

**LAND USE ELEMENT
OF THE
LONG BEACH GENERAL PLAN**

Department of Planning and Building

July 1, 1989

Revised March 1, 1990

REVISED AND REPRINTED APRIL 1997

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SUMMARY

A Vision of Our Future

A city without a vision is a city without a future.

It is the purpose of the Long Beach General Plan to articulate a vision that gives direction to the long-range development of our City. The Plan should serve as a stimulus and guide to the multitude of public and private decisions which will be made over the next decade to help Long Beach achieve its vision of the Year 2000.

What is the vision of our future? Hundreds of citizens spent two years preparing Long Beach 2000, The Strategic Plan, which sought to define that vision and to prescribe steps to achieve it. Simply stated, the people of Long Beach have expressed a vision which simultaneously combines small town friendliness and tranquility with big city vitality and economic opportunity. The General Plan sets out to achieve this very difficult balance of the "best of both worlds".

As its name suggests, the General Plan is general in nature. It is also long-range. It sets forth goals, policies and directions. It cannot prescribe specific programs and funding mechanisms to achieve those goals; neither can it dictate the exact zoning which will control the use and development of each parcel of land in the City. Once the people of Long Beach have agreed upon the Plan as their vision for the future, specific programs and zoning actions can be undertaken to realize that vision.

A general plan is also comprehensive, covering the full range of development issues which must be addressed by the City over time. State law requires each general plan to contain seven elements: land use, transportation, housing, conservation, open space, noise, and safety. The City of Long Beach is now updating the first three of these elements. This summary focuses upon the 1988 revision of the land use element.

The land use element is specifically directed toward prescribing the proper long-range use and development of land in the City. As such, it is perhaps the most important of the seven elements, integrating the other six and providing their driving force.

An Historical Perspective on the General Plan

Long Beach prepared its first general plan in 1958. This was in an era in which the national, post-war mentality was directed toward geographic expansion and population growth on a very large scale. The plan reflected the "bigger is better" philosophy of the times by permitting very high density development on a significant portion of the land area of the City, producing a potential population total of approximately 1.5 million!

The 1958 general plan served the City for two decades. To the disappointment of some, however, its grandiose goals were never achieved. Indeed, during this 20-year period population grew by less than five percent, and the economy suffered a series of downturns, manifested most clearly in the ultimate deterioration and near abandonment of downtown.

In 1978, Long Beach prepared a new general plan. Recognizing the economic disappointments of the past, but appreciating the economic potential of the future, the plan placed major emphasis upon investment, development, and reinvestment, especially in the older parts of the City. It called for the redevelopment of downtown, to restore it to past prominence as a major center of commerce. Another important emphasis was on the production of affordable housing. The 1978 Plan scaled down ultimate population growth to a more manageable 450,000. Nevertheless, it painted a broad brush of higher densities across most of the City's older neighborhoods.

In 1988, as we look back over the past decade, we recognize that Long Beach has achieved many of the goals of the 1978 General Plan. Downtown redevelopment has been a tremendous success, promising even more dramatic growth of jobs and attractions over the next decade. Over 50,000 jobs have been created, not only in downtown, but also in peripheral areas, such as around the Long Beach Airport. In ten years there were 18,500 housing units constructed, many in the affordable range. Population increased by 13 percent, to a 1988 total of 415,800.

With these successes, however, have come some unanticipated consequences--some negative "spin-offs". Population growth has brought crowded schools and playgrounds. Economic development has spawned traffic and park-

ing problems. Housing development has often disrupted older neighborhoods where new affordable apartments overshadowed more traditional single-story homes.

The time has come to refine our goals and to redefine our priorities. The 1988 General Plan must build upon the successes of the past, while identifying and resolving the problems which are inherent in continued future growth and prosperity.

Goals for the Year 2000

In 1986, Long Beach completed the most extensive citizen planning effort in its history. More than 150 residents and business leaders worked in seven task forces to outline long-range goals and policies for development of the City of Long Beach through the Year 2000. The product of this major effort, Long Beach 2000: The Strategic Plan, establishes the goals for the 1988 General Plan. The Strategic Plan formulated 15 broad-ranging goals, eight of which are most relevant in guiding the Land Use Element of the General Plan:

- **Managed Growth:** Long Beach accepts the population and economic growth anticipated through the Year 2000, and intends to guide that growth to have an overall beneficial impact upon the City's quality of life.
- **Economic Development:** Long Beach will pursue economic development which focuses upon international trade, while maintaining and expanding its historic economic strengths in aerospace, bio-medicine and tourism.
- **Downtown Revitalization:** Long Beach will build its downtown into a multi-purpose activity center of regional significance, emphasizing a quality physical environment, a pedestrian focus, and a wide variety of activities and architectural styles.
- **New Housing Construction:** Long Beach encourages the development of 24,000 new housing units through the Year 2000, with emphasis upon filling the gaps which exist or are anticipated in certain sectors of the City's housing market. In the immediate future, such emphasis should

be upon for-sale housing for first-time homebuyers and upon upscale residential development in and around the downtown area.

- Affordable Housing: Long Beach views its existing housing stock as its greatest resource of affordable housing, and will stimulate and support continued maintenance and reinvestment in that housing stock. It will take advantage of every available State and Federal program to make its housing affordable to its population, but it will not sacrifice long-term quality for short-term affordability in new or rehabilitated housing.
- Neighborhood Emphasis: Long Beach recognizes the strong neighborhood to be the essential building block of a City-wide quality living environment, and will assist and support citizen efforts to maintain and strengthen their neighborhoods.
- Facilities Maintenance: Long Beach will maintain its physical facilities and public rights-of-way at a high level of functional and aesthetic quality, manifesting the pride of the citizens in their City and ensuring that future generations need not bear the burden of deferred maintenance.
- Functional Transportation: Long Beach will maintain or improve the current ability to move people and goods to and from development centers while preserving and protecting residential neighborhoods.

Of all of the goals, the first, "managed growth", most clearly defines the direction and purpose of the 1988 General Plan. Long Beach has historically prospered during periods of economic and population growth. The present growth cycle, however, differs from those of the past, in that there remains little vacant land to develop. Increasingly, growth will require recycling and increased density. The way in which new development is designed and the manner in which the impacts of increased density are mitigated will determine the degree to which the quality of life of our City is preserved and enhanced. Therefore, the goal of accepting increased growth is conditioned by the very important phrase: "...to guide that growth to have an overall beneficial impact upon the City's quality of life."

The goals of the 1988 Plan correspond closely to those of its predecessor blueprint of 1978. The revision is more of a “mid-course correction” than a complete transformation of policies. Nevertheless, there is a significant change in emphasis. If this emphasis could be condensed into one phrase, it might be “quality instead of quantity”. There is more concern now about the quality of the downtown pedestrian experience, the preservation of historic structures, the ambiance of the neighborhood, the excellence of architectural style, and the rounding out of the City as a pleasant and liveable place for now and the future. More attention is concentrated on the activity centers of the City—places in which to shop and work and the functions of the City’s major arterials and the land uses which front them.

There are greater restrictions on high density residential developments in this plan, but there are still sufficient quantities along thoroughfares and in the downtown to support the expected population growth. There is a strong acknowledgment in this plan that the residential neighborhoods are the heart of Long Beach and must be preserved if the City is to realize its potential as one of the finest places in California in which to live and work.

The Plan in Summary

The Draft Land Use Element of the General Plan constitutes over 250 pages of text and maps. The following is a summary of the document in a few short paragraphs. The reader is encouraged to review the entire document for a full understanding of the background for the recommendations and for a detailed explanation of the specific proposals.

Accepting Growth:

The Plan provides for continued growth in population and economic activity in accordance with the following forecasts (see also page 25):

	<u>1988</u>	<u>Forecast</u>
Population	415,800	450,600
Housing Units	170,130	186,130
Employment	198,600	252,600
Jobs/Housing Ratio	1.18	1.35

The above forecasts were developed in 1988. Almost ten years have elapsed since this time. The following table is inserted to provide an update of population and housing units as reported in the 1990 U.S. Census, and as estimated by the Advance Planning Division.

REVISED FORECAST August, 1997

	<u>1990</u>	<u>1995 est.</u>	<u>Year 2000 est.</u>
Population	429,400	429,300	441,700
Housing	170,400	172,900	175,400

These estimates are lower for both population and housing than those forecast in 1988. Due to the prolonged economic recession of the late 1980’s into the mid 1990’s, it is estimated that the City actually lost population since the 1990 Census. Instead of adding 34,800 people to the City’s population between 1988 and the Year 2000, new estimates have been adjusted downward amounting to almost two-thirds less than the originally forecasted population. And, instead of adding 16,000 new units by the Year 2000, these estimates have likewise been adjusted downward. Only 5,000 new units are expected to be added to the City’s housing stock between 1990 and 2000. Additionally, current forecasts indicate that the City’s overall household sizes will increase. Empty-nester (senior citizens) single family homes throughout the City are expected to be acquired by larger families in the future. Thereby, the average persons per household size has increased from an estimated of 2.35 (for the year 2000 forecast in 1988) to 3.2 (for the year 2000 forecast in 1997). The 1990 Census reported an average of 2.61 persons per household.

These forecasts portend several basic changes in direction for the City. First, the pace of population growth is expected to slow beginning around 1992, after the very rapid increase of the period from about 1978. This means that housing development will also slow and construction energy will be redirected to the retail, employment, and tourism sectors. Second, the favorable ratio between jobs and housing which the City now enjoys is expected to be maintained and improved as the economy diversifies even further. Most new employment needs will be located in downtown, at the Port, airport, and on land presently occupied by heavy, land-extensive industry which will become less economically viable. Finally, it is expected that the retail economy of Long Beach will begin to generate the amount of sales commensurate with the size and economic strength of the community. Growth in this sector is expected to occur primarily in existing shopping/activity centers and along the recycled frontages of some thoroughfares.

Maintaining Quality:

The most important issue addressed by the General Plan is how to accommodate the growth forecast for the City while maintaining and improving the overall quality of life. This is no easy task. As noted above, population growth can strain existing schools, playgrounds and public services; improperly placed and designed high density housing can disrupt traditional neighborhoods. Increased economic activity means increased traffic, which can ultimately lead to severe traffic congestion and disruption of once comfortable residential areas and local shopping districts. The challenge is to manage growth in such a manner as to take full advantage of its positive attributes while minimizing its problems.

The Plan calls for concentrating construction of new apartments and condominiums in proximity to growing employment centers, and along the major arterial corridors which provide access to employment centers. This yields several positive results as follows:

- o It reduces home-to-work travel. Employees will have the opportunity to drive short distances to work, take a convenient bus, or even walk. The payoff is decreased travel time and frustration, reduced traffic congestion, less energy consumption, and cleaner air.

- o It encourages rebuilding of underutilized and deteriorated structures adjacent to downtown and along many older arterial corridors. Some of the most blighted and unattractive properties in the City are located in these areas. Recycling will promote better living conditions, support economic revitalization, and project a better overall image of our City.
- o It protects stable, traditional neighborhoods from intrusion of higher density housing. Experience has shown that dense apartment structures are incompatible with lower density neighborhoods, in both visual and functional terms. Repeated intrusions can change the character of a neighborhood and affect its quality of life and property values.

The Plan recommends that new playgrounds be built and that parks and schools be expanded in those areas of the City where population growth is expected. Unless development of these facilities keeps pace with the rate of housing construction, existing facilities will be severely strained, and the level of service will decline for everyone. In light of the present financial constraints upon the City and School District, it is likely that new development will be asked to bear some of the burden of cost to construct these needed facilities.

The redevelopment of downtown could more than double the number of jobs in this concentrated area, which could lead to more than twice the present number of automobile trips. Port growth is projected to double the number of truck movements, and triple the number of train trips by 2020. Such economic growth will bring many benefits to the City and its residents. Its full potential, however, will never be realized unless we can overcome the transportation problems which it will create.

As discussed above, the land use element of the General Plan attempts to mitigate the transportation impacts of economic growth by locating jobs and housing in close proximity to each other. Other solutions (e.g., intersection improvements, grade separations, traffic signal coordination, curbside parking removal, staggered work hours, car and van pooling, etc.) will be presented in the transportation element of the General Plan.

Conserving Neighborhoods:

Long Beach is a city of neighborhoods, most of which are attractive, safe, comfortable and convenient places in which to live. Preservation and enhancement of such stable residential neighborhoods is at the heart of the General Plan. In many instances, it is recommended that allowable densities be lowered to insure neighborhood protection and to stimulate reinvestment in well-built, older homes. To some extent this represents a reversal of the 1978 policy which was to encourage recycling of older areas of the City by permitting higher density development.

Our existing stock of housing is a valuable resource. Recent experience has shown that an increasing number of people appreciate the character, price, yard space and neighborhood amenities that older housing offers, and are willing to invest their time and money to preserve and restore it.

Revitalizing Activity Centers:

People need more than just the peace and tranquility of home. They also need the excitement and opportunity of interaction with other people, at the workplace, the shopping center, the school, or the concert. The places where these interactions take place are designated by the Plan as "activity centers." Whereas the Plan seeks to protect the peace and quiet of the City's neighborhoods, it also seeks to inject new life and vitality into its activity centers. This will provide increased opportunity for all of our residents for jobs, for shopping, and for pursuit of those things which enrich their lives.

The Plan identifies each of the major activity centers and analyzes its role in the larger city. The purpose of these analyses is to bring a focus to the centers which has not existed in the past. This is particularly true of shopping centers, such as Bixby Knolls, Los Altos, and Marina Pacifica, which have not provided the Long Beach retail market with facilities, products and services equal to their potential.

A new multi-purpose center is recommended for development around the Memorial Hospital Medical Center to bring needed focus to a part of the City which now is very underserved.

Employment centers are recommended for protection so that the City can maintain a favorable job-housing balance into the future. Most areas shown on the 1978 Plan for heavy industrial uses are converted to light/clean industrial uses by this plan for environmental, economic, and job/housing balance reasons.

Strengthening Arterial Corridors:

Arterial corridors are those major streets, together with their abutting land uses, which provide access from homes to activity centers and which provide major entries to and passageways through our City. This General Plan recognizes arterial corridors as a special component of the City's structure and identifies the land use and transportation relationships which are unique to each. The goals of this analysis are as follows:

- o To improve overall traffic carrying capacity and to reduce conflicts between parking/access needs and through traffic requirements as much as possible;
- o To reduce the total number of strip commercial streets in the City to a limited few;
- o To increase the amount and quality of moderate and higher density housing along selected arterials, thereby helping to reduce the pressures for those types of housing in the more stable neighborhoods of the City; and
- o To improve the appearance of arterial corridors in general, recognizing that these corridors provide most travellers through our City with their initial, and perhaps lasting, impression of Long Beach.

Land use policies proposed by this plan, therefore, are directed toward achieving these objectives while, at the same time, making the arterial corridors better neighbors of the adjacent residential communities. Specific recommendations regarding the transportation functions of the arterials will be found in the Transportation Element of the General Plan.

INTRODUCTION

The Long Beach General Plan is being revised under the State Legislative mandate contained in Sections 65300/65403 of the Government Code, and the General Plan Guidelines promulgated by the Governor's Office of Planning and Research in 1987. The need for revision of the Long Beach General Plan, however, goes far beyond the Legislative mandate. It is based upon the City's need for a current, manageable set of development policies and objectives flowing from the experiences of the decade 1978-1988.

The City of Long Beach intends its Land Use Element also to contain statements of policy in detail not usually found in general planning documents.

The fundamental reason for this detail is that Long Beach is at a stage in its development where broad brush generalities are no longer satisfactory for the desired control over preservation and development of the residential neighborhoods, commercial centers, and other major land use components of the City's fabric. Land use decisions in Long Beach are rarely made on a very large scale, but most often on a project scale. Since nearly every project proposal coming before the City Planning Commission and City Council affects, in some way, already established properties on the project's perimeter, the Land Use Element must provide policy guidance on a much more discrete level. That level is provided in this document.

The General Plan Land Use Element was last adopted in 1978. It was the first realistic, policy-oriented plan for City growth and development. It emphasized investment, development, and reinvestment, especially in the older parts of the City and in the downtown. Another major emphasis was on the creation of affordable housing. The 1978 Element followed by 20 years the General Plan of 1958 (adopted in 1963), which was developed in an era in which the national, post-war mentality was directed toward geographic expansion and population growth on a very large scale. This attitude was reflected in the Long

Beach General Plan of 1958 by permitting very high density residential development on a significant portion of the land area of the City, producing a potential population of 1.5 million.

The 1978 Land Use Element reined in this potential for disruptive and uncontrolled growth, scaling population expansion down to a more manageable 450,000*.

In general, the 1978 plan very effectively advanced economic expansion, concentrating investment in the older areas of the City, and promoting new housing construction. Because of its broad-brush approach, however, it permitted and encouraged recycling over large areas without attempting to identify those specific streets or sites where it could be best accepted by existing infrastructure and surrounding uses; it neither anticipated nor controlled the detailed problems of design and density compatibility between new development and existing uses.

One of the problems with the 1978 Land Use Element is that it has lost integrity through frequent amendment. Owing to the process of small scale community planning following adoption of the plan, and the encouragement of investor-generated changes to the plan as a part of the revitalization strategy, a total of 391 amendments to the plan were proposed over the past decade and nearly all of these were adopted.

Because of their large numbers, it is not possible to assess the cumulative impact these amendments had on the 1978 Land Use Element, but there is no doubt that they wrought significant changes to the basic policies of the plan.

It is therefore in the best interest of the City to revise the Land Use Element based on policies generated from the Strategic Planning Program and the development and growth experiences since 1978. The reader

* 450,000 was the projected build-out capacity. The Plan estimated 390,000 by the Year 2000, a total that was exceeded by 1986.

will find, however, that this revision is more of a "mid-course correction" than a complete transformation of policies. Most of the goals and objectives of this plan correspond with those of the 1978 plan. The emphasis, however, has changed.

If this emphasis could be condensed into one phrase, it might be "quality instead of quantity". There is more concern now about the quality of the downtown pedestrian experience, the preservation of historic structures, the creation of art in public places, the ambiance of the neighborhoods, the excellence of architectural style, and the rounding out of the City as a pleasant and livable place for now and the future. More attention is concentrated on the activity centers of the City -- places in which to shop and work -- and on the functions of the City's major streets and the land uses which front them.

There are greater restrictions on high density residential developments in this plan, but sufficient quantities are allowed along thoroughfares and in the downtown to support the expected population growth.

There is a strong acknowledgement in this plan that the residential neighborhoods are the heart of Long Beach and must be preserved if the City is to realize its potential as one of the finest places in California in which to live and work. The section entitled State of the City elaborates on this theme and provides some directions for the future.

It is intended that the land use policies stated in various sections of this Land Use Element will guide decisions related to land use issues at the project, neighborhood, and citywide levels. In this way, the consequences of proposed action will be more clearly understood in the context of a larger community of interest. Further, it is expected that investors and developers wishing to create new projects in Long Beach will become familiar with the policies of the Land Use Element and design their projects within the guidelines set forth herein.

STRUCTURE OF THE LAND USE ELEMENT

The process involved in preparation of LONG BEACH 2000: THE STRATEGIC PLAN provided the opportunity, on a citywide scale, to assess the myriad of aspirations and needs of diverse individuals and groups. That Strategic Plan sets the fundamental goals of this General Plan, and its process constitutes one of the most significant aspects of citizen participation in construction of this Land Use Element of the General Plan.

Two quite different viewpoints are represented in this Plan. One is the so-called "bottom-up" viewpoint. This is a view of the City's future from the perspective of an individual resident or a neighborhood. It involves matters of daily importance to the welfare and happiness of residents and neighborhoods, such as housing types, densities, shopping, schools, public facilities, streets, and places to work and play.

This aspect of the Plan has received more attention than any other. It reflects nearly a decade of community planning experience in the neighborhoods of Long Beach and the opinions gleaned from countless meetings with citizen groups. Those opinions, and recommendations stemming from them, can be found on nearly every page of this document.

The other major viewpoint represented in this Plan is the so-called "top-down" view. This approach to the Plan involves assessing the types of longer range aspirations of citywide importance, and recognizing the larger forces affecting the City's future. Some of the aspects of this are: regional growth pressures; transportation problems; air quality; waste disposal; housing and employment relationships; economic health of the City; preservation of natural resources and the environment, and development of adequate retail commercial.

This Plan seeks to reach a balance between the two views of the City for the benefit of all its citizens.

The Land Use Element is comprised of several major components. They are interrelated and internally consistent, forming a base for planning decisions in the future. The major components are:

1. The Forecasts Component. This section presents the forecasts of population, housing, persons per dwelling unit, employment, and retail demand as a basis upon which to make future land use planning decisions.
2. The Urban Design Component. This analyzes how the City is structured and the context in which one sees and understands the many parts of the City. It is from this analysis that the other components arise.
3. The Neighborhood Component. This contains all the assessments of and recommendations for the City's residential neighborhoods.
4. The Activity Center Component. Contained herein are all those centers of different kinds of human activities in the City not included in the Neighborhood Component. These include centers of business, employment, recreation, arts and cultural events, and the like.
5. The Traffic Corridors Component. This is the network of major streets which tie the neighborhoods and activity centers together and provide regional access to and from the City and local access within it. Included in this component are only those thoroughfares on which there are conflicts between the fronting land uses and the transportation mission of the street.

Considerable background material is included in this Plan. This inclusion is to help the reader understand the reasons behind the recommendations, and to provide present and future decision-makers with a clear basis for making land use, design, and development decisions.

REGIONAL INFLUENCES ON THE CITY OF LONG BEACH

At its 1988 population of 416,000, Long Beach is the second largest city in Los Angeles County, and the fifth largest city in the nation's largest state. Yet these facts are almost lost in the context of the urban fabric of Southern California, where populations are measured in the millions in Los Angeles City and County, in Orange County, and in San Diego City and County.

These huge and still-growing populations share a common interest in and compete for affordable homes, rewarding employment, salutary lifestyles, pleasant recreation, and easy transportation. As the region has expanded, all of these are increasingly difficult to attain.

Southern Californians are finding that they also share concerns about air pollution, waste disposal, overloaded transportation systems, crowded living environments, and a general disintegration of the California lifestyle which attracted many residents here in the first place. The former differences among cities are becoming blurred. Each city begins to resemble all the others through the sharing of problems common to the region. City prosperity, in the economic and social senses, is hardly separable from regional prosperity, just as local problems are hard to separate from regional problems.

It is very difficult, therefore, to insulate Long Beach from the overall trends of the region. It is also difficult, but not impossible, for Long Beach to have a significant local impact on the regional trends. Long Beach has been anything but politically ineffective in regional planning. Its elected representatives and staff members have consistently participated in, and even led, the development of regional planning policies. These roles should be continued into the future.

The Long Beach General Plan recognizes and proposes to respond to the trends which are expected to mold the future of the Southern California region. Where possible, it attempts to take advantage of positive trends by capitalizing on unique advantages of the City (such as its

thriving port). On the other hand, the Plan tries to minimize the impact of negative regional trends upon the City, while recognizing that it cannot isolate itself from them.

