the case – You must look at the larger area to have a good analysis. Solutions you propose are Band-Aid in nature. For real improvement you need a more global – dramatic solution.*  
*Teach the children to NOT LITTER! Teach the parents too. We all have responsibility!*  
*Please! No residential building until more schools are built. Clean up North Long Beach. Plant more trees, landscape, make North Long Beach look as good as Paramount.*  
*NLB needs the expansion of Police Department at Scherer Park! Little useful sections of the park will be impacted and benefit of a station will be overwhelming!*  
*Something needs to be done about Andy Street.*  
*How many people is skare [sic] to North Long Beach. A lot of drugs faster cars a lot of smoke dirty streets.*  
*Have transportation/community/info centers on streets near bus stops to dispense info and provide connection*  
*Why is there a two story apartment building at South & Orange? Southeast beside the gas station?*



## COMMUNITY WORKSHOP #2

Saturday, February 3, 2001, 10:00 AM – 2:00 PM

Houghton Park Community Center, 6301 Myrtle Avenue

### Summary Notes

#### STATION 3: AREA WIDE PLAN

##### Area-Wide Plan Concepts

"The basic concepts of the area-wide plan are right for North Long Beach."

Agree:22 / 1 Comment:

*"Except for below DelAmo"*

Neutral:0

Disagree:7 / 2 Comments:

*"Start at Greenleaf and extend South; LB Blvd.!!"*

*"Vacant commercial areas should be converted to parking lots which would assist remaining businesses."*

"The general ideal of changing parts of the existing commercial/retail areas along major streets is a good one."

Agree:26 / 2 Comments:

*"LB Blvd. North of 710 should be increased for residential use, forwarding commercial usage to the designated node"*

*"Mixed commercial on South Street should be moved toward residential (i.e. no new business uses should be allowed/built."*

Neutral:2 / 2 Comments:

*"I have real concerns about mixing commercial & residential, especially without green space"*

*"Ensure that design guidelines are developed PRIOR to any residential developments – so that design is consistent with surrounding neighborhoods."*

Disagree:5 / 3 Comments:

*"Commercial & residential should not be mixed!"*

*"You have failed to grasp the distinction between North Long Beach and Greater Bixby Knolls. What fits one does not necessarily fit the other!"*

"I like the general idea of creating a "Village Center" in North Long Beach."

Agree:31 / 4 Comments:

*"Too much done below DelAmo"*

*"Bixby Knolls also needs to develop it's village center on Atlantic between San Antonio & Bixby as well."*

*"The village center would be a great addition to North Long Beach."*

*"It is important to develop a "village center" but it is mainly residential and needs to remain that way."*

Neutral:0

Disagree:1 / 1 Comment:

*"If the Village Center revolves around Atlantic & South – what happens to areas west and north?"*

Question: "What are the POSITIVE aspects of the Area-Wide Plan?"

Comments:

*"Need to provide jobs close to residential areas."*

*"At least we have a plan – the areas needs direction & planned improvement."*

*"Creating affordable, yet quality, destructive residential neighborhoods along old commercial corridors along with pocket parks, Drive through Paramount to see what they've done in that city."*

*"Reducing commercial retail. Increasing single family residential / Village Center"*

*"Creates an opportunity for an "interactive community"'"*

*"Clean up & rehab. of the corridors & the existing housing"*

*"No multi-family rental units or apartments."*

*"Good first impression! – Improves gateway to City."*



*“Improved architectural appearance of buildings.”*  
*“Elimination of large apartment complexes – also, track traffic from residential area.”*  
*“It would be nice to clean up L.B. Blvd. from Artesia to Greenleaf – repave streets & sidewalks.”*  
*“Jobs would be one positive outlook.”*  
*“Consolidate usage so commercial and residential & industry don’t collide with values – appropriate land usage.”*  
*“Village center at Atlantic and South – great.”*  
*“Added greenspace.”*  
*“Except for residential development along the Edison Right-of-Way on River.”*  
*“I would like the LB Blvd. area between Victoria & Artesia to be cleaned up!”*  
*“Gives a general over all appearance”*  
*“I like the idea of community areas on Long Beach Blvd. between San Antonio & Bixby (library, community center; art center; etc.).”*

Question: “What are the NEGATIVE aspects of the Area-Wide Plan?”