Perhaps most important, the Plan recognizes that the City of Long Beach has an obligation to participate in the solution of major regional problems. It should seek to minimize its contribution to regional problems in transportation, air pollution, housing and solid waste disposal, while achieving its full potential as one of the region's major sub-centers of economic and cultural activity.

The more dramatic general trends which are expected to have a significant influence on Long Beach's future are briefly reviewed here. A suggested general response to each is also presented; specific recommended responses are set forth as part of the goals and objectives beginning on page 17.

Population Growth Pressures

The acknowledged growth pressures on the region are enormous. The present population of 13.6 million in the five-county area is expected to reach 16.4 million by the Year 2000, making greater Los Angeles the only fast-growing large city in North America or Europe. As the area's population increases, it will also become more cosmopolitan, with more than 50 percent of the population composed of Blacks, Asians and Hispanics by the Year 2000; the largest growth is expected among Hispanics. These regional population growth pressures will be felt, of course, in Long Beach.

If our City were to grow at the projected regional growth rate, we would expect to add over 85,000 people, by the Year 2000, to bring our total population to over 500,000. This could only be accomplished in a fully developed city such as Long Beach in one of two ways: (1) severe overcrowding of existing housing; and/or (2) demolition of large numbers of existing lower density housing and replacement with higher density housing.

The first is clearly unacceptable from a health and safety standpoint. The second could dramatically change the City's lifestyle, an attribute which the Strategic Plan has sought to preserve and enhance.

The City of Long Beach should accept its regional responsibility for some of the projected population growth, particularly since the City is actively pursuing the economic development which can provide employment for an increased population. That growth should not be so great or so rapid, however, as to compromise the City's quality of life, in terms of traffic and parking congestion, overcrowded schools and playgrounds, and inadequate water, sewer and other infrastructure.

Moreover, it should not destroy the healthy balance which the City now enjoys between single-family and multi-family living, between rental and owner occupancy, and among differing socio-economic and ethnic groups.

Therefore, the Strategic Plan accepted population projections by the City's Department of Planning and Building of 450,000 for the Year 2000. This Land Use Element similarly accepts these projections, along with the concept of managed growth, which will allow the absorption of more households while maintaining and improving the overall quality of life.

Economic Growth Pressures

The economy of our region is large, vibrant and growing. In terms of gross regional production of goods and services, it would rank as the world's eleventh largest "nation", greater than Australia or Switzerland.

The economy has a broad base, including aerospace, manufacturing, entertainment, finance, oil production, international trade, and tourism. These make it relatively recession-proof.

This region has always boasted more high tech industry than the Silicon Valley. A decade ago Los Angeles surpassed San Francisco as the West Coast's financial center, ranking second in the U.S. only to New York City. Several years ago international trade across the Pacific surpassed that across the Atlantic, and the combined Port of Los Angeles-Long Beach became the largest U.S. port. Clearly, this region has the potential of becoming this nation's financial and cultural center, as well as America's gateway to the booming economy of the Pacific Rim nations.

The City of Long Beach is well poised to benefit from the most promising of the region's economic growth sectors.

Key factors which strengthen our competitive position are the existence of the port, the attractive coastal environment, well-respected medical institutions, a major aerospace manufacturer, and a skilled and diversified labor force. These were recognized in the Strategic Plan, when it set forth as an economic development policy:

"Long Beach will pursue economic development which focuses upon international trade, while maintaining and expanding its historic economic strengths in aerospace, bio-medicine and tourism."

The City probably has the ability to attract more economic activity than it can comfortably absorb, thereby allowing it to become increasingly selective. Selectivity is important, because if job growth were permitted to substantially exceed the increase in local workforce, pressure would build for increased housing construction at higher densities. In addition, the City would be moving contrary to regional objectives for subregional job-housing balance, as discussed below with regard to traffic congestion and air pollution.

Traffic Congestion and Air Pollution

Freeway traffic is expected to grow so significantly in coming years that meeting the demand at a reasonable level of service would require

the equivalent of double-decking more than half of the region's freeways.

This solution is unlikely because of funding and environmental constraints. Therefore, the level of service is likely to degenerate significantly, leading to personal frustration with congestion, reduced regional productivity, and constraints upon individual choice on work hours, location of home and workplace, etc.

Long Beach residents will undoubtedly suffer the effects of this growing problem, particularly if they are freeway commuters to jobs outside of the City. Increased congestion can also be expected on local streets, due both to local economic development and to through traffic which will increasingly be seeking alternatives to congested freeways.

The City has a responsibility to its citizens to insure that street improvements and traffic management programs are implemented to fully meet the increased travel demand of new economic development. The City also has a regional responsibility to promote a development pattern which will not further contribute to the problem.

Specifically, it should plan for a reasonable balance of jobs to housing units, making sure that local job opportunities are reasonably related to the skills of our workforce. In this way, the need for long freeway commutes will be minimized, thereby reducing potential traffic congestion, air pollution and energy consumption.

Air Transportation to Serve the Region

Regional air travel demand will soon exceed 65 million annual passengers (MAP). Los Angeles International Airport is already at its stated capacity of 45 MAP. Ontario Airport will also soon be saturated. Federal, State and regional authorities, therefore, will be seeking new solutions to this problem. Long Beach resists pressures to expand operations at Long Beach Airport to accommodate regional air travel

needs. Regional planners have examined other alternatives which could affect Long Beach, such as construction of a major new off-shore airport in San Pedro Bay.

Either of these two proposals would have significant impacts on the future development of the City. Long Beach has adopted a firm policy to limit growth of its airport in order to protect surrounding residential neighborhoods from the noise and other hazards of frequent overflights. Also, before the City considers an off-shore alternative, it should be certain that very important environmental, safety and access problems would be resolved in a satisfactory manner, and that the City would enjoy significant benefits from the project.

Solid, Liquid and Hazardous Waste Disposal

One of the many difficulties of regional population and economic growth is the suitable disposal of greater quantities of solid, liquid and hazardous wastes. Solid waste disposal will become increasingly expensive as local disposal sites are closed and wastes must be transported to even more distant sites. The historic practice of disposing of liquid wastes into the ocean with minimal treatment is increasingly being attacked on environmental grounds. Future disposal will require much more expensive treatment. State laws now direct each community to deal with its own hazardous wastes, requiring that disposal sites be identified in the Land Use Element of the General Plan.

The City of Long Beach is addressing the problem of solid waste disposal. The Southeast Resource Recovery Facility on Terminal Island will process all of the City's solid waste, plus that of neighboring jurisdictions. The City is dependent upon the Los Angeles County Sanitation District for disposal of liquid waste. Although industrial and commercial uses in the City generate significant quantities of hazardous waste, it is difficult to locate suitable disposal sites in the City in proximity to residential areas. On-site hazardous waste treatment will become increasingly desirable and feasible as off-site disposal becomes more difficult and expensive.

STATE OF THE CITY

The past two decades of planning and development in Long Beach have produced some remarkable results, especially in renewal of downtown and preservation of the shoreline. There have also been some unexpected disappointments, particularly the emergence of numerous high density residential projects in lower density, more stable neighborhoods. These experiences have been useful in helping to plan future actions so that the successes will be multiplied and the disappointments eliminated.

It is appropriate, therefore, as an introduction to the revised General Plan, that observations about the current state of the City and its special characteristics be summarized as a basis for postulating the future. The following paragraphs contain that summary, intended to convey a general flavor of current conditions with hints for the future. (It is not a comprehensive survey of every important issue to be addressed by the General Plan.) The goals for the City's future, expressed elsewhere in this document, will be better understood in the context of this short summary.

THE CHARACTER OF THE CITY

Long Beach has many unique characteristics which distinguish it from most other Southern California communities. These characteristics should be respected and nurtured so that they will continue to enhance the City's special lifestyle.

Among the most important of these characteristics is that Long Beach is blessed with favorable natural resources. The oceanfront orientation of the City is preeminent. Special amenities are associated with its oceanfront, such as beaches, the water itself, cool, fair weather, clean air, and views.

Of all the factors which make this site desirable for human habitation, these are among the most valued. They must, therefore, be protected so that they will continue to contribute to the unique character of the

City. Thus far, Long Beach has managed to develop its oceanfront resources intelligently without degrading or destroying them. It is likely that these resources can be further developed and enhanced for even greater human enjoyment, if sensitively planned and programmed.

Long Beach has a more "finished" look than most other communities in California and around the nation. It looks neat and clean, is well maintained, and is green. The high level of public works is very obvious. Long Beach has "kept up" rather than deferred many of its problems to the future. This practice had its genesis in the social and public attitudes of the City's founders and early residents, and has made its way into the attitudes of the present population, influencing the way they think about their City and how they want it to look and function.

It is important that continuing good maintenance be encouraged through long range planning so that City and neighborhood pride is sustained and perpetuated into the future. Unfortunately, severe limitations on City financial resources since passage of Proposition 13 threaten its ability to continue to maintain its public facilities at this traditional high level.

Long Beach does not conform to generic descriptions of typical Southern California communities.

It is not a bedroom town for some larger city, so it does not have many of the severe commuter and transportation problems associated with most of its neighboring cities.

It is not a center for manufacturing which makes negative land use and environmental demands, yet many residents are employed here.

It is not a beach town in the classical sense of that description, even though it has dense community development of all types along its extensive shoreline.

It isn't an office or retail center, but has sufficient development of the former to be competitive regionally. But the City has less major retail than its population requires, which represents a loss of convenience for our residents and of sales tax revenue for the City.

Long Beach is, in short, a complete city which, in some ways, seems to have been bypassed by many of the terrible urban problems which characterize so many of its neighboring cities. It is, therefore, different, and because it IS different it demands innovative directions for the future rather than the rote application of standard planning techniques which have traditionally been applied to city planning problems.

Long Beach has a great diversity of people, housing types, and neighborhoods. Generally its citizens share a good quality of life. It is important to recognize those qualities and to build on them rather than to plan in ways which could threaten them.

Additionally, the City has a different kind of "rhythm" which, among other things, contributes to a generally high "comfort level". The elements of this rhythm should be identified and preserved in future plans for growth and development.

Finally, there is a remarkably high level of responsible and caring public participation in the political process at all levels. This underlying social phenomenon must be sensitively nurtured into the future to assure that Long Beach does not become just another faceless segment of the Southern California megalopolis.

CONCERNS OVER GROWTH

Ten years ago, Long Beach was not concerned over growth; if anything, it was concerned over non-growth. Downtown was deteriorated, economic activity was stagnant, population was constant in numbers but rapidly changing in ethnic composition, and housing was becoming increasingly unaffordable. The 1978 Land Use Element of the General

Plan, and the subsequent 1980 community Development Strategy, responded to this condition by promoting downtown redevelopment, stimulating economic growth around the Airport and the Westside Industrial area, and encouraging new apartment construction in the older areas of the City within a 2-1/2 mile radius of downtown.

Today, Long Beach is very much concerned over growth.

The objectives of the 1978 Land Use Element were achieved more rapidly and more completely than its framers could have imagined. Downtown redevelopment has been a tremendous success. Jobs have increased by nearly 25 percent. Over 18,500 housing units have been constructed, mostly apartments in the affordable middle-income range. Population has increased dramatically, up 13 percent in ten years, with particularly significant increases in Asian and Hispanic families.

The effects of this rapid growth have not all been positive. Public schools, which had empty classrooms a decade ago, are now bulging at the seams. The School District is now rushing to erect temporary classrooms, lease vacant school buildings in adjacent jurisdictions, initiate year-round education on a trial basis, and construct three new elementary schools.

Public recreation facilities have similarly reached capacity. Every available ballfield is reserved for every available time period for the entire season.

And traffic is gradually but steadily increasing throughout the City. Intersections which once flowed freely are now congested in peak hours.

The most severe negative impacts have been felt in the City's older residential neighborhoods. It is here, where housing is most affordable, that many of the new immigrant families have settled. The incidence of overcrowded housing, which had been improving steadily in

recent decades, has once again become a severe problem. It is also here in the older neighborhoods, where zoning permitted higher density housing, that a rash of new apartment construction took place when interest rates declined in the early '80s. The combined impact of more housing and more overcrowding of existing housing meant dramatic increases in the numbers of people and of automobiles.

The symbol of rampant, unwanted growth has become the new eight-unit, box-like apartment house on a single residential lot.

In the early '80s, under pressure from its citizens to increase the supply of affordable housing, the City reduced its multi-family housing development standards to permit developers to realize the full density permitted in the General Plan.

Although it was intended that this new housing would be built on sites of three parcels or more, developers soon discovered ways to cram too many units on too small a lot, such as eight or more units on a single lot in a bulky, three-story box-like structure. Further construction of this unattractive type of apartment building was made impossible in 1986 with adoption of new residential design standards recommended in the Sedway Cooke study. Nevertheless, the fear of intrusion by these three-story monolithic structures has sparked continuing demands for downzoning in many of our older neighborhoods. New development has, at times, destroyed older buildings of significant historical and cultural value to the City.

Indeed, concern over growth looms very large in Long Beach today. It is the major issue with which this Land Use Element must deal. The challenge is to reconcile the strong pressures for growth with the equally strong pressures for stability and neighborhood preservation, all in a way which maintains that special character which gives Long Beach its unique identity.

GOALS AND OBJECTIVES

The strategic planning process, culminating in the report entitled "Long Beach 2000: The Strategic Plan", provided the impetus for setting short and long range growth and development goals. These were proposed, debated, and finally adopted by the citizen groups which made up the planning process. They were approved by the City Council as universally accepted guides for the future. It is therefore wholly appropriate that these goals and objectives be incorporated into the revised General Plan to help set a positive and determined course for Long Beach through the year 2000.

- o **Managed Growth:** Long Beach accepts the population and economic growth anticipated through the Year 2000, and intends to guide that growth to have an overall beneficial impact upon the City's quality of life.
- o **Economic Development:** Long Beach will pursue economic development which focuses upon international trade, while maintaining and expanding its historic economic strengths in aerospace, bio-medicine and tourism.
- o **Downtown Revitalization:** Long Beach will build its downtown into a multi-purpose activity center of regional significance, emphasizing a quality physical environment, a pedestrian focus, and a wide variety of activities and architectural styles.
- o **New Housing Construction:** Long Beach encourages the development of 24,000 new housing units through the Year 2000, with emphasis on filling the gaps which exist or are anticipated in certain sectors of the City's housing market. In the immediate future, the emphasis should be on for-sale housing for first-time homebuyers and upon upscale residential development in and around the downtown area.

- o Affordable Housing: Long Beach views its existing housing stock as its greatest resource of affordable housing, and will stimulate and support continued maintenance and reinvestment in that housing stock. It will take advantage of every available State and Federal program to make its housing affordable to its population, but it will not sacrifice long-term quality for short-term affordability in new or rehabilitated housing.
- o Neighborhood Emphasis: Long Beach recognizes the strong neighborhood to be the essential building block of a City-wide quality living environment, and will assist and support the efforts of residents to maintain and strengthen their neighborhoods.
- o Quality Services: Long Beach will emphasize quality in the provision of services to its residents and businesses, and will strive to make public services readily accessible to all citizens.
- o Citizen Opportunity: Long Beach finds strength in the increasing diversity of its population, and will seek to ensure that opportunities are available to our new citizens to fully participate in the community and to achieve their personal goals.
- o Quality Education: Long Beach recognizes that quality education is a key ingredient in building a successful community through the Year 2000, and it will foster community-wide support of education of all levels and for all age groups.
- o Facilities Maintenance: Long Beach will maintain its physical facilities and public rights-of-way at a high level of functional and aesthetic quality, manifesting the pride of the citizens in their City and ensuring that future generations need not bear the burden of deferred maintenance.
- o Adequate Water Supply: Long Beach will continue to take the actions that are necessary to preserve an adequate supply of water for domestic, commercial and industrial purposes.

- o Functional Transportation: Long Beach will maintain or improve the current ability to move people and goods to and from development centers while preserving and protecting residential neighborhoods.
- o Arts and Culture Support: Long Beach recognizes art and culture to be necessary ingredients of a quality living environment, and will create and support the mechanisms through which private individuals and organizations can expand cultural opportunities for all residents.
- o Citizen Participation: Long Beach will pursue increased opportunities for citizen participation in public decision-making, and will encourage voluntary efforts to provide and improve local facilities and services.
- o Financial Stability: Long Beach will make the efforts necessary to maintain stable local government financing; to identify and to prioritize existing and potential financing resources; and to make those fiscal allocations required to meet the goals which have been established through the Strategic Planning process.

Those goals dealing with population growth, economic development, housing, infrastructure, and transportation relate most specifically to the Land Use Element of the General Plan. These goals from Long Beach 2000 are further clarified and quantified in the following paragraphs so as to make them operational objectives to guide the preparation of the Plan.

- o Managed Growth

The concept of managed growth is the underlying goal upon which the entire Land Use Element of the General Plan is based. Long Beach has historically prospered during periods of economic and population growth. The present growth cycle, however, differs from those of the past, in that there remains little vacant land to develop. Increasingly, growth will require recycling and increased density. The way in which new development is designed, and the

manner in which the impact of increased density is mitigated, will determine the degree to which the quality of life of our City is preserved and enhanced. Therefore, the goal of accepting increased growth is conditioned by the very important phrase, "to guide that growth to have an overall beneficial impact upon the City's quality of life".

Those qualities which define our lifestyle are multi-faceted and complex. We enjoy many of the attributes of other Southern California cities, including an enjoyment of the outdoors enhanced by a coastal location. What makes our lifestyle unique, however, is the satisfying balance which we have struck between the friendliness and tranquility of small town life and the excitement and opportunity of a big city economy. This balance is a delicate one, which the General Plan must preserve through a sensitive and restrained distribution of land uses and densities throughout the City.

The City should support efforts aimed at preserving Long Beach's significant historic and cultural places and buildings, recognizing that a mixture of old and new structures adds richness to the urban fabric and helps establish a sense of place with which all citizens can identify.

The City should develop a long term strategy to create a setting where the arts and culture will flourish in the City. This should be encouraged through active street level uses, pleasant pedestrian routes, and special activities combining public art and permanent cultural facilities. Public art treated as an integral part of the environment will help create a rich variety of arts for the community. The City should require private investment in the arts through an assessment of a percentage of the construction cost of new projects. This requirement should be broad enough to encourage a variety in art, spaces, and activities, and is a way of strengthening the City's cultural image in the long term.

This Plan is designed to comfortably accommodate a population of 450,000 by the Year 2000. In order to preserve quiet residential neighborhoods, and to accommodate travel between residential and commercial areas, new housing must be concentrated around Downtown and the other economic activity nodes of the City, and along some of the principal streets which connect them. Only through such managed growth can Long Beach enjoy the benefits of increased population and economic activity, while preserving its unique quality of life.

o Economic Development

The Strategic Plan envisioned an economic future for Long Beach which is closely tied to international trade. Growth and development in this sector will be most predominantly concentrated around Downtown and the Port. But the Plan also foresaw continued growth in historically strong economic sectors, specifically aerospace (which should concentrate in and around the airport), bio-medicine (which should focus on the Memorial Medical complex), and tourism (which should extend along the entire shoreline, but center primarily around the Downtown Shoreline, the Convention Center and in the Alamitos Bay Area).

The primary reasons for fostering economic development are to create employment opportunities for our population and tax revenue for our city. These ends should not be realized at the expense of environmental quality, with regard to air and water pollution, industrial hazards, and unmitigated traffic impacts.

Since land for commercial and industrial uses is scarce, choices will have to be made among potential uses. In such situations, preference should be given to those uses which provide a large number of jobs of types which parallel the skills of our workforce, which generate more tax revenue than the added cost of public services they will require, and which do not harm our environment.

As an operational goal, the Land Use Element should seek to provide at least 1.35 jobs for every household in the City. This favorable balance of jobs to households will assure residents a reasonable opportunity to find employment within Long Beach, thereby avoiding long commutation. Reduced home-to-work travel will also have regional benefits in terms of reduced air pollution, freeway congestion and energy consumption.

o **Downtown Revitalization**

The current boom in downtown development began in the early 80's following the completion of the Downtown/Tidelands Plan. The Downtown Redevelopment Program was infused with increased Federal and State funding for public streetscape, transit and open space improvements, to which the private sector responded with new office and hotel development. However, if downtown is truly to become "a multi-purpose activity center of regional significance", increased attention must be given to retail, entertainment and residential uses in and around downtown. And care must be taken that the recycling for new development spares our most precious historic structures, so that each new generation can appreciate and enjoy the heritage of our City.

o **New Housing Construction**

The 1985 Strategic Plan called for an increase of 24,000 housing units through the year 2000 to accommodate the population goal of 450,000. To achieve this net increase in face of anticipated losses to demolition, a total of approximately 30,000 units would have to be constructed over the fifteen-year period.

Since the Strategic Plan was prepared, 9,400 new housing units have been constructed. This leaves a remaining goal of 20,600 new housing units to be constructed over the next 12 years, a reasonable goal in light of the experience of recent years. The Land Use Element must provide capacity for this level of new residential

development, resulting in a total of approximately 186,000 housing units in the year 2000.

o Affordable Housing

As stated in the Strategic Plan, our greatest resource of affordable housing is our existing housing stock. Although some of this stock will be lost each year to provide sites for new residential and economic development, and some will be lost to physical deterioration, it is the goal of this plan to preserve 97 percent of the existing housing stock through the Year 2000. To accomplish this, the Plan must limit residential densities to their present level in most neighborhoods, so as to reduce the economic incentive to replace existing relatively affordable units with new more expensive housing.

o Neighborhood Emphasis

All of the above reinforces the neighborhood emphasis recommended in the Strategic Plan. Long Beach is, and should remain, a city of strong neighborhoods. The Land Use Element must, therefore, study each neighborhood individually, identifying its present strengths and weaknesses. The Plan must identify existing deficiencies in necessary neighborhood services (e.g., recreation, local shopping, and public schools), and offer opportunities to provide for these services as the Plan is implemented.

o Facilities Maintenance

The people of Long Beach have historically enjoyed five parks, attractive streets, clean water and safe disposal of wastes. The high quality of these supporting physical facilities (or infrastructure) has been a source of pride and comfort. An important goal of the General Plan is to maintain the quality of these facilities over time. The Land Use Element plays an important role in defining the magnitude and geographic distribution of expected growth which will place increased demand upon these facilities. As such, it identifies in advance the needs for facility expansion so that such expansion can be planned and programmed in an orderly manner.

o Functional Transportation

To plan for land use without consideration of transportation is to plan for failure. Indeed, it is the lack of coordination of land use and transportation planning at the regional level which has brought upon California urban regions the ever-increasing problems of traffic congestion.

Relatively speaking, Long Beach does not suffer under extreme traffic congestion, even during peak hours. Although some intersections in the city now operate at level of service "E" (a traffic engineering shorthand describing a situation where traffic volume equals 90 percent of street capacity), most streets and intersections operate at level "D" or better (traffic volume between 80 and 90 percent of capacity). It is the goal of the General Plan that arterial streets should continue to operate in peak hours at level of service D or below.

As discussed above, one way that the Land Use Element can contribute to this goal is to locate sufficient employment in the City in proximity to residential areas. It can also permit sufficient employment and residential densities along transit routes to encourage transit ridership.

The Land Use Element must also recognize those major streets which will be most heavily travelled, and propose land uses along them which can tolerate such high traffic volumes while not themselves generating frequent in and out traffic which will interrupt flows on the arterials. The more specific transportation improvements and management techniques to solve specific traffic problems expected through the Year 2000 will be addressed in the Transportation Element of the General Plan.

FORECASTING FOR THE GENERAL PLAN

Many of the policies of the Land Use Element are based upon forecasts of several components key to long range planning decisions. The components which were the subject of forecasts are:

- Population
- Housing
- Persons per housing unit
- Employment
- Retail demand

The latter two forecasts were prepared expressly for this general plan revision. The population/housing/PPHU forecasts are part of a continuing program of the Department of Planning and Building. First developed and released in 1986, the forecasts and the methodology are contained in several reports published by and available from the Department of Planning and Building. The current forecast will be revised upon adoption of the Land Use Element, and after the 1990 Census.

Population and Housing

The forecasts of population and housing are presented for each census tract in the City. Briefly summarizing the forecast, population was expected to take a fairly dramatic upward turn after 1980, and to continue to grow at a rapid rate until about 1992. Thereafter, the growth curve is expected to begin to flatten, with noticeable slowing around the year 2000.

The actual growth in population and housing units, as estimated by the State Department of Finance and as shown by the building permit records of the City, indicate clearly that the forecasting methodology is sound and produces credible results. However, it will not be until after the U.S. Census of 1990 that hard data are available for a thorough check of the accuracy of the forecasts.

The 1990 U.S. Census reported 429,400 persons residing in Long Beach. Population estimates have been revised to reflect slower growth than was anticipated in 1988. The tables which follow outline both the 1988 original forecasts and the revised 1997 forecasts.

It appears that the City's population will not reach the 450,000 estimate before the year 2000. The forecasts have been revised after the 1990 Census, and statistical data in this Land Use Element has also been revised to reflect the new population. However, citations of population forecast in this element are not to be construed as constituting a "cap" on development beyond which proposed housing developments would be denied for the reason of having exceeded the population estimate.

The following key data were originally forecast for the year 2000, the "target date" of this general plan revision:

Total Population.....	450,630
Total Housing Units.....	186,129
Average PPHU.....	2.35

Using 1988 as the base year for comparisons, the future increment of growth, if the original forecasts were realized would be:

Population	34,200
Housing	20,600 new units, or a net increase of 16,000 after demolitions are subtracted
Persons/HU	Increase of 0.05 from about 2.30

Almost ten years have elapsed since the above forecasts were developed. The following table is inserted to provide an update of population and housing units as reported in the 1990 U.S. Census, and as estimated by the Advance Planning Division for the years 1995 and 2000.

REVISED FORECAST August, 1997

	<u>1990</u>	<u>1995 est.</u>	<u>Year 2000 est.</u>
Population	429,400	424,300	441,700
Housing Units	170,400	172,900	175,400

These estimates are lower for both population and housing than those forecast in 1988. Due to the prolonged economic recession from the late 1980's into the mid 1990's, it is estimated that the City actually lost population since the 1990 Census. Instead of adding 34,800 people to the City's population between 1988 and the Year 2000, new estimates have been adjusted downward amounting to almost two-thirds less than the originally forecasted population. And, instead of adding 16,000 new units by the Year 2000, these estimates have likewise been adjusted downward. Only 5,000 new units are expected to be added to the City's housing stock between 1990 and 2000. Additionally, current forecasts indicate that the City's overall household sizes will increase. Empty-nester (senior citizens) single family homes throughout the City are expected to be acquired by larger families in the future. Thereby, the average persons per household size has increased from an estimated of 2.35 (for the year 2000 forecast in 1988) to 3.2 (for the year 2000 forecast in 1997). The 1990 Census reported an average of 2.61 persons per household.

Population Density

This Land Use Element uses the correlation between the number of housing units and population as the measure of population density, expressed as persons per housing unit. These values are found on the tables for each census tract for every forecast year. They represent the forecast average for the housing stock in each tract, and therefore represent reliable planning data for the tracts.

The population density value used for new housing units constructed through the year 2000 is approximately 2.4 persons per unit. This should not be confused with the above mentioned densities of 2.35, 2.61 and 3.2 persons per household which relate to all types of housing units, not just "new".

Employment

Employment Trends, 1980-1987

It is estimated that there were approximately 198,500 jobs in the City of

Long Beach in 1987. About 60% of these jobs were in the service and manufacturing industries.

The service industry is primarily made up of business support services, amusements, health care, personal and repair services. Manufacturing is the sector of the economy which has experienced the most job growth since 1980. It includes businesses engaged in the production of products which are mostly airframe and defense related.

In percentage terms, the fastest growing sector of the economy was government or public administration, followed by manufacturing, and communications and utilities. Areas of the economy showing some decline since 1980 include transportation, construction, wholesale trade, and finance-insurance-real estate. Overall, the City's job base increased by 22% since 1980.

Much of the economy is related to the movement of goods through the City's world class port. Major downtown revitalization and more international trade are manifestations of the City's growth as a competitive force in Southern California.

Balance Between Jobs and Housing

Job growth outpaced housing growth in the 1980-87 period. While the ratio of employees to housing units was about equal in 1980, the trend since then has been to become more "job rich". The ratio of jobs to housing units was 1.18 in 1987. In this regard, the City is becoming more like the County of Los Angeles.

The County of Los Angeles is very job rich, with a ratio of 1.38 employees to housing units. In percentage terms, the City's growth in jobs was four times that of the County's, while housing growth was slightly under the County level for the 1980-87 period. The goal of the City is to at least achieve approximate parity with the Los Angeles County ratio of jobs to households. The projections shown on the following table result in a ratio of jobs to households in the Year 2000 of 1.35 to 1.00.

Employment Projections, 1987/2000

Projections of future employment are based upon the goals stated in this General Plan and in the Long Beach 2000, Strategic Plan. They are, therefore, matters of policy, representing the direction the City wishes to take. The only sector which shows a slight decrease between 1980 and 2000 in this projection is construction which, after the explosive housing boom of 1984-1986, is expected to be concentrated on the commercial and industrial segments of building.

The three employment sectors expected to show the highest increases are finance-insurance-real estate, retail trade, and services. These increases reflect the continuing successes of national and international trade and the commerce associated with it, and the growing importance of retail trade and services in the Long Beach economy.

New jobs were added at the rate of 5,105 annually during the 1980-1987 period. Between 1987 and 2000, the average annual rate of new jobs added is expected to be around 4,100.

Research provided by the Southern California Association of Governments, May, 1988.

EMPLOYMENT AND PROJECTED CHANGES

OCCUPATION	1980	1987	1980/1987		1987/2000	
			% CHANGE	NET INCREASE (DECREASE)	% CHANGE	NET INCREASE (DECREASE)
Agriculture, Mining, and Petroleum	2,476	2,520	1.8	44	11.3	284
Construction	6,938	6,160	-11.2	(778)	6.7	414
Manufacturing*	38,712	56,980	47.2	18,268	24.0	13,675
Transportation	9,030	8,000	-11.4	(1,030)	22.3	1,783
Communications, Utilities	4,172	5,700	36.6	1,528	23.9	1,365
Finance, Insurance, and Real Estate	9,266	8,490	-8.4	(776)	60.0	5,097
Wholesale Trade	8,590	8,350	-2.8	(240)	23.7	1,976
Retail Trade	25,791	28,340	9.9	2,549	38.1	10,792
Services	51,029	60,570	18.7	9,541	27.8	16,833
Public Administration	6,803	13,440	97.6	6,637	13.3	1,781
TOTALS	162,817	198,550	21.9	35,733	27.2	54,000

* Manufacturing includes Research and Development

Sources: 1980/1987, Southern California Association of Governments.
2000 Projections, Long Beach Department of Planning and Building.

Land Use Implications of Increased Employment

As the workforce expands in the future, so will the need for space to accommodate the workforce. It is possible to calculate the square footage needs for new workers in each of the employment categories and to recommend appropriations of the space needs to various parts of the City. Such calculations have as their variable components not only the numbers of expected new workers, but also the average square footage needs per employee, the number of stories in the future buildings, and the expected land coverage of the various building types.

Such calculations can be useful in planning for future land uses. Their utility is most significant for cities whose expansion is almost exclusively on vacant land, but less valuable in a city like Long Beach, where most growth takes place by filling vacancies in existing buildings, replacing old structures with new ones, making multiple uses of existing structures, and, of course, building new structures on vacant land. Only the last alternative has land use implications of importance to the General Plan.

The following Table summarizes the projected number of acreage equivalents expected to be required for the expanded workforce by the Year 2000, and estimates the actual acreage of now-vacant land which may be needed.

OCCUPATION TYPE	ACREAGE EQUIVALENT	ACTUAL ACREAGE
Agri./Mining/Petroleum	(No additional vacant land needed)	
Construction	(Mobile workforce - no land impact)	
Manufacturing	188.0 Ac.	94.0
Transportation	(No additional vacant land needed)	
Communication/Utilities	(No additional vacant land needed)	
Finance/Insurance/Rea. Est.	22.5 Ac.	3.0
Wholesale Trade	56.7 Ac.	28.4
Retail Trade	309.5 Ac.	61.9
Services	104.0 Ac.	10.4
Public Administration	9.7 Ac.	1.0
TOTALS	690.4 Ac.	198.7 Ac.

The Land Use Element makes the following assumptions about the probable allocations of the new workforce and the actual acreage needs:

Manufacturing/Wholesale Trade. Most of these needs will be provided at the Port of Long Beach; the Long Beach Airport and environs; on presently vacant lands which are in the process of developing for manufacturing/wholesaling purposes (such as at the Freeway Business Park); and through the conversion of heavy industry sites to light industrial and warehousing uses, such as in north Long Beach.

Finance-Insurance-Real Estate. It is expected that requirements for these occupations will be satisfied primarily in the greater downtown area either in new buildings or by filling present vacancies in existing buildings. A small number of new sites is expected to be needed, distributed very widely throughout the City.

Retail Trade. Most new retail demand will be accommodated at existing retail centers or along main streets in existing or replacement buildings. Some new retail acreage will be required, such as at the proposed auto mall and for expansion in southeast Long Beach.

Services. It is expected that future space requirements for service businesses will be very diffuse and in many cases combined with retail developments. Services of certain kinds will also be important in new office buildings downtown and elsewhere. Therefore, a very small percentage of vacant land need is assigned to the service sector.

Public Administration. Future expansion in this area will be directed to sites now dominated by them, such as medical centers, the Civic Center, educational facilities, and military installations.

Retail Services

It is important that a broad variety of retail shopping opportunities be provided throughout Long Beach for the convenience of its residents and for the long range economic vitality of the City. This brief study examines the existing retail market in Long Beach, and proposes standards for the future to facilitate achievement of the long range objective.

Two basic types of retail stores are included here. The first is that type which provides more localized service to shoppers. Usually, merchandising convenience goods or necessities, this type includes food, drugs, and eating/drinking places. With the exception of supermarkets, stores in this category are usually fairly small and can be integrated comfortably within residential neighborhoods.

The other type of retail outlet serves a market larger than a neighborhood, or several neighborhoods. Purchases in these stores, called comparison goods, are usually more costly and made less often, and the stores are generally large and more difficult to integrate with residential neighborhoods. Included in this category are department stores, home furnishings, building materials, and auto sales-service-parts.

Information on taxable retail sales used herein is taken from the California State Board of Equalization annual report for the year 1986 (the last full year reported at the date of this study). That report shows a total of \$2.152 billion in taxable retail sales in Long Beach. An additional \$323 million in non-taxable food purchases is estimated to have occurred in 1986, bringing the total retail sales to \$2.475 billion.

Despite this impressive total, Long Beach retail sales per capita are about 19% less than the Los Angeles County average. This is the result of competition from shopping centers in neighboring cities, and the lack of a full range of stores in Long Beach, problems which are interrelated.

The effect of this competition is felt mostly in the comparison shopping segment of the retail market, specifically department stores and automobiles. The City is moving aggressively to enhance the auto sales opportunities. There also appear to be opportunities to improve the department store situation in several locations, such as Los Altos, Bixby Knolls, and downtown. Recommendations can be found in the Activity Centers section of this report.

There are shortfalls in the convenience category as well. Most notably, there are large areas of the City which have no supermarket, although there is unquestionably the need in certain areas.

Finally, sales per square foot of retail space may lag behind regional averages, having a negative effect on total tax revenues. This analysis assumes that sales per square foot averages will reach parity with regional averages.

The principal objective of this section of the Land Use Element is to recommend geographic distributions of the various types of retail land uses. This is approached in several ways.

First, those retail uses which are primarily of a convenience nature and neighborhood-serving are "distributed" on the basis of the buying needs of the average Long Beach neighborhood. This average consists of 3,000 households, and does not distinguish among the wide ranges of purchasing power characteristic of those actual neighborhoods described elsewhere in this report. Where neighborhoods are now clearly deficient in the convenience retail uses, commercial land uses are shown on the plans or indicated in the texts.

Second are the retail uses of a comparative shopping nature which have as their market areas a larger community (several neighborhoods) or the entire City. Future land use needs of these retail outlets are accommodated in existing centers, such as downtown, or along certain major thoroughfares, as indicated in the section on Arterial Corridors.

The chart entitled Retail Analysis shows fairly "hard" data on amounts of retail acreage needed in the future, and some of these acreages are related to a standard neighborhood of 3,000 households.

The purpose of this analysis is not to require that each neighborhood necessarily have a certain amount of retail space, but rather to illustrate the magnitude of future need so that proposals for new retail centers can be viewed in the context of neighborhood and citywide need. It also provides a basis for making future zoning decisions in the neighborhoods and along strip commercial streets of the City.

A brief explanation of the sources and methodology is contained in the notes at the bottom of the chart.

R E T A I L A N A L Y S I S

TYPE OF BUSINESS	NO. OF PERMITS	TAXABLE TRANSACTIONS	ANNUAL PURCHASES PER 3,000 HOUSEHOLDS	SIZE OF AVER. L.B. OUTLET	OUTLETS/NEIGHBORHOOD	
					EXISTING NEED	FUTURE NEED
CONVENIENCE GOODS						
Apparel Stores	212	\$50,951,000	\$960,000	2,185 sf	0.4 ac.	0.6 ac.
Drug Stores	70	31,910,000	600,000	3,507	0.2	0.3
Food Stores (all types)	280	461,603,000	8,685,000	5,930	1.4	2.0
Packaged Liquor Stores	148	38,685,000	735,000	1,584	0.2	0.3
Eating/Drinking Places	918	277,081,000	5,220,000	2,474	2.0	2.7
Also included in this category for analysis purposes are:						
Other Retail Stores	872	164,341,000	3,090,000	1,507	1.1	1.6
All Other Outlets	3,248	655,717,000	12,330,000	822	3.8	5.3
TOTALS, CONVENIENCE GOODS	5,748	\$1,680,288,000	31,620,000		9.1 482.3	12.8 (per neighborhood) 678.4 (citywide)
					<u>OUTLETS/CITYWIDE</u>	
					EXISTING NEED	FUTURE NEED
GENERAL COMPARISON GOODS						
General Merchandise Stores	79	\$142,734,000	n.a.	12,045	43.7 ac.	91.7 ac.
Home Furnishings/Appliances	246	46,884,000	n.a.	1,657	18.7	39.3
Building Materials	87	140,916,000	n.a.	26,995	53.9	75.5
Auto Dealers/Supplies	157	336,266,000	n.a.	21,418	77.2	108.1
TOTALS, COMPARISON GOODS	569	\$666,800,000			193.5 482.3	314.6 678.4
					Plus Convenience Acreage	678.4
					TOTAL ACREAGE NEEDS	992.0
PERCENTAGE OF TOTAL URBANIZED AREA					3%	4%

NOTES

Food transactions include taxable and non-taxable sales

Outlet sizes are derived from average annual sales per square foot data from the Urban Land Institute.

Existing acreage is calculated on the basis of 50% average lot coverage, which includes many stores and centers of older design.

Future acreage need is calculated on the basis of 33% average lot coverage to accommodate the objective of achieving better design and development standards. Additionally, future need incorporates a projected increase of from 40 to 46% to accommodate forecast growth in households and to meet the goal of reaching parity with the Los Angeles County average per capita sales.

The acreage needs for Building Materials and Auto Sales categories are calculated on the basis of 100% lot coverage to recognize the indoor/outdoor nature of sales in these categories.

URBAN DESIGN ANALYSIS

PRINCIPAL URBAN DESIGN FEATURES

The major landform in Long Beach is a flat plain formed in the geologic past between the two rivers, the Los Angeles and San Gabriel. This broad plain extends from the northernmost City boundary to the very edge of the sea in nearly unbroken fashion, with only a low bluff separating the plain from the water.

There are two notable exceptions to this flat landform. The most significant is the mound of Signal Hill in the heart of Long Beach. Though it is not very high in actual elevation, it appears tall because of its uniqueness in an otherwise featureless landscape. In the central part of the City, this hill divides south from north Long Beach physically. It also divides this part of the City psychologically, the hill is part of a separate, incorporated city. On the west and east sides of Long Beach, however, one is hardly aware of the hill - the plain is continuous.

The other landform which provides relief from the flat plain is the shallow bowl in the southeast corner of the City, in which one finds the communities of Naples, Belmont Shore, the Peninsula, and the newer developments along Pacific Coast Highway south of Loynes Drive. In this area, the land meets the sea directly without the separation of a bluff.

Aside from these two features, there is little of the topographic relief which, in some other cities, contributes to the variety and individuality of neighborhoods, or even helps to delineate them and give them special character.

There are, however, other distinctive elements of the landscape which contribute to the special character of Long Beach. Most of these are man-made features of different types. For example, the Artesia and San Gabriel River freeways form hard edges along the northern and eastern borders of the City. One is aware of moving into a different

type of locale when they are crossed. The San Gabriel River channel itself strengthens this edge effect on the east.

The Long Beach Freeway and Los Angeles River channel contribute to a strong divider effect in the western part of the City, but since they are not located on the edge of Long Beach, they act more as separators of neighborhoods, and may contribute to a feeling of alienation among the westernmost neighborhoods of the City.

The San Diego Freeway is a very strong physical divider between the north and south halves of the City, though many of the adjacent neighborhoods do not appear to have suffered significantly from this dividing effect.

The larger parks and golf courses contribute to the City's character and are very distinctive elements of the landscape. El Dorado and Recreation Parks add considerable amenity to the adjacent communities. Skylinks Golf Course effectively acts as a buffer between the residential neighborhoods to the east and the Long Beach Airport. The airport itself is a distinctive element, as it contains so much land that is developed at a very low scale. It is, therefore, in some respects, a very large open space in the middle of the City - a relief, of sorts, from the intensive urban development all around it. This feature, however, is rapidly being surrounded by very significant building masses which will eventually hide its open space character, much as Los Angeles International Airport can no longer be perceived as a huge open space.

Downtown Long Beach and the Port provide different design elements. In these cases, the man-made forms of tall buildings and cranes contribute to a very urban feeling - they are at the center of something which is obviously very active and exciting. There are also a few tall buildings in other parts of the City, but they are not massed in such a way to convey the same impression. It is possible, however, that tall building masses should be developed in appropriate locations, not only

in response to market conditions, but also to help bring relief to the otherwise flat and characterless urban form of much of the City, and to help identify important activity nodes.

Other important man-made design features include buildings in the downtown and elsewhere designated as historic structures, and several designated historic districts in the City. These contribute a special uniqueness and ambiance which enhance the special character of the City.

The natural features of the Bay and the white beaches all along its edges are very special design elements found in few other cities of the size and complexity of Long Beach. They are, perhaps, the City's most distinctive elements and the most valuable of its natural resources. As an extension of these features, the water recreation areas of Alamitos Bay, including beaches, marinas, and waterfront homes, form an important, even unique, urban design element.

Finally, major roadways comprise an important class of urban design elements, as they tend to divide or unify neighborhoods, and are the principal vehicle for "reading" a city, since they provide for all types of circulation among the city's neighborhoods and to other cities. In Long Beach, the regular grid of north-south and east-west streets communicate well the elements of direction and changing characteristics. Local traffic patterns have established a much higher density of travel on the east-west roadways than on the north-south. Most of that high density travel is concentrated in the "coastal corridor", comprised of Ocean-2nd Street-Westminster, Seventh and Anaheim Streets, and Pacific Coast Highway. It is not surprising, therefore, that the southern part of Long Beach is the most familiar to most people travelling about Long Beach. This is also the area in which there tends to be greater definition among neighborhoods, greater vitality, more growth, and larger investment and re-investment.

Centers where human activities are concentrated are important in the analysis of a city's urban design features, since these are the areas which provide identification, character, interest, and vitality. Long Beach has a number of varied activity centers. Most are single-purpose activity centers where facilities of a certain type are concentrated. Foremost among these are the larger shopping centers, such as Los Altos and Bixby Knolls, and Cerritos and Lakewood (in nearby cities). Equally important are the centers of employment located at the Dominguez Center, Westside, the Long Beach Airport, and the Port. The commercial centers tend to have more neighborhood integration, whereas the employment centers tend to affect neighborhoods unfavorably, unless well designed and controlled. Especially troublesome are the peak hour traffic rushes associated with employment centers. These tend to disrupt neighborhood traffic patterns while adding noise and accident hazards.

Because of the single-purpose nature of commercial and employment centers, their design is relatively unimportant unless they become quite large scale centers, such as is now developing around the Airport. In this instance, the heights and masses of the buildings, and the tendency toward a greater variety of uses, will make these centers more important from the urban design perspective.

The most important activity areas in Long Beach are located in the downtown-Port area, and around Alamitos Bay. This plan identifies them as "significant multi-purpose activity centers".

The downtown area combines employment, both industrial and office-commercial, with retail activities and recreation uses. The area is characterized by tall, dense buildings, a large population, and considerable vehicular and pedestrian traffic. The center attracts people from a very wide area, some on a daily basis, and others as sometime visitors. It plays a very significant role in the economic and political life of the City, and is the most important man-made urban design element of Long Beach. While it occupies a site at the extreme

southwest corner of the City where its value as a design element is considerably lessened owing to its isolation from the remainder of Long Beach, this may be the best site for it when viewed from its immediate environs because of the visual contrast with the nearby Bay and beach. The recent addition of the parks and marina to the downtown shoreline have considerably improved its urban design qualities.

Another significant multi-purpose activity center of Long Beach is located generally around Alamitos Bay, and comprises the commercial centers of Belmont Shore, Marina Pacifica and the Market Place, the recreation facilities on and around the Bay itself, a large population of affluent and active people, and the campus of California State University Long Beach. This area, like downtown, is also characterized by considerable vehicular and pedestrian traffic. Its urban design features, however, are much more fine-grained and discrete, lacking the large scale building masses of downtown, except at the University.