Comments:

*“Ignores transportation issues regarding access.”*  
*“Pedestrian Oriented Zoning in Long Beach ignores that most people drive and want convenient parking and access.”*  
*“Village customers want to park within 50’ and be able to park and (?) of one store.”*  
*“Problems of mixing retail/commercial without green space.”*  
*“Haven’t seen \$\$\$ figures yet!”*  
*“Too much in Bixby Knolls – not enough in N. Long Beach”*  
*“Residential one family homes.”*  
*“No garage doors for store fronts and more landscaping.”*  
*“Not enough parking.”*  
*“You can do the most for LB by getting good schools.”*  
*“Adding industrial – not enough green space strips along corridors.”*  
*“Increased density and rental units.”*  
*“Does not address possible zoning problems in residential neighborhoods.”*  
*“Bixby Knolls needs to take 2<sup>nd</sup> place to redevelopment N. of Del Amo”*  
*“If converting vacant/underused commercial buildings into residential housing, local schools will be severely impacted! N. Long Beach schools are already full.”*  
*“Need to look at Nodes in Bixby Knolls rather than developing the entire street.*  
*“Where would you place parking?”*  
*“No more apartments – single family residential with affordable \$ yet upper scale & landscaped.”*

**Commercial Areas - Village Center**

Statement: “The idea of a “Village Center” at Atlantic Avenue and South Street is a good one.”

Agree: 30  
 Neutral: 0  
 Disagree: 2

Question: “What do you think about the idea of a Village Center near Atlantic Ave. & South St.?”

*No Starbucks!*  
*Need for Parking (x7)*  
*Raze buildings along commercial corridor to make parking available adjacent to “Village.”*  
*Bixby Knolls Village Center too!! Bixby-San Antonio.*  
*Existing business need to clean up the streets around their properties.*  
*It’s a good position to put a village center but, they would have to make a fairly large parking lot.*  
*I approve*  
*Two of us oppose*  
*South St. needs to turn lanes so traffic moves more smoothly - this way we can get to the village center.*  
*I will not patronize without appropriate parking & access.*  
*Strongly agree with adequate parking & landscaping.*  
*Parking a problem, but concept good.*  
*Great idea – parking and green spaces important.*  
*Develop small green area to sit down, drink coffee, etc.*



Question: “What types of shops, restaurants, services, & community facilities would you like to see in the Village Center?”

*Standards for store fronts and landscaping. No prison-type fencing – no “garage-door” storefronts.*

*Get rid of Albertson’s and put in new market.*

*Coffee Shop! (I prefer “It’s a Grind” – keep Super Mex)*

*Grocery Store*

*Need a good/healthy place for breakfast & lunch*

*Sit-down restaurant (x2)*

*Community resource center – serving business & residential*

*No more fast food*

*Restaurants & good quality – community meeting spots*

*I would like to see shops where you can have fun and everything else – one great thing would be a food court or a skatepark and/or arcade.*

*Shops with sundries, etc. Like an old fashioned dime store*

*Coffee House – Buono’s Pizza*

*Meeting room*

*Movie Theater (x2)*

Statement: “It is a good idea to have BOTH community facilities and retail uses in the Village Center.”

Agree: 25

Neutral: 1

Disagree: 2

Statement: “It is a good idea to have buildings in the Village Center with shops on the first floor and quality apartments/condominiums on upper floors.”

Agree: 20 / 3 Comments

*As long as there is Parking!*

*Agree – but need green space and parking*

*Must have adequate off street parking – not visible from street (Arnold’s)*

Neutral: 2

Disagree: 6 / 1 Comment

*It’s impossible to make a business owner live above a work space. So additional housing density will result, and is NOT desirable.*

Statement: “It is a good idea to remove some existing housing behind the commercial buildings in order to create parking areas and small parks.”

Agree: 25

Neutral: 3

Disagree: 2 / 1 Comment

*Decrease commercial and retail empty buildings – Raze empty stores for parks and parking*

**Commercial Areas – Neighborhood/Convenience Node**

Question: “Do you agree with the location of these nodes?”