Because of the special role this community plays in the larger City, it is probably appropriate that the design scale remains low and intimate. Any attempt to highlight the area by erecting tall buildings or massive developments would contribute to a complete and unfortunate reversal of character. The recent degradation of Westwood in Los Angeles through introduction of office and residential towers illustrates this point.

The significance of the multi-purpose activity centers cannot be over-emphasized. Equally significant are the special design characteristics of each. These should be recognized as important elements of design in the future plan for the City. The downtown area is now subject to the design principles set forth in the recently adopted Urban Design Plan. This will help guide the further development of the area as an important multi-purpose center. It may also be appropriate in the future to prepare an urban design plan for the Alamitos Bay center in order to assure the continuing importance of this area as a truly unique place.

The other class of activity centers includes smaller ones spread about the City, some of which may have multi-purpose characteristics. An example is the growing activity center around the Alamitos Traffic Circle. There one finds a growing population, mixed retail facilities, and some employment in the form of offices.

Last in the scale of activity centers are the many very small retail centers, churches, schools, and other neighborhood-related places which help to give identity and distinction to a community. Integration with the surroundings is the design imperative in these instances.

It may be that some neighborhoods which lack identity now would benefit from the introduction of small scale, well-integrated activity nodes, much as was proposed for the East and West Villages in the Downtown Urban Design Plan. Owing to market considerations, all of the small retail centers now being erected throughout the City are sited along major roadways, exacerbating traffic and parking problems, and compounding the design concerns raised by strip commercial frontages. Smaller versions of the mini-centers may be appropriate for inclusion within residential districts on a very selective basis, carefully controlled as to design, to assure neighborhood integration.

REGIONAL AND SUB-REGIONAL DESIGN CONSIDERATIONS

Large multi-purpose activity centers have an importance beyond the boundaries of the City in which they are located. Looking at the entire region, they are neither numerous nor sited closely together. They all tend to draw from very large areas because of the special benefits they offer. In Long Beach, the downtown offers employment, financial, governmental, and entertainment opportunities. In Alamitos Bay, the regional attraction is undoubtedly recreation.

These centers are candidates for regional system linkages, as the inter-connections by rapid transit (the light rail link between downtown Long Beach and Los Angeles), commuter air services, freeway improvements, and the like. Intra-city transit connections may also be appropriate in

the future as the technology becomes available, such as a people-mover link between downtown and the Queen Mary complex.

CONCLUSIONS AND POLICY DIRECTIONS

There are a number of conclusions which can be drawn from this analysis, and policies which can be inferred from them. They are grouped below by subject.

Terrain and Tall Buildings. Little can be done to alter the natural terrain of the City. It is, however, important to recognize that topography determines certain styles of structures and other improvements. For example, tall buildings should not be erected in locations which will de-emphasize their height. As mentioned earlier, high-rise structures are not appropriate in the Alamitos Bay area for the reasons cited, as well as for the fact that the community is located in a depression which would tend to reduce the impact of vertical design elements. Conversely, tall buildings are appropriate at upland locations where verticality will be emphasized. Such areas include Long Beach Boulevard north of the San Diego Freeway and the portion of Pacific Coast Highway near Community Hospital, where spectacular views of the City can be obtained.

Additionally, some of the existing activity centers would benefit from the addition of one or more tall structures. Included among these are Bixby Knolls and Los Altos shopping centers, and the Airport. The largest concentration of tall buildings should be reserved for the downtown and its immediate environs, such as along the bluff to Tenth Place, and on Long Beach Boulevard south of Seventh or Tenth Streets. Duplication of the Wilshire corridor by constructing tall buildings along the entire length of Long Beach Boulevard is probably not a good idea from the perspective of a unified urban design scheme which emphasizes centers over corridors. Clustering is a better response to the limited market than is planning for long strips of high-rises.

For design and environmental reasons, certain terrain features must be carefully preserved. Included among these are the sandy beach frontages and the bluff. These valuable resources can, however, be beautified and perhaps even improved in such a way as to encourage more intensive public usage. The design character of San Pedro Bay at the front door of the City might be improved by the addition of several more islands around which could be concentrated nodes of water-based activities, such as marinas and communities of houseboats. Extreme care in regulating the design of this type of improvement would be essential to preserve the values of the Bay resources, views, etc.

Arterial Roadway System. As expressed above, roadways are the principal means by which one "reads" and understands the City. The design of roadways and the uses along their frontages convey important messages about the livability and attractiveness of the communities through which the roads pass. Broad, well-landscaped parkways are a pleasure to drive and convey positive messages about the City. Roadways which are lined with mixed uses of varying condition, having no setbacks and little or no landscape treatment, are not so pleasant to drive, and convey negative messages about the community.

These differences are well illustrated by contrasting, for example, Studebaker Road with Alamitos Avenue. The importance of these differences goes far beyond design and aesthetic considerations. Well ordered, beautiful streets enhance community pride and encourage faith in a community, faith that is often translated into investment. Therefore, it is clear that Long Beach should strive to attain an attractive arterial system.

Positive design steps that should be taken to improve appearances along our streets include large setbacks along the frontages, more plant materials, fewer curb cuts, and better building design and signage. Additionally, recycled land uses should not be of the type which generate more traffic and friction. Streets of most concern are: Santa Fe Avenue, Long Beach Boulevard, Atlantic Avenue, Alamitos Avenue,

Redondo Avenue, Artesia Street, Willow Street, Fourth and Tenth Streets, Pacific Coast Highway, Anaheim and Seventh Streets. The last three are of particularly high priority since they serve the heaviest traffic demands and affect the most densely populated and vital neighborhoods of the City. Future grand-scale improvements to these arterials, such as grade separations, must be carefully designed to fit the neighborhoods as well as the traffic needs. Ungraceful and strictly utilitarian structures would threaten the design character of the City.

Certain City entrances at arterials and freeways should be beautified to enhance the City's image. Of particular importance are the entrances at Seventh Street and Studebaker Road, and all the entrances from the Long Beach Freeway. These are now in very poor condition except at the extreme south end of the Freeway.

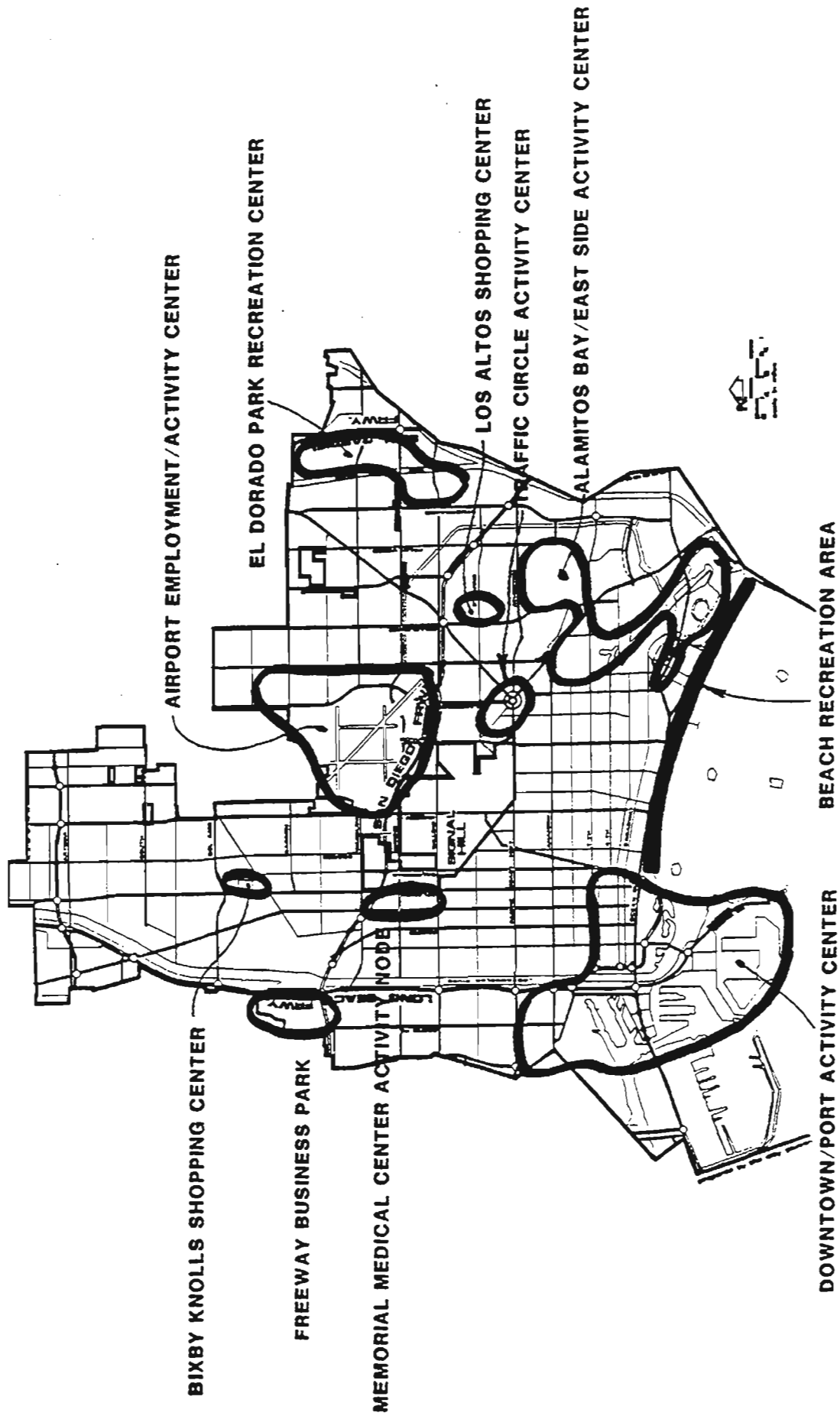
Activity Centers. It has already been observed that the downtown urban design plan should be implemented to enhance the character of this most important activity center, and that a similar design plan for the Alamitos Bay area be instituted in the future. Beyond these, considerable thought must be given to the design characteristics of some of the lesser centers, such as Los Altos, Bixby Knolls, and the Airport area. Tall buildings in these locations have already been recommended by this chapter. Continued integration of these centers into the life of the communities surrounding them is of great importance, and will be particularly challenging at the airport, where existing and probable future uses can have negative effects on their environs.

All future large scale developments, such as at the site of drive-in theatres and in SEADIP, must be subjected to specific urban design plans as well as to use controls.

Small scale nodal developments in residential areas should be permitted only under the most controlled of conditions, emphasizing good design as well as compatible land use.

The urban design analysis indicates that there is one area of the City which would benefit greatly from the establishment of a multi-purpose activity center. This is the area just south of the San Diego Freeway, along Atlantic Avenue and Long Beach Boulevard. The area is surrounded by a very large and diverse population, has excellent access, and already has the beginnings of such a node. Memorial Medical Center and a number of supporting medical offices are sited there. At Willow Street and the Boulevard will be a major station on the new light rail line - a station which will also include some parking for commuters. A planned center here would benefit from the introduction of fairly large scale shopping facilities, as well as from motels and more offices. A tall building on the high ground near the freeway would add a needed vertical feature.

MAJOR ACTIVITY CENTERS



MAJOR ARTERIALS
and heavy traffic multi-route corridors

North City Corridor

Mid-City Corridor

Coastal Corridor

San Diego Freeway
San Marcos Freeway
San Luis Valley Freeway
San Marcos Freeway
San Diego International Airport
San Diego State University
University of California, San Diego

Mid-City Corridor

Coastal Corridor



GENERALIZED CONCEPT PLAN

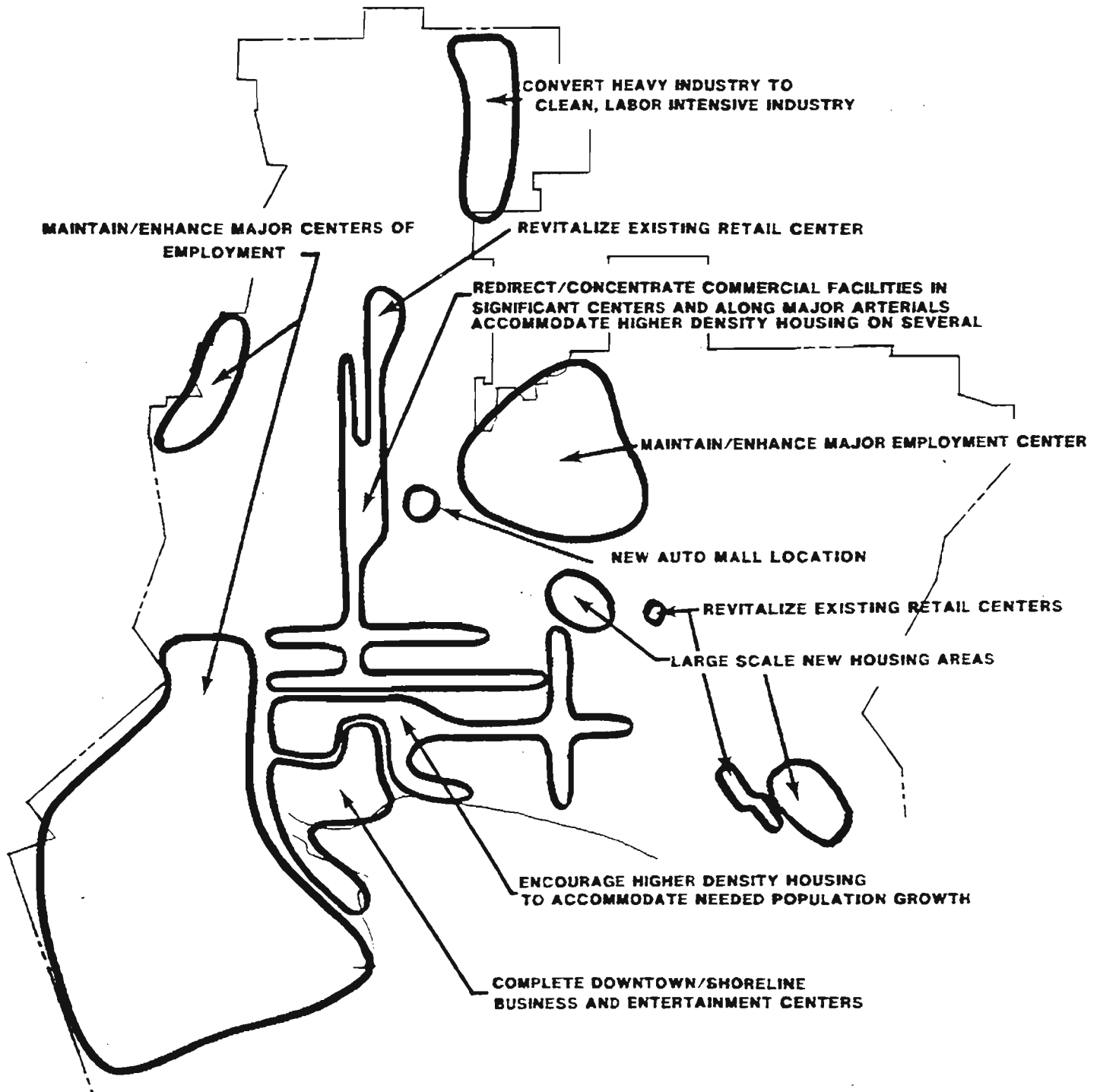
The map which follows presents a generalized concept of some of the fundamental policies of the Land Use Element. Those policies are represented geographically by the outlined areas on the map, and are identified by abbreviated policy statements. They include concerns about new housing, higher density housing, arterial functions, and retail and employment opportunities.

The largest areas on the map - those portions not encircled by dark outlines - are primarily residential in nature and are governed by the policy expression at the bottom of the map, namely "Maintain existing densities. Preserve and enhance neighborhood qualities".

In such a broad generalization of long range policies in a complex, built-up city, it is to be expected that many important details will be omitted for the sake of simplicity. For example, there may be small areas of increased residential density recommended within the broad area labeled "Maintain...densities", but these are not significant and do not, therefore, violate the overall policy. Similarly, certain arterials not shown on the map are programmed for some commercial development, but since it is not to be "concentrated" development, or significant in its retail impact, they are omitted from the generalization.

Specific details for each residential neighborhood, activity center, and major arterial are to be found in the body of the text of the Land Use Element, and in the maps accompanying that text. The reader is urged to refer to the appropriate chapters for specific information related to the assignment of land use districts to properties in the City.

GENERALIZED CONCEPT PLAN



ALL OTHER AREAS...MAINTAIN EXISTING DENSITIES. PRESERVE AND ENHANCE NEIGHBORHOOD QUALITIES.

LAND USE DISTRICTS

This section specifies the various land use districts which comprise the land use portion of the General Plan. They are intended to provide general guidance as to the types of land uses considered appropriate to the City of Long Beach, and to provide the policy base for future zoning regulations. Because the districts are general in nature, as mandated by the State Planning Act, several zoning districts may fit within each land use district. This is the result of the need to tailor regulations to variations in lot sizes, and other special conditions in different areas throughout the City.

There are four main categories of land uses represented by the district descriptions which follow: 1) Residential land uses; 2) Commercial land uses; 3) Industrial land uses; and 4) Others (Open space, Institutional uses, and Port/Airport). Each is introduced briefly below.

RESIDENTIAL USES

This General Plan designates seven separate land use districts to accommodate the very diverse housing types and densities in this highly urbanized City. It directs future growth in a manner which will assure realization of the short and long range housing goals expressed in the introductory portions of this Element.

The districts permit different housing types and densities. Some incentives for larger property developments are offered in order to initiate needed private recycling of deteriorated structures. In other instances, the maximum permitted density of a district may be available ONLY on larger properties to prevent overbuilding on smaller parcels.

The one aspect of housing development common to all the districts, however, is the absolute requirement that new housing construction must be of high quality. The City of Long Beach deems it to be of paramount importance that all residential projects make a positive contribution to the neighborhood in which they are to be located, and provide a comfortable and salutary lifestyle for their occupants.

Therefore, residential proposals shall be subject to design review by the appropriate authority, within the guidelines provided by the administrative sections of the City's zoning regulations. The purposes of the design review are to determine:

- o That quality materials and workmanship are to be used
- o That the site design and architecture are of high quality and are appropriate to the site and to the surroundings, or will make a marked improvement to the area
- o That the proposed housing units will provide for a safe, comfortable lifestyle compatible with the climatic amenities of Long Beach

Proposals which do not meet these minimum criteria may be rejected by the reviewing authority and no building permit issued until the designs are revised to meet the criteria. These criteria apply to design review of some project proposals in the non-residential land use districts as well, as described in the zoning regulations.

Maximum densities cited in Districts 3A, 3B, 4, 5, and 6 may not be utilized on single lot developments. The purpose of this restriction is to enable the City of Long Beach to regain control over the relationship between land area and residential density, an effort first codified by the Sedway Cooke study of multi-family developments, and further modified by this Land Use Element. This control is absolutely necessary if Long Beach is to remain a desirable place to live in the future.

Special housing types, as defined in the zoning regulations, are consistent with Districts 4, 5 and 6.

COMMERCIAL DISTRICTS

The general objective of the various commercial land use districts is to provide a differentiation among the several commercial categories deemed appropriate for Long Beach's future retail strength, and to encourage commercial precincts and strips which are less diffuse and more directed

to specific markets. Also, they are structured and distributed throughout the City in a manner which will help to ameliorate some of the traffic problems with traditional retail areas.

Generally, the Plan reduces the number of retail opportunities along some thoroughfares where they are no longer appropriate or functional, and concentrates them in areas which are able to sustain these types of activities successfully.

Several districts are proposed for the purpose of distinguishing among the commercial functions appropriate to this City. They are: Major commercial corridor (LUD No. 8); Traditional retail strip (LUD No. 8A); Pedestrian-oriented retail (LUD No. 8P); Mixed retail/residential strip (LUD No. 8R); Mixed office/residential strip with some retail support (LUD No. 8M); Shopping nodes/districts (LUD No. 8N); and Mixed Use Districts (LUD No. 7). This more detailed approach will solve one of the problems of the recent past – that dissimilar zone districts fell within one retail land use category, leaving a policy void relative to strip retail areas.

INDUSTRIAL USES

The two categories of industrial land use represented by land use districts 9L and 9H were traditionally described as “light” and “heavy” industry, respectively. The 1978 General Plan described them as “labor intensive and clean”, and “heavy”. This Element uses the terms “restricted” and “general” industry.

Although these and other short descriptions of industrial land use types are not wholly satisfactory since there are so many variations in processes, plant investment, automation, land requirements, etc., today it is believed that the terms “restricted” and “general” better describe these two districts.

From the overall policy standpoint, Long Beach does not wish to host plants and processes which present a high risk for environmental damage or serious neighborhood disruptions of any kind. As recommended in *Long Beach 2000: The Strategic Plan*, the City aspires to accommodate high technology research and development and manufacturing, bio-medical research and development, computer, aerospace, and airframe development and manufacture, and similar types of industries. (Land Use District No. 12 - Port and Airport has been established to recognize some of these special employment and commerce areas.)

Aspirations aside, the City also intends to accommodate a great variety of businesses, employing a diverse range of industrial processes, producing virtually any product, provided such operations are conducted

in a manner consistent with all applicable safety and environmental regulations. The two industrial Land Use Districts, 9R and 9G, are designed to accept a broad range of industrial, manufacturing, assembly and support uses.

The 9R District is intended to attract and maintain businesses which conduct industrial or manufacturing operations primarily indoors, with limited outdoor appurtenant activities. Such uses may occur within a business park setting where office development and other complementary uses also exist, or on lots within older or more traditional industrial environment which may be somewhat closer to residential and commercial neighbors. Zoning regulations on industrial developments are of key importance in the 9R District, where they are designed to ensure compatibility within industrial areas and with neighboring, non-industrial uses.

The 9G District is intended to provide areas where industrial and manufacturing operations incorporating more intense activities, including outdoor storage and controlled outdoor industrial operations, may locate. These general industrial lands are strictly intended to be preserved as industrial employment opportunity areas and other, non-industrial uses are strongly discouraged.

OTHER USES

HARBOR. Land uses within the boundaries of the Port of Long Beach are designated and controlled by the Port Master Plan and the Port's Local Coastal Program. While most of the uses can be described as industrial in nature, they comprise a wide variety of activities, including shipping, open and closed storage, warehousing, transportation, oil recovery, and the U.S. Naval Station and Shipyard. All port activities, therefore, are combined into one land use category in the City of Long Beach General Plan. For details for the specific land uses, reference must be made to one of the Port documents named above.

AIRPORT. A situation similar to that of the Port prevails at Long Beach Airport. Uses there include the landing field and facilities, manufacturing, repair, offices, hotels, and many airport-related support activities. These are combined into one land use category for General Plan purposes. For details within the various precincts within the Airport, reference should be made to the appropriate Planned Development Plan and Ordinance.

GENERAL PLAN LAND USE DISTRICTS (LUD)

LUD NO. 1 SINGLE-FAMILY DISTRICT

The Single-Family District is a policy response to the majority public preference for single-family neighborhoods, and in recognition of the reality that most of the City's land area is in this use. Homes in this district are primarily owner-occupied and are therefore self-maintained through the self interest of the occupants. However, in areas where internal or external forces are negatively affecting neighborhood stability, they may have to be bolstered by neighborhood preservation efforts of citizen groups formed autonomously or encouraged by the City government.

The wide variety of lot sizes in different locations of the City offers the single-family lifestyle as a choice across a spectrum of incomes and environmental preferences. New housing in this district shall conform architecturally to the residential neighborhood in which it is developed.

The maximum density on "standard" lot sizes in this district shall be no more than one dwelling unit per lot, or 7 units per acre. In areas where smaller lot sizes are permitted by zoning, densities higher than 7 du/ac may be permitted. Secondary units, or "Granny Flats", where permitted by other codes and ordinances, are consistent in LUD No. 1. Existing mobile home parks are preserved through assignment of this LUD.

Small, neighborhood-serving retail clusters may occur in LUD No. 1, providing they conform to the specifications detailed in the appropriate commercial districts. Planned developments may occur in LUD No. 1 for undeveloped land and assembled land or new subdivisions for detached single-unit residences. Such planned developments should conform in density to neighborhood character while increasing the local public amenities or

contributing to the citywide pattern of amenities (bike paths, parks, beach access, frontage or interior roads, dedications to public use, and the like).

LUD NO. 2 MIXED STYLE HOMES DISTRICT

This land use district recognizes that there are large areas of the City with a mixture of low density housing types, such as single-family homes, duplexes, triplexes, etc., usually mixed together on the same block faces. This situation occurred as a result of these areas having been zoned in the distant past for high density housing which did not materialize.

The purpose of this district, then, is to maintain the present situation, not to attempt to convert the areas to a single-family density, or to permit the areas to advance in density to that of the densest housing prevalent in the districts. Therefore, maximum permitted densities will be tied to the prevailing lot sizes in each sub-district in which a project is proposed, and this will be reflected in subsequent zoning. The maximum density shall be 14 du/ac except where small lot sizes exist and the zoning regulations permit higher densities. No density advantage shall be granted for multiple lot development. Common wall (or zero lot-line) projects, however, shall be permitted by zoning district as long as the density and design standards of this district are achieved. Small, neighborhood-serving retail clusters may occur in LUD No. 2 providing they conform to the specifications detailed under the appropriate commercial district.

LUD NO. 3A TOWNHOMES

The Townhomes District implements a policy to provide the opportunity to create single-family lifestyles with higher dwelling unit densities than are permitted in LUD No. 1 or No. 2, for any of a number of reasons, such as: to furnish more affordable housing; to stimulate recycling; to diversify lifestyle choices; and to create opportunity for architectural variety and neighborhood beautification.

The building style encouraged by this district is aggregates of dwelling units aligned in attached rows or arranged in regular and irregular clusters (possibly with vertically overlapping elements) in such a manner as to provide a separate exterior entrance to each dwelling unit. Parking for the units may be incorporated within the residential buildings or in separate parking compounds. Cluster designs may provide secured perimeters and common access points.

The true utility of this district is only realized through the accumulation of a number of adjacent lots, or on large unsubdivided or resubdivided parcels. Densities, therefore, are assigned on the basis of the number of units per acre rather than the number of units per lot, and are referenced in the zoning regulations. The maximum density permitted shall be 25 du/ac.

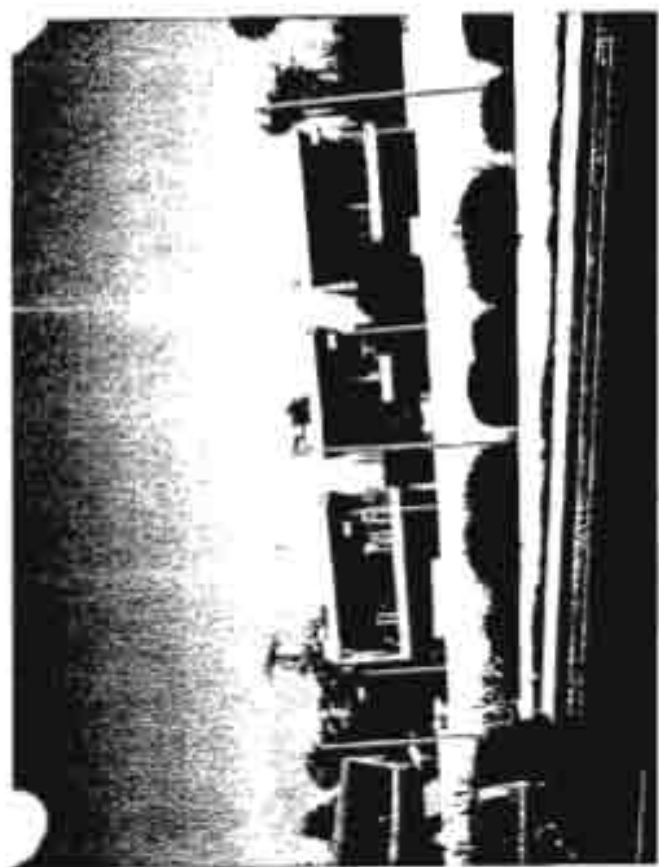
LUD NO. 3B MODERATE DENSITY RESIDENTIAL DISTRICT

The purpose of this district is to provide apartment and condominium living opportunities in moderate density projects which conform in height and general exterior design to the lower density neighborhoods on which they may border; to stimulate recycling on some of the City's major and secondary thoroughfares; to diversify housing choice; to furnish more affordable housing; and to create opportunity for architectural variety and neighborhood beautification.

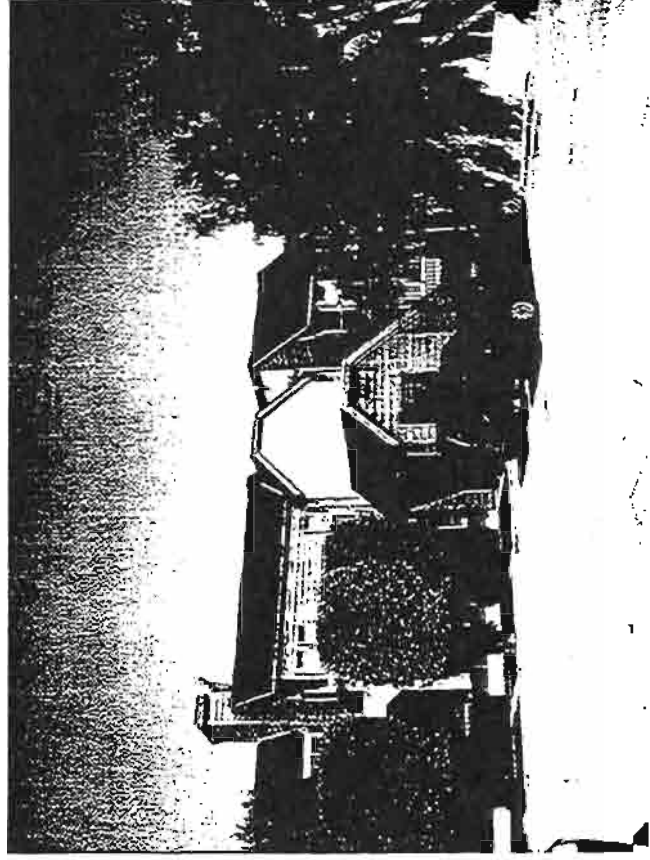
The building style encouraged by this district is two floors of compact arrangement, having common entrances, and footprints which cover much of the lot area. Setbacks will vary depending upon the area in which the projects are located. The term "garden apartments" is used elsewhere in this document to describe housing types in this district.

The permitted density of dwelling units in this district vary with the size of the development parcel, but shall not exceed 30 du/ac.

Parking for residents of the building may be located under the structure, providing the overall height of the building does not exceed that permitted by the zoning regulations. Automobile access to projects of this type sited on thoroughfares is an important design factor which is described in detail in the section of this plan entitled "Arterial Corridors".



10 Units per Acre



24 Units per Acre



31 Units per Acre

LUD NO. 4 HIGH DENSITY RESIDENTIAL DISTRICT

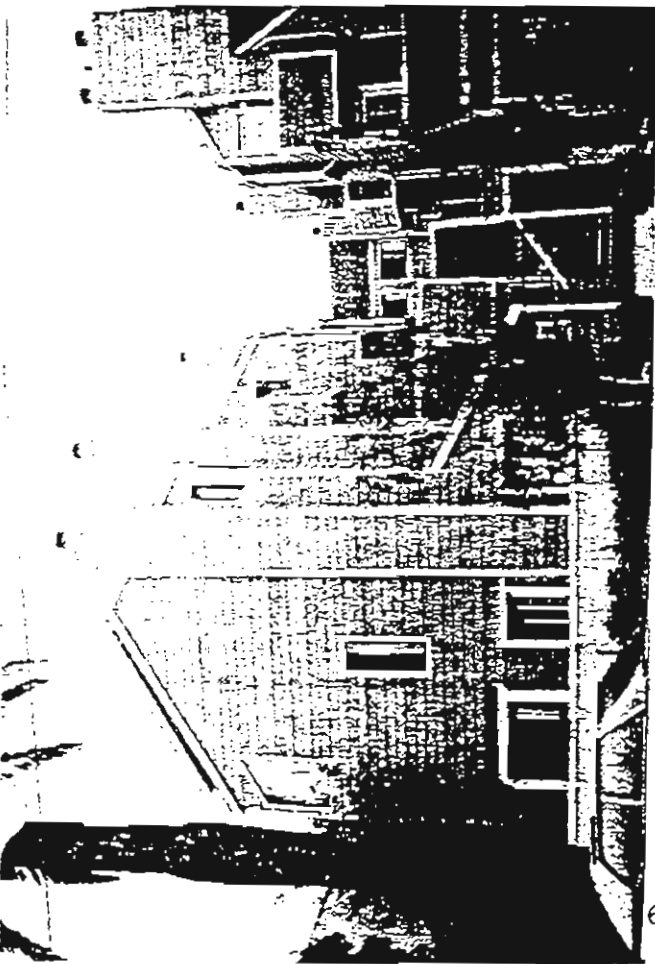
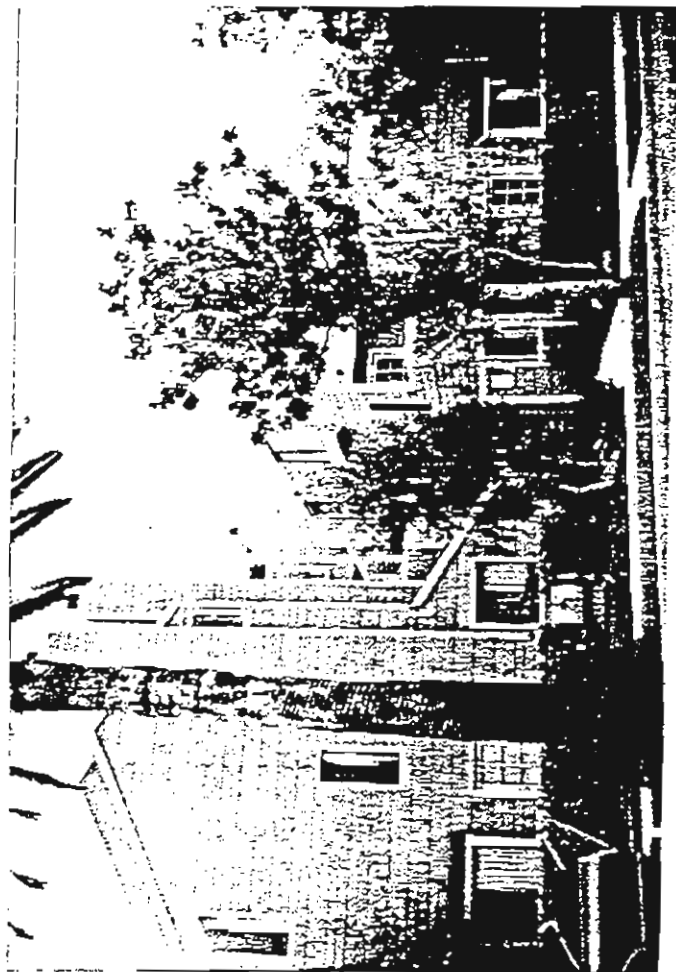
This district implements a policy to encourage an intensification or recycling of dwelling units in limited areas of the City where apartment and condominium lifestyles are logically related to transportation and services. Subareas vary considerably in quality, type of construction, architecture, and clientele. Similar features of such uses are as follows: common entrance to multiple apartments or condominiums; compact arrangements of dwelling units; and building footprint covering much of the parcel land area.

Present densities range widely, from about forty to two hundred dwelling units per acre. Many such high density structures were permitted before modern setback and off-street parking requirements became effective in the mid-1960's. The recommended future densities, even where attempting to stimulate recycling, are generally aimed to create a more open and attractive ambiance in such neighborhoods.

The maximum permitted density shall be 44 du/ac. Higher densities may be achieved on larger properties if a high rise overlay is applied. Design for all projects in this district shall show particular concern for abutting lower density housing. For examples of typical developments in this district, see the following pages.

LUD NO. 5 URBAN HIGH DENSITY RESIDENTIAL DISTRICT

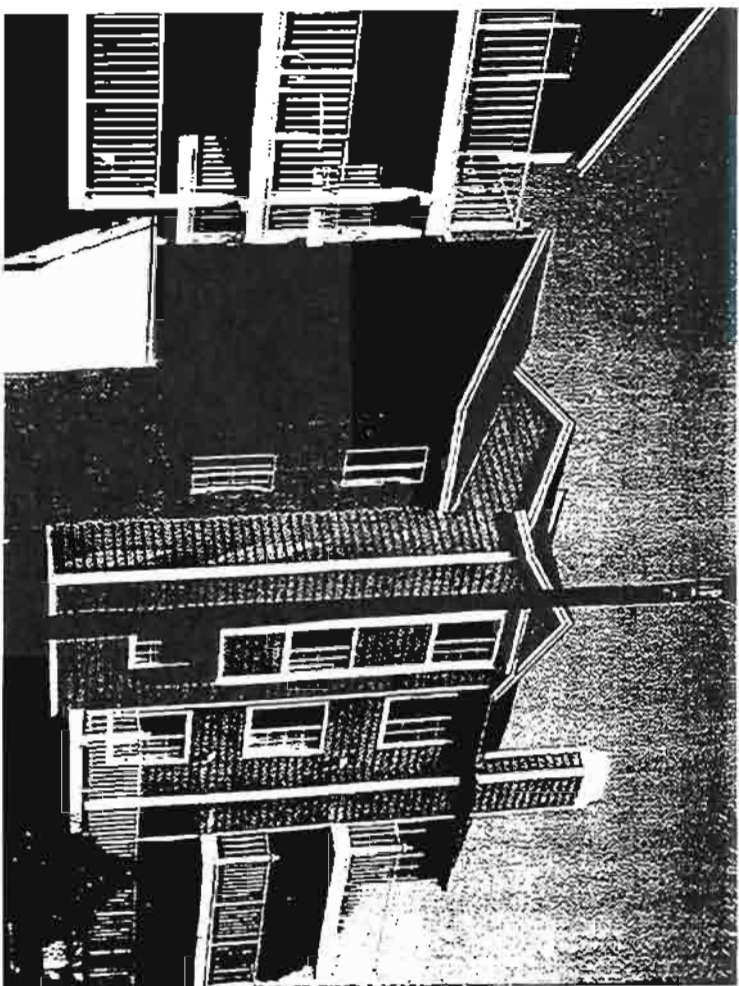
This high density district is created specifically for application in very urban settings, such as in the downtown area. It is to accommodate a highly urbanized lifestyle in which interactions among home, workplace, shopping, and entertainment are strong, and regional transportation facilities are nearby. The building style expected in this district is one which covers a large part of the property, serves the residential units by common hallways, has on-site recreational and open space amenities, and some services, such as laundries and storage areas.



60 Units per Acre



60 Units per Acre



Restaurants, small shops and personal services on the ground floors of these buildings are appropriate. Maximum density permitted in this district is 108 du/ac.

LUD NO. 6 HIGH-RISE RESIDENTIAL DISTRICT

The Tall Residential District is a land use complement to the broad policy of using the amenities and environmental assets of Long Beach toward maintaining and expanding the City as a regionally significant urban center. It is anticipated that this district will further a policy of maintaining within the City a reasonable balance of family types and incomes through attraction of moderate to upper income families. This district is small and mostly located in subdistricts near downtown, near activity node areas with high-rise vistas, and strong market areas.

The downtown area enjoys the multiple amenities of ocean view and breezes, walking or biking to beach and boating, proximity to shopping and concentrations of restaurants and entertainments, and short distances to the Civic Center and financial office buildings as places of employment or business. The siting and design of tall residential buildings in the downtown shall follow the standards and guidelines of the Downtown Urban Design Concept Plan and Guidelines, as interpreted by the Downtown Planned Development District. In the coastal zone, tall buildings shall follow the regulations contained within the Local Coastal Program and its various implementing ordinances.

Maximum density shall be 249 du/ac. Zoning regulations should be written so that highest densities can be achieved only on larger lots with high rise construction.

Ground floor commercial uses intended primarily as services to the residents are encouraged, as are rooftop restaurants which meet all requirements of the zoning regulations.

Approval of high-rise residential buildings shall be granted only after a finding by the design review authority that the proposal makes a positive contribution to the neighborhood in which it is located; that it provides a beneficial lifestyle to the residents; that it is of meritorious design; and that it makes a significantly positive contribution to the urban design of the City.

SPECIAL NOTE ABOUT LOCATION OF HIGH RISE BUILDINGS IN COMMERCIAL USE AREAS

Future development of high rise structures is permitted as a possible option in Districts No. 7 and 8M (following pages). It is not the intent of these provisions to permit such structures as an unrestricted right. Applications for high rise proposals must be approved by the Planning Commission using the following criteria:

1. That any possible negative effects on adjoining low density residential neighborhoods can be successfully mitigated to the satisfaction of the Planning Commission;
2. That the proposal is of meritorious design;
3. That it makes a positive contribution to the urban design of the vicinity in which it is located, and of the City as a whole.

These stipulations shall be incorporated in planned development ordinances regulating mixed use districts (No. 7), and in the zoning regulations for District No. 8M.

LUD NO. 7 MIXED USE DISTRICT

Historically, one of the objectives of land use regulations has been to separate uses which are thought to be incompatible with one another. That purpose is served by much of this General Plan. In a few locations throughout the City, however, a careful blending of different types of land uses can serve to save time and energy in transportation and communications, simplify and shorten transactions of goods and services, vitalize a site, and give it more importance in the urban structure of the City. The area will benefit from the synergistic effects of this blending. Clear incompatibilities among different types of land uses are not permitted by this district, however.

In general, areas in this land use district are classified elsewhere in this report as multi-purpose activity centers, though not all of those are incorporated in LUD No. 7. Centers which are included in this LUD are now, or shall be, regulated by an area-wide planned development plan and ordinance. Land use controls and design and development standards for these areas shall be contained in the planned development plan/ordinance for each area.

This district is intended for use in large, vital activity centers, not in strips along major arterials. The reason for this is that there is little or no synergistic effect rising from the random siting of disparate uses along a strip. Instead, the result is often a confusing and ill-functioning streetscape and corridor.

Combination of land uses intended by this district are, for example: employment centers, such as retail, offices, medical facilities; higher density residences; visitor-serving facilities; personal and professional services; or recreational facilities.

Not intended for inclusion with the above-listed uses are those which may have a detrimental effect on the ambiance, environment, or social well-being of the

area included in the district. Examples of these uses are industrial and manufacturing uses, warehousing activities, and outside storage.

However, this is not to preclude the assignment of this district designation to areas which have as their base industrial/manufacturing/warehousing uses. In these cases, the appropriate accompanying land uses include offices, visitor-serving uses, retail and restaurants, and services, all for the purpose of supporting the working population within the district complex. Along major thoroughfares in this district, large scale wholesale and retail uses may be appropriate, as permitted by the respective planned development ordinances. Residential uses are not permitted in these cases.

Residential densities in districts where residential uses are permitted will vary by the particular characteristics and needs of the district. In general, uses specified in Districts No. 3B, 4, 5 and 6 will be appropriate in the activity centers. Specific densities are named in the planned development ordinance for each district. These densities shall be compatible with residential densities outside the district boundaries, if the two residential areas are adjacent to each other. "Compatible with" shall not necessarily be construed to mean "exactly the same". Eliminating potential conflicts between widely different building types, heights, and densities is the objective of this requirement. Residential densities cited in the 1978 Land Use Element shall apply until planned development ordinances are written to implement areas in LUD No. 7.

LUD NO. 8 MAJOR COMMERCIAL CORRIDOR

This district is designed specifically for use along several major business corridors in the City. It has some of the characteristics of the Mixed Use District (No. 7); however, these corridors do not function as activity centers but rather as linear conglomerations of larger scale office and retail uses.

The permitted office uses should follow the criteria set forth in LUD No. 8M (Mixed Office/Residential). Residential uses, however, are not appropriate to LUD No. 8. Retail uses should be community or region serving, rather than intended for local or neighborhood service. They should be large scale with ample on-site parking, not relying on curbside parking for primary customer service. Light and heavy [industrial] or major auto repair uses are not consistent with LUD No. 8. Visitor serving facilities, such as motels and hotels, are consistent, providing they conform to current codes and ordinances. Tall structures (over 5 stories) are consistent where permitted by the zoning regulations.

Institutional and open space uses are consistent without the need to amend this Land Use Element.

LUD NO. 8A TRADITIONAL RETAIL STRIP COMMERCIAL DISTRICT

This district has many of the characteristics of District No. 8, but uses should be smaller in scale and serve local/neighborhood needs rather than community/regional needs. It is established to recognize the continuing need to provide commercial uses along the frontages of certain streets for the service and convenience of persons traveling by car, and needing local services.

This district is assigned to a limited few arterial in compliance with the stated policy to begin to focus retail uses on specific markets and to prevent the diffusion of such uses haphazardly throughout the City. Retail uses which are not primarily auto-oriented are not considered appropriate to this district. Office uses are consistent, but residential uses are not. Designs of commercial structures must be sensitive to neighboring residential uses. Commercial uses which may adversely affect adjoining residential uses are subject to conditional use permits.

LUD NO. 8P PEDESTRIAN-ORIENTED RETAIL STRIP DISTRICT

This is a very special category for use in a few specific areas of the City where strip retail uses catering primarily to pedestrian trade abound or may be developed. "Pedestrian-oriented", as it is used here, means that shoppers arrive by foot (or arrive by car and park in one location) and then stroll to a number of shops, services and restaurants. Stops in these retail strips tend to be of much longer duration than in the auto-oriented retail strips. They may also have less parking for automobiles, and such parking may be located behind stores instead of in front of them.