Agree: 24

Neutral: 0

Disagree: 0

Question: “What do you think about the location of the nodes? Should any be added or removed?”

*Too much planned for Atlantic south of San Antonio*

*If the “node” is at LB Blvd. and Artesia, what happens to ARCO, Jack in the Box, and the diesel station? Maybe a smaller node east and west of LB Blvd. & the 710?*

*I don’t think that the entire strip of Atlantic from San Antonio to Wardlow is a “node” - From San Antonio – Bixby is the village center of Bixby Knolls.*

*Any plan to clean up N. Long Beach sounds good to me!*



*The neighborhood surrounding San Antonio and Orange will not support outdoor cafés/restaurants.  
 Atlantic Ave – NO! Need street parking, left turn lane, signals – Ignores impact of Bixby Knolls shopping center on adjacent businesses – Ignores parking, access – trees.  
 DO NOT COPY Ocean & Pine!  
 I like the concept put – I need to know more about implementation  
 The type, quality and management is important to any node considered  
 The Bixby Knolls area located by Robert’s, etc. is a real eyesore – what’s the plan for that?  
 I don’t think it’s a good idea to have a node on Atlantic  
 They are appropriate  
 Node at San Antonio and Orange great idea*

Question: What types of shops & services would you like to see in the nodes? How can these nodes be improved?"

*Beauty & barbershops, drug stores coffee shops, sandwich shops  
 Correct that inane curving of Atlantic north of Carson. It’s a wonder they haven’t had bad accidents! Ever try it in the fog?  
 Recreation activities, movies, bank, furniture stores, dry goods.  
 Good breakfast/lunch restaurants/café’s – good dinner alternatives  
 More restaurant facilities – Yoshinoya, Baja Fresh – Thai restaurants  
 Nodes need to be evaluated on an individual basis  
 More parking – more retail area out center*

**Commercial Areas – Regional/Highway Oriented Nodes:**

Question: “Do you agree with the location of these nodes?”

Agree: 27  
 Neutral: 0  
 Disagree: 2

Question: “What do you think about the location of the nodes? Should any be added or removed?”

*Too much below Del Amo Blvd.  
 They must be easily accessible – Bixby Knolls shopping center is a good example (entrance access limited to speed traffic elsewhere)  
 Don’t need any more  
 I definitely agree with quiet neighborhood events that bring people together at San Antonio & 46<sup>th</sup> – the area needs this.  
 Market & Cherry should be expanded to include south of Cherry*

Question: “What types of shops & services would you like to see in the nodes? How can these nodes be improved?”

*Steinmart or Barnes & Noble  
 Drug Store like Rite-Aid or Sav-on  
 Parking & small retail stores. Traffic signals designed for customers, not thru-traffic.  
 Pet Smart  
 Expand K-Mart, re-do the industrial north of south Cherry & do as a large center  
 Good architecture – sit down dinner – green & well-kept*



**Housing – Housing on Major Streets:**

MATCH THE HOUSING TYPE TO THE STREET:

Long Beach Blvd North of the 710 fwy.

**Housing type A (Single Family Detached Units)**

Acceptable: 31

Unacceptable: 3

**Housing type B (Townhouses & Duplex/Quadplex Units)**

Acceptable: 7

Unacceptable: 15

**Housing type C (Small Apartment & Condominium Buildings)**

Acceptable: 8

Unacceptable: 18

**Housing type D (Medium Apartment & Condominium Buildings)**

Acceptable: 1

Unacceptable: 24

Comments:

*Noise, Traffic must be mitigated*

*Design with character, pride, greenspace and trees, associations to maintain*

*No rentals – get rid of the bars – Include trees and landscapes – provide parking*

Long Beach Blvd between Del Amo & the 710 fwy.

**Housing type A (Single Family Detached Units)**

Acceptable: 25

Unacceptable: 2

**Housing type B (Townhouses & Duplex/Quadplex Units)**

Acceptable: 7

Unacceptable: 11

**Housing type C (Small Apartment & Condominium Buildings)**

Acceptable: 1

Unacceptable: 23

**Housing type D (Medium Apartment & Condominium Buildings)**

Acceptable: 0

Unacceptable: 23

Comments:

*No more rentals in this area*

*Owner Occupied (No more rentals!)*

*Need to keep density down*

*Parking & noise mitigation required*

*Should be light manufacturing?*

Long Beach Blvd between Carson and Bixby

**Housing type A (Single Family Detached Units)**

Acceptable: 15

Unacceptable: 26

Comment

*Tentatively unacceptable – Concerned about ability to ensure properties are consistent with surrounding area homes.*

**Housing type B (Townhouses & Duplex/Quadplex Units)**

Acceptable: 11

Unacceptable: 31



**Housing type C (Small Apartment & Condominium Buildings)**

Acceptable: 1

Unacceptable: 38

**Housing type D (Medium Apartment & Condominium Buildings)**

Acceptable: 0

Unacceptable: 39

Comments

*I do not believe that this is a residential area.*

*No! – Fix traffic controls*

*Irregular office bldg – need to create consistent, clean look – residential OK*

*Passable sit down restaurants – green spaces*

*NO residential of any kind – reuse as commercial*

*KB bldg. And E-tak buildings are inconsistent and could go*

*We need to protect and reuse other buildings with redevelopment help*

*Tentatively unacceptable – Concerned about ability to ensure properties are consistent with surrounding area homes.*

Atlantic Avenue between Del Amo & Harding

**Housing type A (Single Family Detached Units)**

Acceptable: 25

Unacceptable: 5

**Housing type B (Townhouses & Duplex/Quadplex Units)**

Acceptable: 9

Unacceptable: 17

**Housing type C (Small Apartment & Condominium Buildings)**

Acceptable: 0

Unacceptable: 23

**Housing type D (Medium Apartment & Condominium Buildings)**

Acceptable: 1

Unacceptable: 24

Comments

*Density & parking are major issues*

*Keep density down – develop better ideas in parking – maintain and create green space*

*Groups of housing should not be as small as the housing on Atlantic Ave.*

Atlantic Avenue between Atlantic & Cherry

**Housing type A (Single Family Detached Units)**

Acceptable: 21

Unacceptable: 5

**Housing type B (Townhouses & Duplex/Quadplex Units)**

Acceptable: 8

Unacceptable: 16

**Housing type C (Small Apartment & Condominium Buildings)**

Acceptable: 0

Unacceptable: 24

**Housing type D (Medium Apartment & Condominium Buildings)**

Acceptable: 1

Unacceptable: 24

Comments

*This area should be kept commercial/industrial*

*Partner sit down restaurant and over-business houses & parking – create and keep green space*



**Housing – Housing on Other Streets:**

Question: “Do you agree with the idea of creating consistent residential areas along these corridors?”

Agree: 29  
Neutral: 0  
Disagree: 1

Question: “What do you think of creating consistent residential areas along these corridors? What areas should be targeted?”

*No rentals (x5); No rentals – decreased density – good quality single-family housing*  
*Senior Housing (x2)*  
*Cherry Ave. – east side of street, stay commercial – won’t go residential*  
*We “own” our business free & clear, we’re not young enough to start over.*  
*Long Beach Blvd.*  
*Include mixed use & mini-malls with parking – require 2 parking spaces per unit.*  
*Those areas are perfect – Good Job – 1 Market, 2 South, 3 Cherry*  
*More rentals*  
*LB Blvd. N. of freeway*  
*Single family home owners only – no multiple dwelling: duplex, condo’s, 4-plexes or apartments – open green space*  
*A good idea, but may prove too expensive*

Question: “Where do you think that some of the existing commercial establishments could be relocated to?”

*Long Beach Blvd. / Market*  
*Atlantic Ave – Bixby Knolls shopping center – must have off-street parking and access*  
*Some can go away*  
*South of the 405*

**Housing – Areas Of General Rehabilitation**

Statement: “Selective removal of housing units should occur in some areas to create parks and open space.”