Because of the importance of the role that the pedestrian-oriented strips play in serving the adjacent residential neighborhoods, and the special ambiance which they create for all shoppers, they are considered to be a valuable resource to be preserved and enhanced for the future.

Typically, the stores in this district will be fairly small and will provide shoppers with a variety of convenience goods (bakery, delicatessen, flowers, etc.), or comparison goods on a small scale (dresses, beachwear, sporting goods, men's wear, etc.). Small scale services are also consistent with this district, providing they are intended for neighborhood use. Large frontage users, such as financial institutions in independent structures, are not consistent with the policies of this district. Small restaurants and bars are consistent, but not larger nightclubs or places which emphasize entertainment and therefore draw from an area wider than one or two neighborhoods. Retail uses drawing on sub-regional and regional markets are not permitted.

Designs of commercial structures must be sensitive to neighboring residential uses. Commercial uses which may adversely affect adjoining residential uses are subject to conditional use permits.

LUD NO. 8R MIXED RETAIL-RESIDENTIAL STRIP DISTRICT

The purpose of this district is to provide a land use environment in which residential uses predominate on the frontages of certain main streets, but in which some retail uses may occupy the ground floors of the residential buildings, or may be in free-standing retail buildings.

Free-standing retail buildings may not be developed in a “mini-mall” or shopping center configuration. The permitted retail uses are the same as those cited for LUD No. 8P (Pedestrian-Oriented). Parking for the retail uses must be behind the buildings or next to the buildings. Retail parking within residential buildings is discouraged. Retail stores on the ground floors of residential buildings must occupy at least 25% of the area of the ground floor of the building. Very small (or token) storefronts in residential buildings are not consistent with the policies of this district.

Residential uses permitted within this district are generally those described in LUD Numbers 3A (Townhomes), 3B (Moderate density), and 4 (High density). Specification for residential uses and types in each of the strips designated as District No. 8R shall be found in the zoning regulations. Generally, the policy base for residential types and densities is that they shall not be incompatible with any neighboring residential uses (see definition of “compatible” in LUD No. 7); that they shall not contribute to a significant deterioration of the traffic-carrying capacity of the fronting roadway; and, that they shall contribute positively to the City’s stock of needed higher density housing developments.

LUD NO. 8M MIXED OFFICE/RESIDENTIAL STRIP DISTRICT

This district is different from LUD No. 8R in that it is intended to encourage a mix of free-standing office buildings with freestanding residential buildings, with the provision for some retail uses in the ground floors of each if desired by the project applicants, or in separate structures. It is intended for use on

more important major streets which should portray a highly urbanized appearance. It is for office uses which are more citywide serving than local, and for higher density housing. Also permitted in this district are institutional and open space uses without the need to amend the Plan.

Office uses should be fairly large in scale with on-site surface or in-building parking with vehicular access off the main roadway wherever possible. Taller structures (over 5 stories) are consistent where permitted by the zoning regulations. Heavy landscaping along the frontages is required to enhance the image of the boulevard on which the use is located.

Residential uses generally should be of the higher density types, such as permitted in LUD Nos. 3B, 4, 5 and 6. Townhomes (LUD No. 3A) may be appropriate in some places, and may be approved pending a favorable review of the site plan and architecture by the design review authority. Parking for the residential uses should be contained within the buildings. Access should be from the side streets or alleys wherever possible. Heavy landscaping along the frontages is required.

LUD NO. 8N SHOPPING NODES

This land use district is created to accommodate retail and service uses exclusively, primarily in small clusters. It is widely dispersed in the form of numerous clusters of neighborhood-serving centers for the retail needs of residents of Long Beach. Larger shopping centers are included in District No. 7.

A neighborhood retail cluster is intended by this plan for every community within about one-half mile of each residence, if feasible.

Some of these clusters are specifically designated on the map in areas where the pattern of land uses, the traffic flows, and the distribution of residences

more or less dictate the locations of the commercial centers. Elsewhere the map may not specifically designate the appropriate neighborhood shopping facility. In such cases, zoning for such facilities in predominantly residential land use districts is tacitly understood as the intent of this Plan, provided that such facilities are clustered with off-street parking and separated from each other by economic market radii.

Adequate off-street parking, minimization of curb cuts, maximization of side street access, and de-emphasis of curbside parking are critical in this District, especially as some of these thoroughfares may be subject to parking restriction in the future in order to increase traffic capacities.

LUD NO. 9R RESTRICTED INDUSTRY

This district is intended to accommodate industrial, manufacturing, research and development, warehousing, and large scale wholesale facilities and industrial-support office development. Non-industrial uses which are necessary or desirable for support of employment centers are also permitted at scales and intensities intended to serve nearby industrial businesses. Such supporting uses include restaurants, personal and financial services, retail uses related to the industrial uses, and medical clinics. Residential uses are not permitted.

Negligible environmental impacts are desired in this district. The Restricted Industry District typically will include clean, non-nuisance industries whose primary activities are confined completely indoors and those whose operations produce minimal off-site impacts with respect to traffic, emissions, noise, operating hours, etc. Much of the new employment projected by this Plan is expected to occur in the Restricted District 9R. Therefore, land resources identified in this District should be preserved from other uses, such as institutional, housing and commercial (with the exception of the industrial-support commercial uses mentioned above).

Examples of Restricted Industry businesses include research and development firms, warehousing operations, small-scale incubator industries, and flexible space (i.e., combined office, sales, warehouse, and production for one firm).

Solid waste storage, transfer, processing, and conversion facilities may also be permitted, providing that the location and performance requirements enumerated in the WASTE DISPOSAL FACILITIES section of this Land Use Element are met.

LUD 9G GENERAL INDUSTRY

This land use district occurs in a few subdistricts within the City, although this type of land use dominates the environment west of the City, including some Los Angeles County area assigned by LAFCO as within the sphere-of-influence of Long Beach. Heavy industrial land uses dominate the port and refinery areas.

The 9G General Industry District is established in order to maintain a strong industrial employment component in the City's economic base by accommodating a diverse range of businesses which employ many different processes, creating a wide variety of products. Except for commercial-type operations specified under LUD No.9R including restaurants, retail, services and offices complementary to local industry, all commercial and office uses are excluded from LUD 9G.

The 9G - General Industry District differs from the 9R - Restricted Industry District in two distinct ways. It allows more intense operations than those permitted in the 9R, and it is intended to preserve greater expanses of land for industrial uses. The 9G district is intended to provide areas for any business to conduct legitimate industrial activities, indoors or outdoors, provided such business conducts its operations in a manner consistent with all applicable safety, environmental and zoning regulations.

Where the application of the General Industry District abuts residences, schools, parks or other sensitive uses, the zoning designation implementing the General Industry District shall only allow light or medium industrial uses.

Solid waste storage, transfer, processing and conversion facilities may also be permitted, providing that the location and performance requirements enumerated in the WASTE DISPOSAL FACILITIES section of this Land Use Element are met.

LUD NO. 10 INSTITUTIONAL AND SCHOOL DISTRICT

The land uses in the Institutional District (LUD No. 10) are characterized by the permanence of the built use, or the intentions for such use, once the location has been established for the proper citywide or subregional distribution of public services: City Civic Center, County and State regional office buildings, academic research institutes and headquarters, colleges, universities, major hospitals, cemeteries, public schools, and the like. Institutional uses serve basic public needs over a long period of time, enduring through changes in the surrounding socio-economic environment.

LUD NO. 11 OPEN SPACE AND PARK DISTRICT

This district is quite diverse, compressing into one general category the numerous types of land and water acres that remain “open.” Thus, open space is defined as any area of land or water that is essentially unimproved and largely devoted to an undeveloped or unconstructed type of use. Land that has been graded or planted, has a walking/bicycling/skating path or nominal roadway system or surface parking thereon, is considered open space. Beyond privately held pools, yards, setback areas, rooftop gardens, balconies, porches, and the like, open space uses in Long Beach include the following: parks, plazas, promenades and boardwalks, vacant lots, cemeteries, community gardens, golf courses, beaches, flood control channels and basins, rivers and river levees, utility rights-of-way (e.g. transmission tower areas), oil drilling sites, median strips and back up lots, offshore islands, marinas, inland bodies of water, the ocean, estuaries and lagoons. All lands designated LUD No. 11 are intended to remain in or be redeveloped in the future in (essentially) an open condition.

Park open spaces are tracts of land, most often publicly held, which are accessible to the general public (usually for free but sometimes with a parking/access fee) for the purposes of preserving natural and habitat areas, and promoting the mental and physical health of the community through recreational, cultural and relaxation pursuits. Parks are characterized by green (or beach and water) open spaces devoted to leisure activities including the enjoyment of nature, wildlife, cultural heritage, sports, and similar activities. Park open spaces should be distributed in a community so that all citizens, regardless of race, age handicapped condition, gender, or socio-economic status, have access to the benefits they offer. Existing imbalances in park open space locations shall be corrected over time to better serve the citizenry of Long Beach.

In ecological preserves (officially designated as such by Federal, State, local or regional authorities) disturbances of natural ecosystems are prohibited. Other environmentally sensitive areas are to be protected, enhanced and preserved. Any development of public lands and offshore open space to the breakwater must be minimal and is subject to specific planning with appropriate public participation and public hearings before decision.

Commercial recreation uses designed to contribute to a park patron's total experience, supplement the Department's recreational services and aesthetically compliment existing programming and facilities, may be permitted subject to specific findings under the Conditional Use provisions of the zoning regulations.

Proposed minor expansions of existing open space facilities, or the creation of new mini parks, may be found to conform to the General Plan without amendment, at the discretion of the City Planning Commission.

LUD NO. 12 HARBOR/AIRPORT DISTRICT

This district is composed of the Long Beach Harbor and the Long Beach Airport. Such an aggregate is clearly massive, heterogeneous and immensely powerful in shaping the land use structure, the socio-economic health and the human environment of the whole City.

This Land Use Element foresees no significant changes in the boundaries of this land use district. Therefore, its composition and structure have predictable overall consequences based on present boundaries and general contents of LUD No. 12 subdistricts. Hence, the Land Use Element does not differentiate detail within each district. Instead, the water and land use composition within the harbor area is separately formulated and adopted by due process as the specific plan of the Port of Long Beach. Similarly, the air and land use composition within the airport area is separately formulated and adopted by due process as the master plan of the Long Beach Airport.

The specific plans for land uses within the boundaries of the Harbor and the Airport should support and promote the primary functions appropriate to each such subdistrict. Any transfer of public land, or of the responsibilities for the management of public land, to these subdistricts by appropriate authorities will be accompanied by specifically designated uses of such land transfers consistent with the City General Plan.

Solid waste storage, transfer, process, and conversion facilities may also be permitted, providing that the location and performance requirements enumerated in the WASTE DISPOSAL FACILITIES section of this Land Use Element are met.

LAND USE DISTRICT NO. 13 RIGHTS-OF-WAY

This land use district is designed for application to certain publicly and privately owned rights-of-way. The intent of this district is that properties so designated remain basically as open space. However, use of these areas for public access and recreation purposes is not required in LUD No. 13.

Permitted uses are: public open space and recreation; private commercial recreation; commercial horticulture uses, such as nurseries, tree farms, agricultural plots; and similar low intensity uses which maintain the basic open character of the property.

Uses not permitted include residential, retail (except as noted above), and industrial developments.

Structures on properties in LUD No. 13 shall be limited to those which are accessory to the permitted uses listed above, and shall be designed and sited so that they conform to the standards of the neighborhood in which they are located.

RESIDENTIAL NEIGHBORHOODS

Residential neighborhoods which are carefully preserved, selectively improved, made attractive, and protected from potentially destructive forces are the key to the continuing attraction of Long Beach as a pleasant place in which to live, raise families, and enjoy the Southern California lifestyle.

Yet for decades, Long Beach has witnessed the development of residential buildings at quite high densities. Most of the older high density buildings are concentrated in downtown and along parts of the coastline where property values tend to force higher densities. Some older projects have up to 200 units per acre, but may only be three stories tall. Newer high density buildings have been distributed over wider areas of the City.

Despite the fact that such buildings, new or old, do not remotely represent what one thinks of as the "California lifestyle" (residents cannot enjoy the wonderful coastal amenities and climate which characterize this city unless they leave the premises) they were a tolerated building form and style of living until recently. That density, form and style has only a limited place in the Long Beach of tomorrow, where design and density improvements will be required.

Recent actions to reduce densities in many areas of the City were successful in helping to ameliorate the threat of nearly seven decades - a threat that, if perpetuated, could have completely and permanently changed the face of large parts of Long Beach.

Residents of the City are very concerned about excessive or ill-conceived growth and its potential impact on the quality of their living environments. Managing growth and providing for acceptable standards of living are of high priority. For purposes of achieving these ends, each of the residential neighborhoods, which collectively make up the whole of the living environment of Long Beach, has been examined in

detail. The results of this analysis are recommendations regarding future desirable directions for each neighborhood. The recommendations will be implemented by the City zoning regulations and other regulatory devices. Programmatic improvements will be implemented through various Community Development programs.

The City of Long Beach Department of Community Development is charged with actively enhancing housing opportunities, developing and maintaining quality neighborhoods, and facilitating a strong economic base for the City of Long Beach and all its residents. The City works to improve neighborhoods and preserve the City's housing stock in predominately low- and moderate-income designated areas. Current revitalization programs, which serve nine selected Neighborhood Improvement Areas within Community Development Block Grant target zones, are designed to regenerate an entire targeted low-income neighborhood.

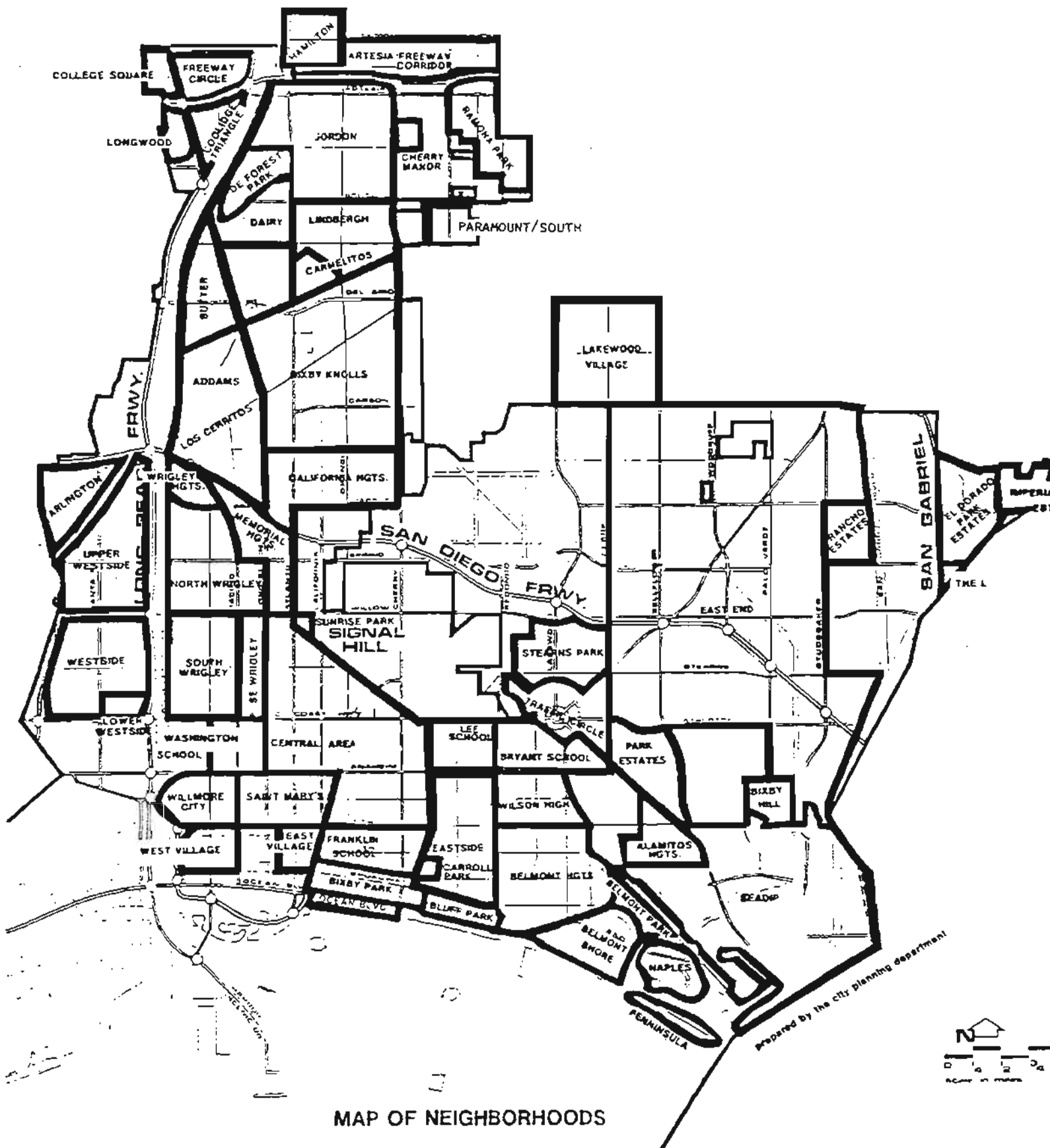
In addition to Home Improvement Loan assistance, which is also available to low-income homeowners citywide, target-area programs include: paint rebates, tool rental assistance, exterior home improvement rebates, trash dumpsters, rental housing rehabilitation, commercial facade rebate, graffiti prevention and graffiti removal.

Activities which support neighborhood revitalization include: infill lot and land assembly for the purposes of removing slum and blight and creating housing and economic development opportunities; housing production programs which stimulate the development of affordable housing; rental assistance to low-income tenants for the purpose of expanding housing opportunities; and commercial loan programs which assist business persons in improving office, retail, commercial, or industrial property.

The exposition of the policies related to each neighborhood is composed of a brief text explaining current status and recommendations, and a map of the neighborhood. Proposed land use districts are shown on the

map. Reference should be made to the chapter entitled LAND USE DISTRICTS for the specifications of each district. These descriptions and maps are the basis for zoning actions (where required) in each neighborhood.

Beyond that, they are to be used to provide policy direction to the City's decision-makers for evaluating future project proposals about which there may be questions regarding consistency with the neighborhood and citywide objectives. For additional information regarding consistency of project proposals with the Land Use Element, refer to the chapter entitled CONSISTENCY TESTS.



IMPORTANT NOTICE ON INTERPRETATION OF MAPS

The maps which follow illustrate the assignments of recommended land uses in the residential neighborhoods, activity centers, and arterial corridors. A variety of scales is represented by the maps as a result of the differences in size of the many areas studied, and the requirements imposed by the need to reduce the information to page size. The line work used to delineate the many land use districts is bold to enhance readability. It is also generalized along streets, property lines, and alleys. These generalizations are guides for future decisions regarding the regulation of land use, and are not to be taken as precise and literal boundaries. It is expected that variations in these general boundaries will be made in the future by the City Planning Commission and City Council, based on findings that the proposed variations conform to the general land use and development policies set forth in this document.

The reader is further advised that these are not zoning maps and should not be confused with zoning. The City Zoning Regulations, as amended from time to time, will implement the land use policies set forth herein. In that implementation process, more precise boundaries will be drawn and zoning districts applied which best carry out the land use objectives. In some cases, several zone districts may fit within one land use district. Additionally, new zone districts not extant at the time this Land Use Element is adopted may be created to implement the plan's policies. Therefore, the reader should avoid equating the land use district represented herein with zone districts.

ADDAMS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This predominantly homogeneous area is formed on three sides by strong boundaries: the elevated Union-Pacific Railroad on the south, Atlantic Avenue on the east and Long Beach Boulevard on the west. Market Street, another arterial, forms the northerly boundary. Del Amo Boulevard, a heavily travelled arterial, divides the southerly portion of the area.

Except for the peripheral boundaries, the area is predominantly developed with single-family dwellings, a few two-family dwellings and small multi-family residential areas. Despite the early subdivision of the area into narrow 25-foot wide lots and the development immediately thereafter into small, modest one-story dwellings on 50-foot wide parcels, the area has continued to be maintained in good condition. The area shows pride of ownership and provides good housing in the modest price range.

Although the 25-foot wide lots have not been combined into permanent regular sized lots by City ordinance, few dwellings have been replaced with two-story, 25-foot wide lot developments. Multi-family developments in the two LUD 4 areas are of recent construction and in good condition. The northerly LUD 3A area is predominately medium density residential with a high incidence of deferred property maintenance with some clutter. The LUD 3A area to the south contains multi-family uses on large lots in fair to good condition.

The three major arterials designated for LUD 8R usage, Market Street, Long Beach Boulevard and Atlantic Avenue, currently have mixed use development with the larger more intense scale confined to Long Beach Boulevard and Atlantic Avenue. The Union Pacific Railroad along the southerly boundary is elevated and has a low volume of train traffic. However, the continued industrial developments in the City, adjacent Los Angeles County, and near the harbor areas have been creating strong pressures to greatly increase train traffic.

SUMMARY OF NEIGHBORHOOD POLICIES.

LAND USE. The area is projected for preservation of the single-family neighborhoods by the LUD 1 designation. The existing duplex zoning should be reevaluated for single dwellings to reduce the potential for adding second units on lots and replacing older dwellings with duplexes. Narrow 25-foot wide lots, when combined into a 50-foot or greater development should be considered for permanent merger into a single property by City ordinance. Mixed commercial/residential along the arterials is projected to continue. The multi-family use designations recognize existing land use patterns which are to continue.

To prevent the negative impact of increased train traffic in the southerly portion of the area, measures such as continuous welded track, noise buffers, limits on hours of operation, landscape treatment and use of enclosed cars for certain materials should be employed in conjunction with any increased use. Also, the joint use of the Alameda Corridor Railroad Plan should be encouraged.

Addams (cont.)

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The single-family area is comprised of a mixture of housing styles, mostly depicting designs older than forty years. The one-story, low density character of the area should be preserved. Commercial and multi-family residential should maintain a height, setback and lot coverage sensitive to the low density residential areas.

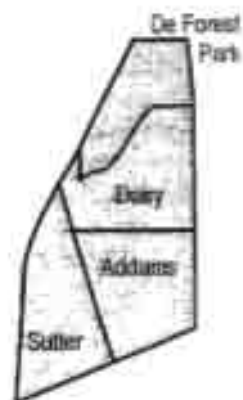
NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This area lacks recreational opportunities, and no park is within reasonable walking distance for young children. Addams Elementary School is relatively centrally located and provides safe, convenient school access. Though small, the school also substitutes as an off-school hour play facility for neighborhood children.

If families with children continue to move into the area seeking clean, maintained affordable housing, Addams may have to expand. Consideration should be given to combining a park area with the school site. Lindbergh Junior High is just two blocks east of Atlantic Avenue and Jordan High is located a little over a mile north.

Although the Atlantic Avenue and Long Beach Boulevard are developed with a substantial number of business establishments, most are older, outdated stores without parking and do not serve the community's needs. The businesses need to be upgraded and recycled in some cases.



- 1 Single Family
- 2 Mixed Style Homes
- 3A Townhomes
- 3B Moderate Density Residential
- 4 High Density Residential
- 5 Urban High Density Residential
- 6 High Rise Residential
- 7 Mixed Uses
- 8 Major Commercial Corridor
- 8A Traditional Retail Strip Commercial
- 8P Pedestrian-Oriented Retail Strip
- 8R Mixed Retail/Residential Strip
- 8M Mixed Office/Residential Strip
- 8N Shopping Nodes
- 9R Restricted Industry
- 9G General Industry
- 10 Institutions/Schools
- 11 Open Space/Parks
- 12 Harbor/Airport
- 13 Right-of-Way
- * Development Opportunity



Addams
Dairy
De Forest Park
Sutter

ALAMITOS HEIGHTS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Alamitos Heights is located in the southeastern portion of Long Beach and has very distinctive neighborhood boundaries. The park areas of Marine Stadium and Recreation Park together with Colorado Lagoon form the western edge. Bellflower Boulevard and Pacific Coast Highway, as major traffic arteries, serve as the eastern and northern boundaries. Colorado Street serves as the southern edge.

This neighborhood is predominantly developed with high quality, large scale, single-family homes and a few scattered apartment buildings. This is an attractive, high amenity neighborhood composed of affluent families. Home and property values continue to rise and owner-occupied housing is well above the average for Long Beach. The Alamitos Heights Improvement Association is active in neighborhood improvement activities. Traffic volumes and noise from adjacent major streets are considered problems in the neighborhood.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. This is a neighborhood increasing in value and perceived as a desirable neighborhood in which to live. No changes are proposed for land use area-wide. The overall low density character of the Alamitos Heights neighborhood should continue to remain the preferred overall density for the area.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Good design and architectural quality are evident in the neighborhood. Lots are well landscaped and the housing is of varied architectural styles. These standards should be maintained and respected by all new residential developments. Architectural controls are not proposed.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Alamitos Heights has ample recreational opportunities because of its prime location adjacent to Recreation Park and Marine Stadium. These amenities have increased the overall value of the neighborhood and their continued successful operation should be supported. The neighborhood is well served by all major types of retail. Some elementary school children must cross 7th Street to get to school. This is a neighborhood concern of importance.



- 1 Single Family
- 2 Mixed Style Homes
- 3A Townhomes
- 3B Moderate Density Residential
- 4 High Density Residential
- 5 Urban High Density Residential
- 6 High Rise Residential
- 7 Mixed Uses
- 8 Major Commercial Corridor
- 8A Traditional Retail Strip Commercial
- 8P Pedestrian-Oriented Retail Strip
- 8R Mixed Retail/Residential Strip
- 8M Mixed Office/Residential Strip
- 8N Shopping Nodes
- 9R Restricted Industry
- 9G General Industry
- 10 Institutions/Schools
- 11 Open Space/Parks
- 12 Harbor/Airport
- 13 Right-of-Way
- * Development Opportunity

Alamos Heights

ARLINGTON

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

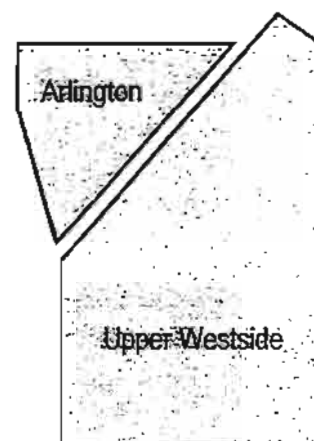
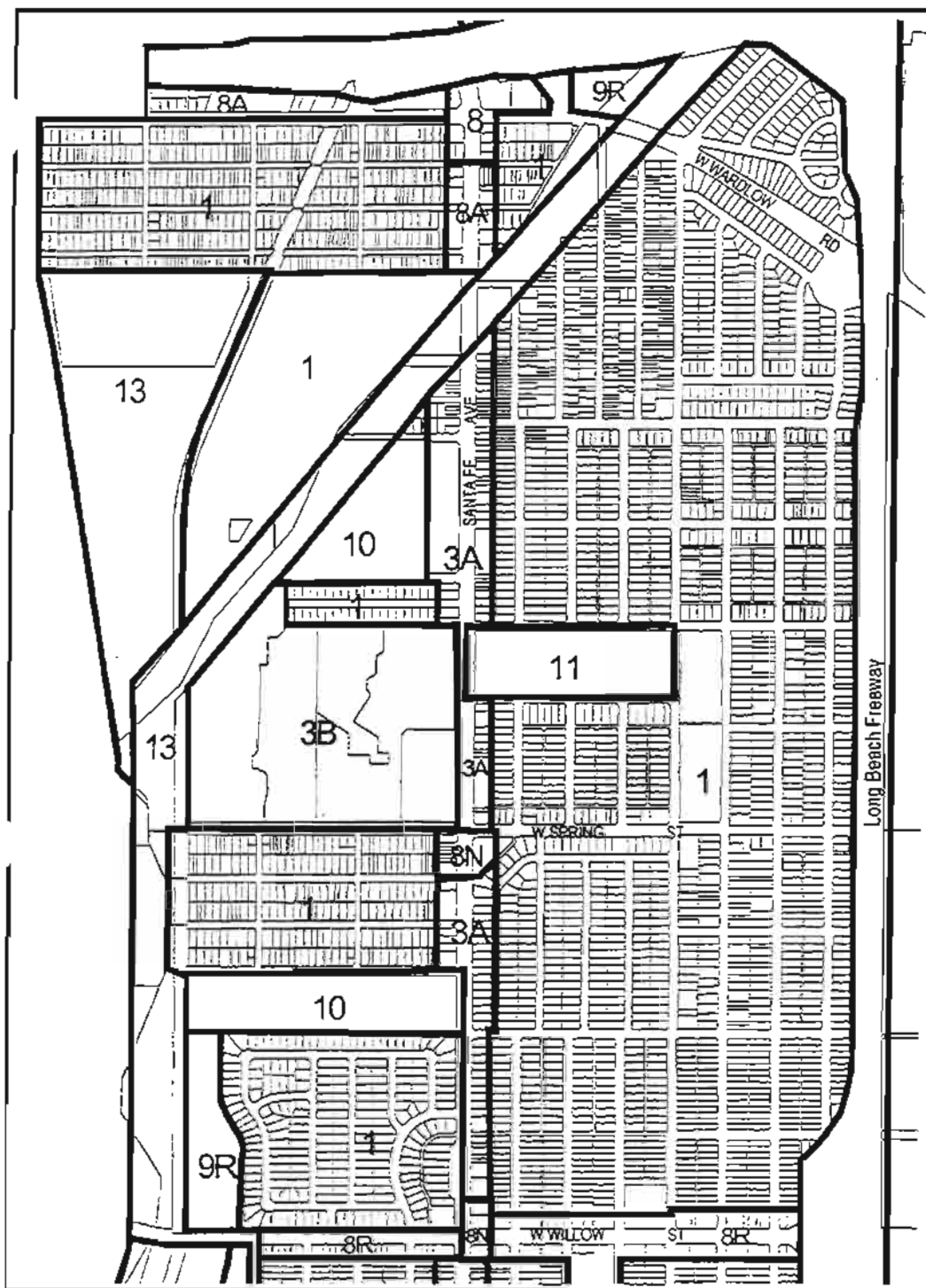
The Arlington neighborhood is a single-family area, with the exception of scattered multi-family units along Wardlow west of the Union Pacific railway. Populated by moderate income families of mixed ethnic backgrounds, the neighborhood is isolated from the rest of the westside by industrial and freeway edges. Railroad tracks segment the neighborhood. Narrow streets without alleys contribute to parking problems. Property maintenance is a problem as are graffiti and gang related activities. Park and recreation open space are in short supply.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Preservation and rehabilitation of single-family housing is recommended. Reducing deterioration, improving the housing stock and upgrading the quality of the environment should be encouraged. The relatively low density, single-family nature of the residential neighborhood should be preserved. New developments should reflect the existing densities.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. It is recommended that small scale, one- and two-story houses remain the dominant type. Infill should reflect this predominant architectural form.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Neighborhood grocery, supermarket and park and recreation areas are badly needed in this area, but opportunities to provide them without land clearance are nearly non-existent.



Arlington Upper Westside

- | | |
|--|-----------------------------------|
| 1 Single Family | 8R Mixed Retail/Residential Strip |
| 2 Mixed Style Homes | 8M Mixed Office/Residential Strip |
| 3A Townhomes | 8N Shopping Nodes |
| 3B Moderate Density Residential | 9R Restricted Industry |
| 4 High Density Residential | 9G General Industry |
| 5 Urban High Density Residential | 10 Institutions/Schools |
| 6 High Rise Residential | 11 Open Space/Parks |
| 7 Mixed Uses | 12 Harbor/Airport |
| 8 Major Commercial Corridor | 13 Right-of-Way |
| 8A Traditional Retail Strip Commercial | * Development Opportunity |
| 8P Pedestrian-Oriented Retail Strip | |

ARTESIA FREEWAY CORRIDOR

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This two-mile-long linear area consists of three separate subareas, each requiring different improvement policies.

The single-family homes west of Cherry Avenue are in fairly good condition. The centrally located industrial area is severely degraded. The homes east of Paramount Boulevard consist of properties in need of rehabilitation. Existing multiple-family areas also require upgrading. In the westerly portion of the linear area, all three school grade levels are represented within walking distance. The grammar school, however, requires the crossing of Artesia Boulevard, a heavily travelled major highway.

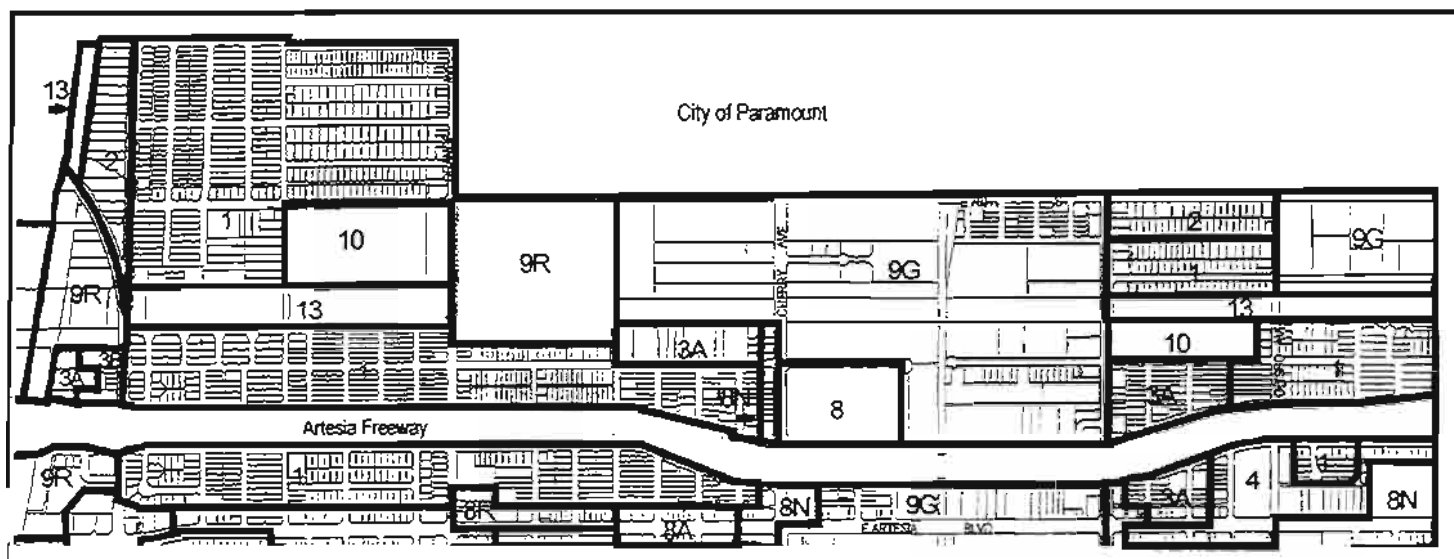
Recreation needs are provided by Houghton Park, one-half mile to the south, and by the playing field of Hamilton Junior High, which abuts the area. Retail stores and business services are limited to small stores and strip commercial centers along Artesia Boulevard. The easterly portion of the area contains a grammar school, but lacks a junior and senior high school within walking distance. Ramona Park, one-fourth mile to the south, provides recreational open space. The two shopping centers at the intersection of Artesia Boulevard and Downey Avenue are readily accessible and meet most shopping needs.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The homes west of Cherry Avenue require minor rehabilitation and an increased level of property maintenance. The industrial areas should be recycled to hi-tech industrial uses. This will improve the aesthetics of the greater neighborhood area, especially important since it forms the northerly entrance to the City. The area between 70th and Thompson and west of Paramount Boulevard consists of marginal residential units and should be considered for recycling to light industrial and office park uses. Residential neighborhoods should be limited to single-family and duplexes. Low density should be maintained. Existing multi-family areas should be studied for possible downzoning and single-family areas should remain as zoned. Industrial areas should be reclassified for light, clean manufacturing uses.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The low scale, one- and two-story heights of the residential buildings should be respected. New industrial development/redevelopment should be designed along modern industrial park standards.

NEIGHBORHOOD SERVICE, FACILITIES AND AMENITIES. No new services or facilities are recommended.



- 1 Single Family
- 2 Mixed Style Homes
- 3A Townhomes
- 3B Moderate Density Residential
- 4 High Density Residential
- 5 Urban High Density Residential
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- 7 Mixed Uses
- 8 Major Commercial Corridor
- 8A Traditional Retail Strip Commercial
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- 8M Mixed Office/Residential Strip
- 8N Shopping Nodes
- 9R Restricted Industry
- 9G General Industry
- 10 Institutions/Schools
- 11 Open Space/Parks
- 12 Harbor/Airport
- 13 Right-of-Way
- * Development Opportunity



Artesia Freeway Corridor Hamilton

BELMONT HEIGHTS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This neighborhood is bounded by 7th Street on the north and Redondo Avenue, a busy commercial corridor, on the west. Livingston Drive is the strong south and southeastern boundary, and Recreation Park and the diagonal Pacific Electric Right-of-way define the northeast boundary.

As an older residential area, Belmont Heights is developed with single-family, duplex, and mid-density (2-5 units) apartment structures. The majority of homes are well maintained, evidence of rehabilitation work exists, and lots are well groomed and landscaped. Some properties needing rehabilitation are occupied by long-time elderly residents who have insufficient income for maintenance purposes. Some denser apartment buildings exist along Ximeno Avenue between 4th and 6th Streets and in the area to the east of Ximeno Avenue and south of the Pacific Electric Right-of-way. Neighborhood commercial and retail nodes are located along 4th Street, Redondo and Broadway. Problems associated with the future development of the Pacific Electric Right-of-way are concerns for the neighborhood. Since the Heights are on a slight hill, views of the ocean along the north-south streets provide a rare and valuable amenity.

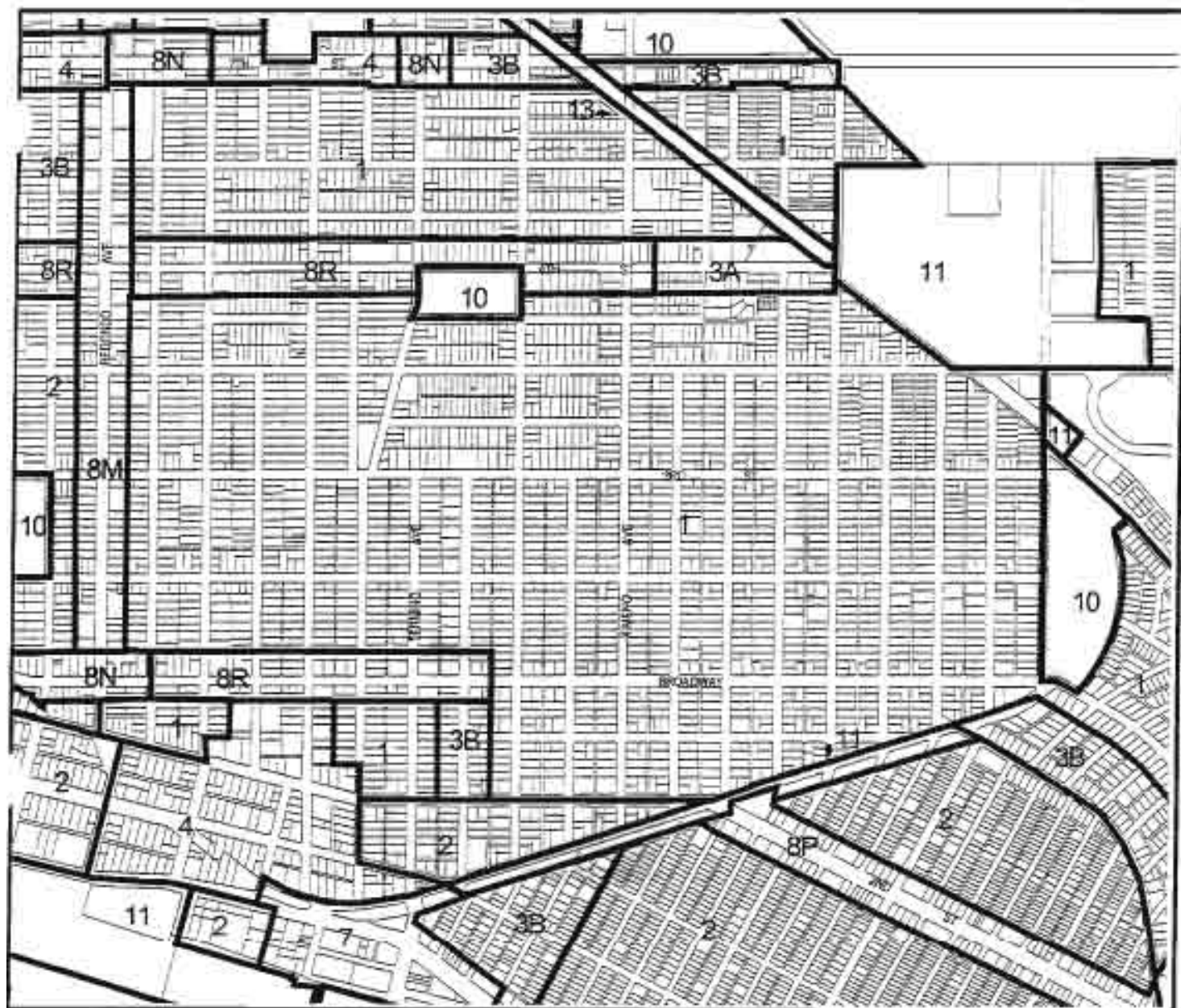
Many of the single-family homes, duplexes and small apartment buildings were constructed in Belmont Heights more than forty years ago. This older housing stock is rich in quality and design and creates a unique sense of place for Belmont Heights residents. This unique character must be preserved. The chief architectural styles are variations of the California Bungalow, Older Mission and Mediterranean styles.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The overall low density, single-family character of the area should be preserved. Structurally sound homes, duplexes and mid-density (2-5 units) apartments should be maintained and preserved. The attractiveness of this low density, unique, housing stock should be recognized for its valuable contribution to the "liveability" of Long Beach. Overall densities should remain low. Current zoning may permit more growth than is appropriate to the neighborhood. Overcrowding of lots is not a problem now, but could become one unless the area is protected from additional development. More recreation space would be appropriate if suitable sites could be found without the need to remove housing units.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Any infill development must respect the low scale, design, materials, and color characteristics of the existing housing stock. Some avenues east of Roycroft may be considered for historic district designation.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood has adjacent recreation opportunities, namely Belmont Pier and the Pacific Ocean to the south, and Recreation Park on the northeast side. Community retail services are also abundant. All school services are conveniently located for the residents' children.



- 1 Single Family
- 2 Mixed Style Homes
- 3A Townhomes
- 3B Moderate Density Residential
- 4 High Density Residential
- 5 Urban High Density Residential
- 6 High Rise Residential
- 7 Mixed Uses
- 8 Major Commercial Corridor
- 8A Traditional Retail Strip Commercial
- 8P Pedestrian-Oriented Retail Strip
- 8R Mixed Retail/Residential Strip
- 8M Mixed Office/Residential Strip
- 8N Shopping Nodes
- 9R Restricted Industry
- 9G General Industry
- 10 Institutions/Schools
- 11 Open Space/Parks
- 12 Harbor/Airport
- 13 Right-of-Way
- * Development Opportunity

Belmont Heights

BELMONT PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Bounded on the west by Livingston Drive and Monrovia Avenue, on the north by Marine Stadium, on the east by Alamitos Bay and the south by The Toledo, water surrounds this neighborhood on two sides.

Belmont Park is overwhelmingly developed with single-family homes on good sized lots with standard street widths. Composed of fairly affluent, largely owner-occupied family households, this neighborhood is very well maintained. Proximity to the beach and recreational activities at Alamitos Bay are strong amenities and make Belmont Park an attractive single-family neighborhood.

Much of Belmont Park's unique character can be attributed to its older, architecturally varied housing stock. Opened as a prime residential beach community in 1920, architectural styles vary from California Bungalow and Mediterranean to California 50's and classic "tract" homes.