Agree: 26 / 1 Comment:  
*If housing units are apartments & other multi-family rentals*  
Neutral: 0  
Disagree: 13

Statement: “Housing improvement programs in North Long Beach neighborhoods should be a major focus (instead of focusing on commercial corridors).”

Agree: 33  
Neutral: 2  
Disagree: 6

Statement: “I like the idea of converting rental units to owner-occupied units, where possible.”

Agree: 37  
Neutral: 0  
Disagree: 1

**Community Facilities**

Determining Priorities: “Put dots next to the top 3 types of community facilities that you feel are needed.”:

Schools: 19  
Libraries: 24  
Comment:  
*“One library in NLB with 80, 000 people?”*  
Parks: 23  
Senior Housing: 21



Comments:

- "Converting Andy Street is a great idea!"*
- "Single, 1-level senior housing in Central L.B."*
- "Andy St."*

Community Centers: 17

Comments:

- "Community Center on LB Blvd (San Antonio-Bixby)"*
- "Need Community Center near Atlantic/Bixby Rd."*

Neighborhood / Community Police Centers: 16

Comment:

- "We like the new police center in the ARCO Station over LB Blvd."*

Indoor Recreation Center: 7

Fire Stations: 4

Other: 1

Question: "What other types of community facilities are needed?"

*Schools, Parks, Rec. Facilities*

*Children need rec. centers with programs!*

*Skate park*

*Public swimming pool (x2)*

*Public swimming pool "not free – very important"*

*Child care*

*Art center – Bixby knolls*

*Shuttle bus service between schools, home and commercial areas*

*Good community meeting rooms – various size, 5-50 people*

*Senior center: (x4)*

*Children's clinic*

*Youth Center*

Question: "What types of community facilities (if any) should be located in the "Village Center?"

*Parking (x2)*

*Police Office*

*Community meeting, information building with combined community policing section within*

*Art center (x2) "Bixby knolls village – San Antonio, Bixby)*

*Copies, fax*

*Community meeting rooms*

Question: "Do you think that open space in North Long Beach should be preserved where possible? What specific areas?"

*Yes, demolish bad hotels & apartments*

*Atlantic Ave. – San Antonio Dr. – N.E. Corner*

*North Division Police Station @ Dooley's, Freeway close is better than stealing open green space*

*Yes!*

*Yes – more needed and kept up*

*All should be preserved or expanded or new created*

*Yes, tear down apartments north of Artesia and build a park for the children in the area, The children are bored because there are no youth programs or parks so they continuously climb the fences of the schools and vandalize them. They also engage in drug & gang activity. Please Help!*

*Pocket Parks*

*Police Station at Dooley's*

*Yes – Myrtle & Artesia*

*Keep the sub-station at Sherer Park so it will be a safe place*

*Build new police station @ Dooleys – NOT Sherer park*



Question: "What do you think of developing parks along the LA river? Would you use these parks?"

Yes! (x10)

Naturalize as much as possible by adding fill dirt on concrete waterways and planting trees – Yes

Neutral – Good equestrian arena

Good – ingress/egress is an issue

No

Yes! – we use all the time and they are NOT dangerous

We should make full use of area along river for parks – NOT TRUCKS.

**Industrial Strategies**

Statement: "To create consistent land uses and buffers, it is a good idea to convert residential or commercial areas and replace them with industrial areas."

Agree: 6

Neutral: 0

Disagree: 31

Question: "What do you think of the idea of converting residential or commercial areas and replacing them with industrial areas? Where should this occur?"

Don't like it at all

Improve existing – do not add more

We don't need it

Depends upon the area – Yes North of Artesia, East of Cherry and West of LA River

No (x3)

This should not happen – we already have too much of long beach covered in industrial centers

We need good housing – not "bad" light industrial

For consistency of use definitely

No, No, No!

None

Question: "What types of industrial development would you like to see in N. Long Beach."

None (x5)

Improve existing to beautify would-be area

Craft industries

Light Industrial (x2)

Only buildings emporium along trucks at south – retail has failed – also, existing areas are OK

NONE

No Industrial

See Utility corridor would be a good place for light industry

We need shopping – no more smog or fumes

Light, non-polluting only, create jobs



**STATION 4: TARGET SITES**

Comments on Target Sites

1. Village Center at South Street and Atlantic Avenue

*South of Atlantic – key location to central community  
 No – not to current L.B. zoning – try Larchmont Village Plan  
 Need adequate parking lot – 2 story  
 The need is great as is the idea – will there be any control over type of businesses? We certainly don't want it to look like L.B.  
 Blvd (south of Market) – little Tijuana.  
 Where would you park? That's why people don't shop there now!! No parking spaces.  
 You would have to get a bigger parking lot for all of the visitors that would shop – no parking is the current problem*

2. Market Street and Long Beach Blvd.

*Says it all  
 Add more parking & historic theme  
 Good – parking & green space needed  
 Pine area for development. It would be easier at Atlantic. There is a lot of property available for development.  
 Yes, but please don't impede traffic from the 710 fwy.  
 Also consider LB Blvd. and Del Amo  
 Nb  
 Fix LB Blvd. all the way to our border – we are Long Beach too!  
 Take garage doors off of store fronts*

3. Artesia Blvd. and Atlantic Ave.

*Leave alone – ideal for fast food for students or travelers  
 Yes*

4. K-Mart at Cherry and Market

*No – change to industrial use  
 This is a prime target of revitalization as well as the entire Cherry stretch into Paramount – It's a major gateway into LB that needs beautification and re-designing. Get K-mart to pitch in \$. I agree with target site plan.  
 I used to shop there several times a week – since store expansion, the store looks like crap – haven't shopped there in years.  
 I go to Target in Bellflower instead.  
 Ugly now – needs to be improved to generate more retail activity – visual improvement green space  
 K-mark needs to invest to improve layout & display in the store  
 Crossing light would help*

5. Former Builder's Emporium Site on South St.

*Good plan – this area is an eyesore!  
 Yes!  
 Light industrial could work – retail has not – need good jobs  
 When Ralph's bought Food 4 Less they blocked the access from the west end of the store. The south access is too congested.  
 I don't shop there anymore.  
 No industry  
 This has been empty for years – a shopping center would be nice  
 Shopping center  
 We have enough industries.*

6. Bixby Knolls Shopping Center (Atlantic & San Antonio)

*Too much planned for Bixby area – that should be last - start with poor areas first  
 This failed because of City neglect – provide better vehicle access – let specialty shops develop  
 NO concerts – limited quiet outdoor festivals – find MAJOR, long-term tenants – no thrift stores  
 Farmers market – great! Bulldoze unused units build anew – open up front to back parking  
 Develop the Bixby Knolls (illegible) – better return on \$ spent  
 It would liven the place up a whole lot – but parking*



*Needs to be totally redone*

*Convert 3030 Atlantic to ground floor retail & parking structure to be shared by all businesses*

*I think our energies would be better spent improving the Bixby Knolls Village center (San Antonio-Bixby)*

*Demolish the vacant bldgs – to open up alternatives*

7. Long Beach Blvd. Areas N. of the 710 Fwy.

*Residential & green areas – the Diesel fuel station*

*Need medians to promote truck traffic*

*Single family housing*

*Low density residential – good*

*Excellent! – single family homes only*

*Leave alone for now!*

*Loarge major grocery store West of the freeway/river*

*Landscape medians!! – Slow truck traffic*

*Proper industrial housing*

8. Artesia Blvd. Between Atlantic & Cherry Ave.

*Traffic is too fast – develop off street parking and access to support existing and any new commercial development*

*Residential good*

9. Long Beach Blvd. Between Carson & Bixby

*Warning! Nimby*

*No!! Want to up-grade & reuse commercial - you have the tools*

*Several Bldg's are architecturally significant – reuse!*

*Bad planning to put in residential*

*East side – office development west side – leave alone - with better parking*

*Need consistent building not the current mish-mash that exists - too many vacant business many residential is what we need*

*Upscale senior housing needed*

*Strongly disagree – the area is already is over populated! Need to bring in new commercial business to support the existing community*

10. Multi-Family Residential Area Near Artesia and Paramount

*Housing needed for low-income families*

*North – industrial. Southside – single family*

*Impact on Schools?*