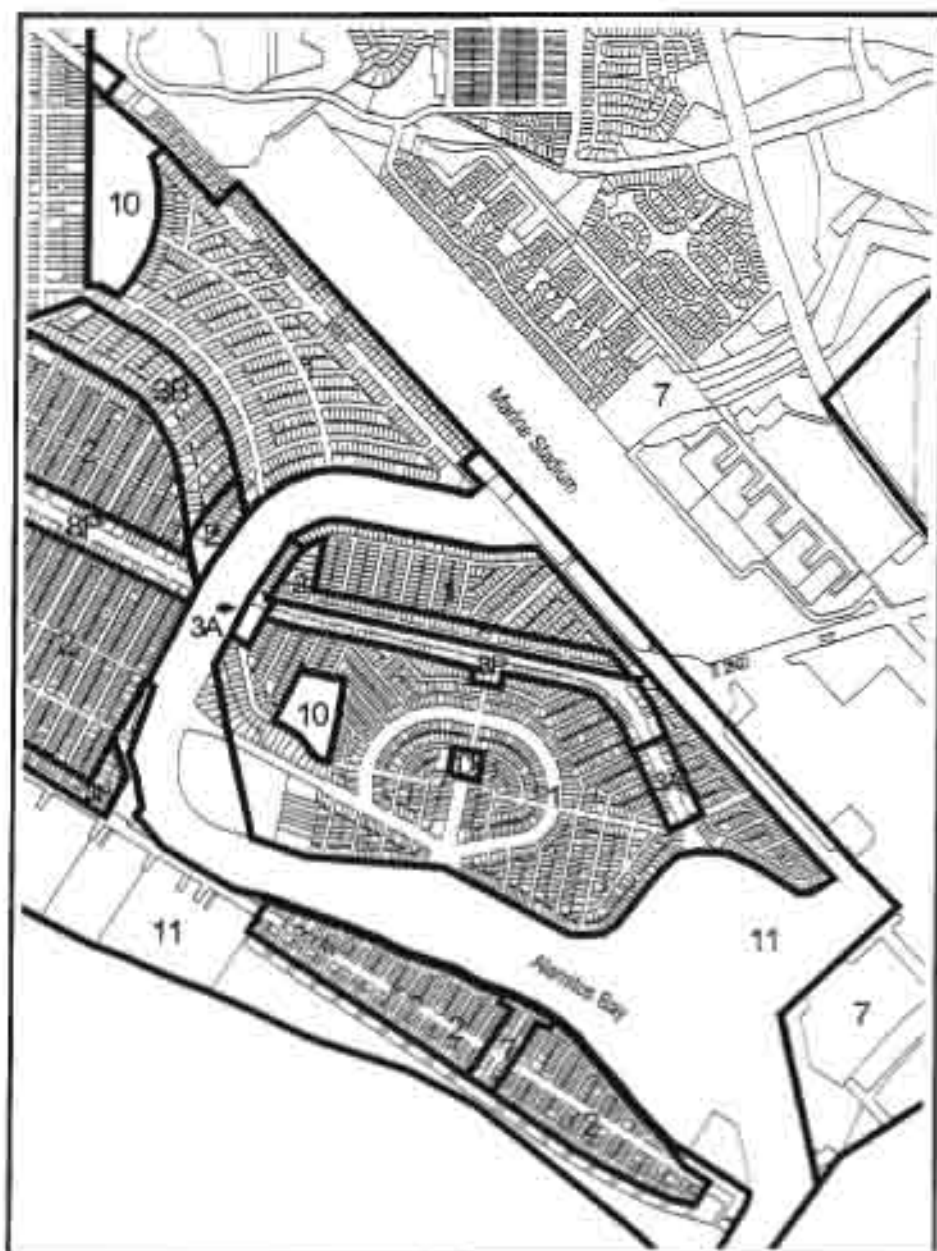
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Recent zoning code amendments to restrict building heights to 25 feet and to minimize bulk reflect the residents' strong sentiments to maintain Belmont Park as a low scale, low density neighborhood with many amenities. Maintaining this profile for this neighborhood is recommended.

Also important to this neighborhood and the larger community is the continued vitality of the commercial center along 2nd Street. This bustling retail activity creates a very positive image for Long Beach and should be encouraged and supported. Parking problems are currently being addressed by a joint effort of City staff, Belmont Shore Parking Place Commissioners and neighborhood-wide community groups. This effort should continue as long as necessary. Overall residential density for Belmont Park should remain low. Single-family homes are the preferred type of land use and should be kept intact.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Respecting the low scale of existing homes and minimizing the bulk of new developments is necessary. Architectural conformance is considered important and respecting existing scales is considered mandatory.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Belmont Park enjoys a variety of neighborhood services. Adjacent Marine Stadium, Alamitos Bay and the Colorado Lagoon offer residents strong recreational opportunities. Rogers Junior High and Lowell Elementary Schools provide educational resources for area residents. The bustling commercial center along 2nd St. gives residents a variety of commercial services.



- 1 Single Family
- 2 Mixed Style Homes
- 3A Townhomes
- 3B Moderate Density Residential
- 4 High Density Residential
- 5 Urban High Density Residential
- 6 High Rise Residential
- 7 Mixed Uses
- 8 Major Commercial Corridor
- 8A Traditional Retail Strip Commercial
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- 9G General Industry
- 10 Institutions/Schools
- 11 Open Space/Parks
- 12 Harbor/Airport
- 13 Right-of-Way
- * Development Opportunity



Belmont Park Naples Peninsula

BELMONT SHORE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Belmont Shore is bounded on the west by Livingston Drive, on the north by The Toledo, on the east by Alamitos Bay and the south by the ocean. Its proximity to the beach, water recreation activities in Alamitos Bay, and its varied, older housing stock make Belmont Shore a strong market area.

It is a low-rise, moderately dense residential area with predominantly single-family and duplex structures. 8-10 unit apartment buildings are found along The Toledo and at the southwestern edge of Belmont Shore along Livingston Drive. Both lots and streets are substandard in width lending a dense texture to the Shore. Alleyways are narrow. Composed of fairly affluent households, this neighborhood is well maintained in spite of its high renter-occupancy profile. A variety of pedestrian oriented retail/ restaurant uses do a busy trade along 2nd Street, the commercial center which serves both local and regional shoppers. Due to its popularity, moderately dense character and narrow streets, however, Belmont Shore has traffic and parking problems.

Much of Belmont Shore's unique character can be attributed to its older, architecturally varied housing stock. Opened as a prime residential beach community in 1920, architectural styles vary from California Bungalow and Mediterranean to California 50's and classic "tract" homes. Important concerns of Belmont Shore residents are (a) noise, parking and congestion from the established Second Street commercial district; (b) significantly increasing traffic along Second Street and (c) general intensification of housing density.

SUMMARY OF NEIGHBORHOOD POLICIES

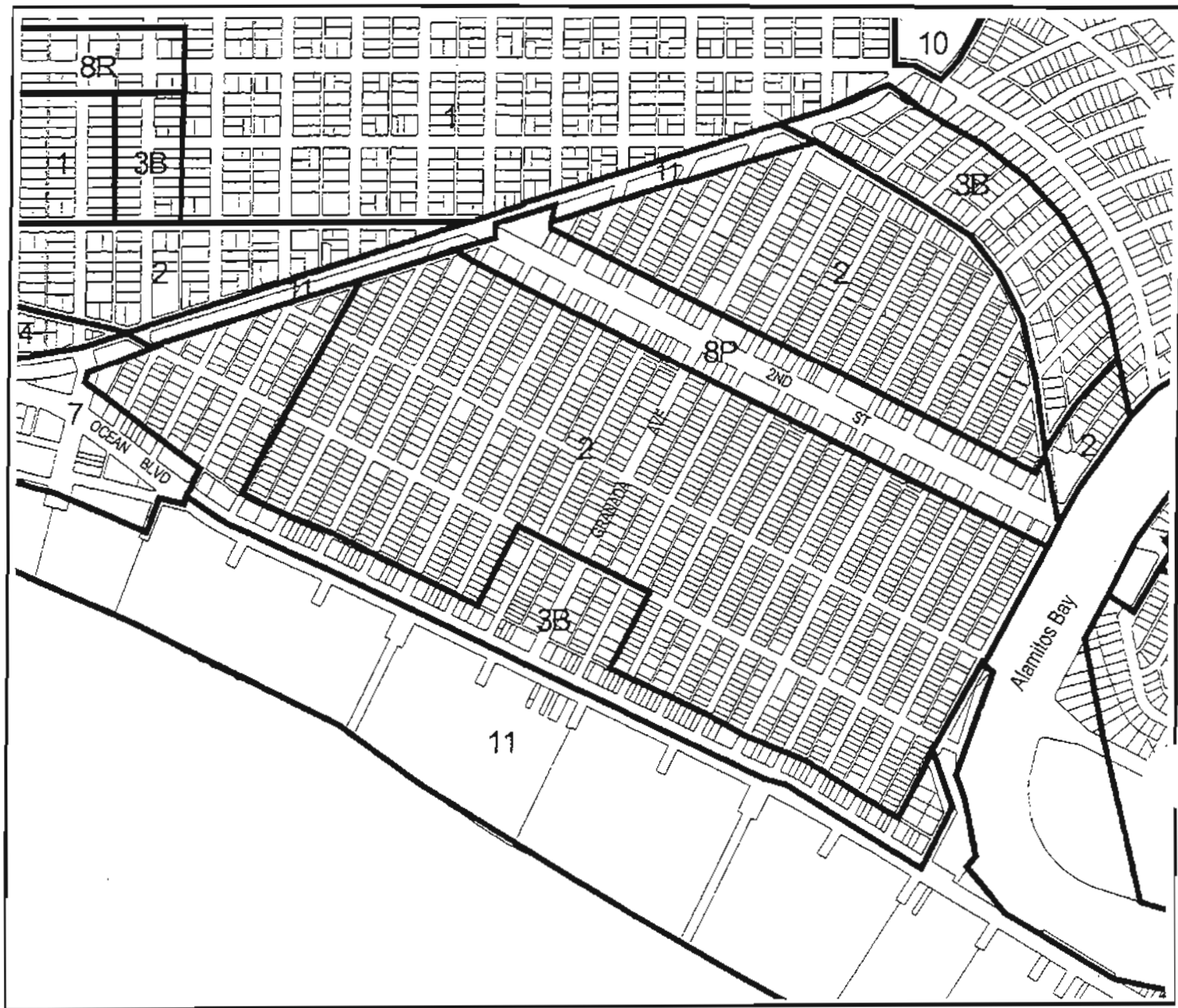
LAND USE. Recent zoning code amendments to restrict building heights to 24/28 feet and to minimize bulk reflect the residents' strong desire to maintain Belmont Shore as a low scale, low density neighborhood with many amenities. Maintaining this profile for this neighborhood is recommended.

Also important to this neighborhood and the larger community is the continued vitality of the commercial center along 2nd Street. This bustling retail activity creates a very positive image for Long Beach and should be encouraged and supported. Parking problems are currently being addressed by a joint effort of City staff, Belmont Shore Parking and Business Improvement Area Advisory Commission and neighborhood-wide community groups. This effort should continue as long as necessary. Additional region-serving uses should not be permitted. Belmont Shore should remain low density overall. This plan recommends a general retention of densities permitted by the Local Coastal Program. Intensification of the existing business mix without adequate consideration for parking, traffic, and the residential quality of life should not be permitted.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Respecting the low scale of existing homes and minimizing the bulk of new developments is necessary. Architectural conformance is considered important and respecting existing scales is considered mandatory.

Belmont Shore (cont.)

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Belmont Shore is well served by various types of educational, commercial/retail and recreational facilities. Alamitos Bay, the Pacific Ocean and Marine Stadium provide ample opportunities for water sports. The City-owned green space located along Livingston Drive provides passive recreational use. Rogers Junior High and Lowell Elementary Schools provide educational opportunities to residents. The commercial center located along 2nd Street is a popular shopping and entertainment strip serving residents and tourists alike.



- 1 Single Family
- 2 Mixed Style Homes
- 3A Townhomes
- 3B Moderate Density Residential
- 4 High Density Residential
- 5 Urban High Density Residential
- 6 High Rise Residential
- 7 Mixed Uses
- 8 Major Commercial Corridor
- 8A Traditional Retail Strip Commercial
- 8P Pedestrian-Oriented Retail Strip
- 8R Mixed Retail/Residential Strip
- 8M Mixed Office/Residential Strip
- 8N Shopping Nodes
- 9R Restricted Industry
- 9G General Industry
- 10 Institutions/Schools
- 11 Open Space/Parks
- 12 Harbor/Airport
- 13 Right-of-Way
- * Development Opportunity

Belmont Shore

BIXBY HILL

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

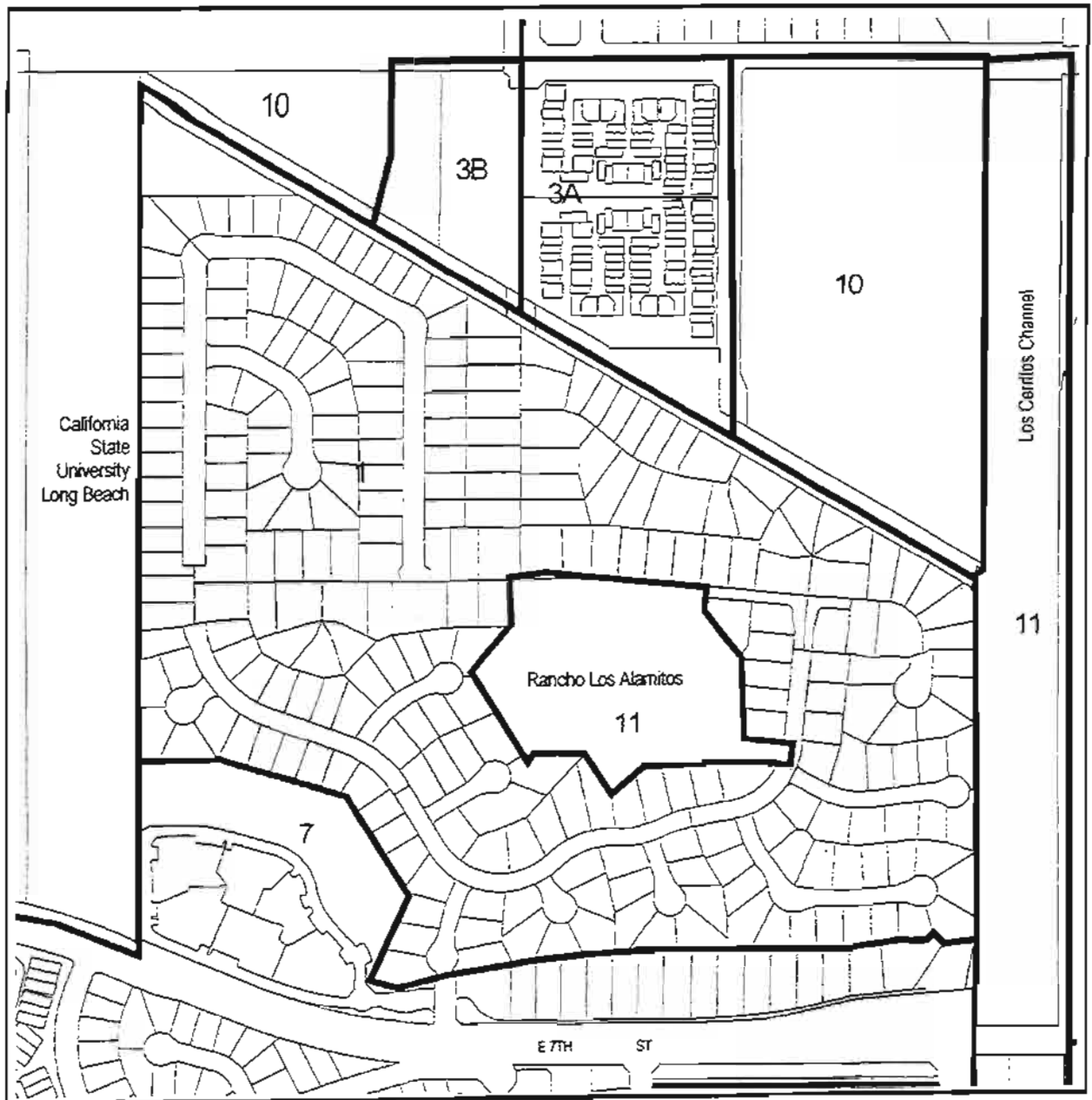
A self-contained neighborhood walled in and having a security entry, Bixby Hill is an exclusive, upper income, residential community. Subdivided in the mid-1960's, Bixby Hill rose from a grassy knoll of the historic Bixby family homestead of Rancho Los Alamitos. It is entirely developed with large, expensive, single-family homes and a few luxury condominiums. The oldest homes are only 20 years old, consequently the housing stock is in excellent condition with lots of decorative sculptured landscaping. Owner occupancy is a very high 85%.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Single-family homes and luxury condominiums should remain the preferred land use type. No changes are proposed at this time. Maintaining the high quality of life offered by this setting is supported by this Plan. Low density is preferred within the Bixby Hills community. However, the area developed with luxury condominiums should remain intact as is. No density changes are recommended.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is considered mandatory within this neighborhood. California Ranch style homes, situated on large lots with decorative landscapes, are required. Respecting both privacy and views is a top priority here.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Although not located within this walled-in community, nearby services and facilities are more than adequate to serve the needs of Bixby Hill residents. Directly adjacent to this neighborhood is the California State University campus. Close by are regional shopping, regional parks, and acres of waterfront activities. Because Bixby Hill is located near major traffic corridors and freeways, area residents are able to reach a multitude of destinations with little trouble.



- 1 Single Family
- 2 Mixed Style Homes
- 3A Townhomes
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- 9G General Industry
- 10 Institutions/Schools
- 11 Open Space/Parks
- 12 Harbor/Airport
- 13 Right-of-Way
- * Development Opportunity

Bixby Hill

BIXBY KNOLLS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Bordered by Long Beach Boulevard to the west, the Union Pacific railroad tracks to the north, the City of Lakewood and the Long Beach Airport to the east and Bixby Road to the south, the Bixby Knolls neighborhood is one of the largest neighborhoods in the City.

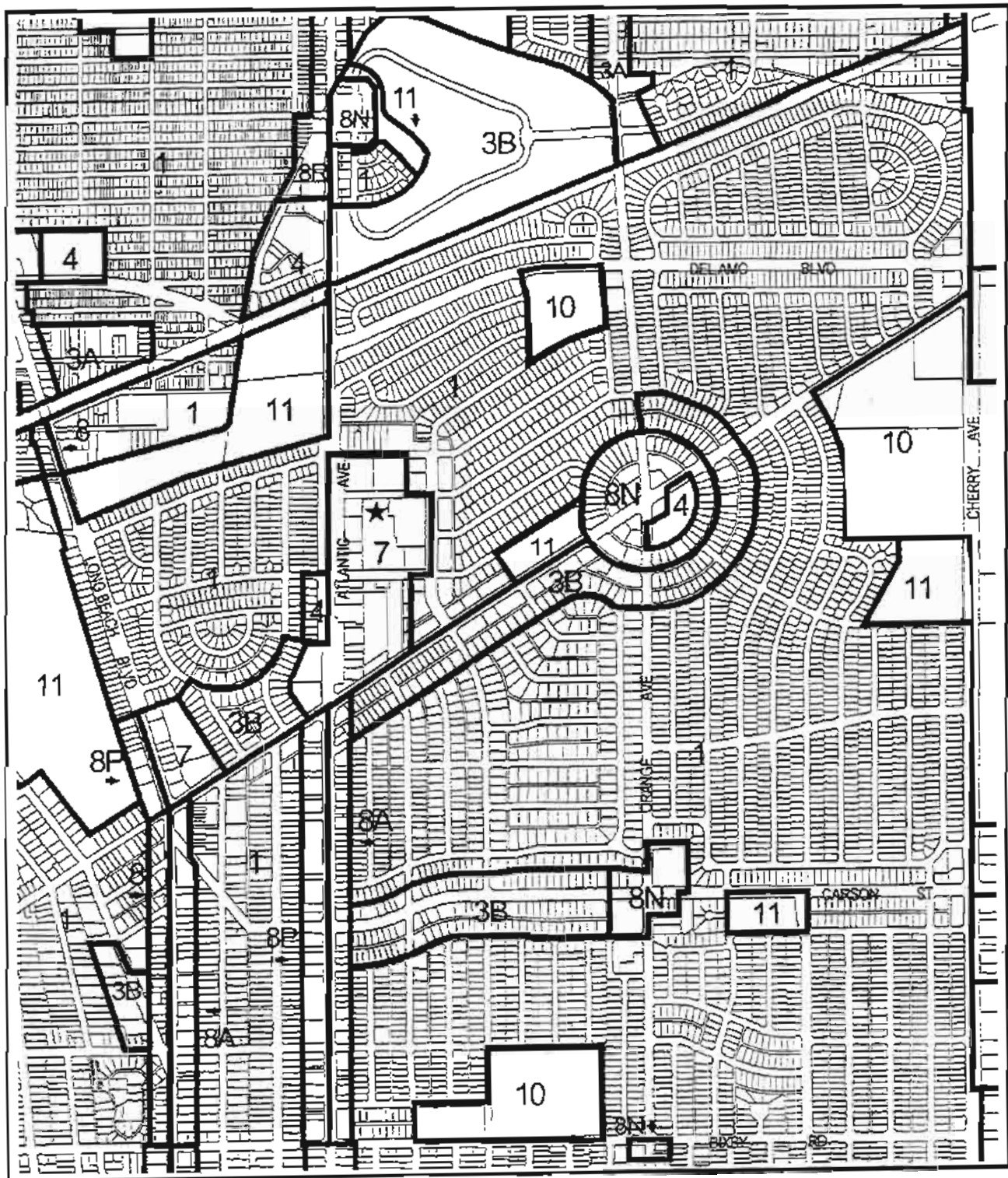
Containing a broad mix of residential, commercial, institutional and park uses, the majority of the area is zoned for and developed with single-family homes. The second largest category of residential development is apartment buildings of 5 or more units. Housing in this area was built during the 1940's and 1950's on large lots on wide streets. Both housing conditions and degree of property maintenance are considered good to excellent. Commercial uses are located along Long Beach Boulevard, Atlantic, Orange and Cherry Avenues. Institutional uses include two cemeteries and three schools. Four public parks are located herein.

Being in the immediate and direct flight path of the airport runways, this area is affected by airport noise. Bixby Knolls has an innovative hub subdivision pattern built around the diagonal San Antonio Drive and north-south Orange Avenue. Many hundreds of lots are of unique size and shape, but generally no major circulation or parking problems exist.

LAND USE. Retaining the existing overall lower density character of the area is recommended. Existing land uses should largely be retained. Parcels fronting on Cherry Avenue, Atlantic Avenue, and other major streets have been reviewed to ensure that appropriate land uses are developed. The Bixby Knolls shopping center should eventually be considered for recycling or at least rehabilitation. (See Arterials and Activity Centers). Overall low residential densities are considered appropriate for the Bixby Knolls area and should be retained. The moderate density multi-family buildings concentrated around the hub of San Antonio Drive and Orange Avenue should also remain intact.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance in the Bixby Knolls neighborhood should be considered mandatory. New infill developments must reflect the low residential scale which predominates. Materials, colors and textures used must be compatible with surrounding buildings.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood is well served by commercial, institutional and recreational facilities. Maintaining these neighborhood attributes and amenities is necessary in order to preserve the high quality of life experienced by Bixby Knolls residents.



- 1 Single Family
- 2 Mixed Style Homes
- 3A Townhomes
- 3B Moderate Density Residential
- 4 High Density Residential
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- 7 Mixed Uses
- 8 Major Commercial Corridor
- 8A Traditional Retail Strip Commercial
- 8P Pedestrian-Oriented Retail Strip

- 8R Mixed Retail/Residential Strip
- 8M Mixed Office/Residential Strip
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- 9R Restricted Industry
- 9G General Industry
- 10 Institutions/Schools
- 11 Open Space/Parks
- 12 Harbor/Airport
- 13 Right-of-Way
- * Development Opportunity

Bixby Knolls

BLUFF PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Defined largely by the historic district which it encompasses, the Bluff Park neighborhood is bounded by Broadway to the north, Cherry Avenue to the west, Ocean Boulevard to the south and Redondo Avenue to the east.

Bluff Park derives its name from the park across the street which was a gift to the City from the Alamitos Land Company in 1917. This rather small, linear geographic neighborhood is primarily composed of grand old homes built before 1940. Prominent architects designed these beautiful homes and prominent citizens have occupied them. California and Craftsman bungalow, Colonial and Spanish Revival, Queen Anne and Art Deco represent the varied rich architectural texture of Bluff Park's housing stock. A few duplexes and multi-family buildings exist here as well.

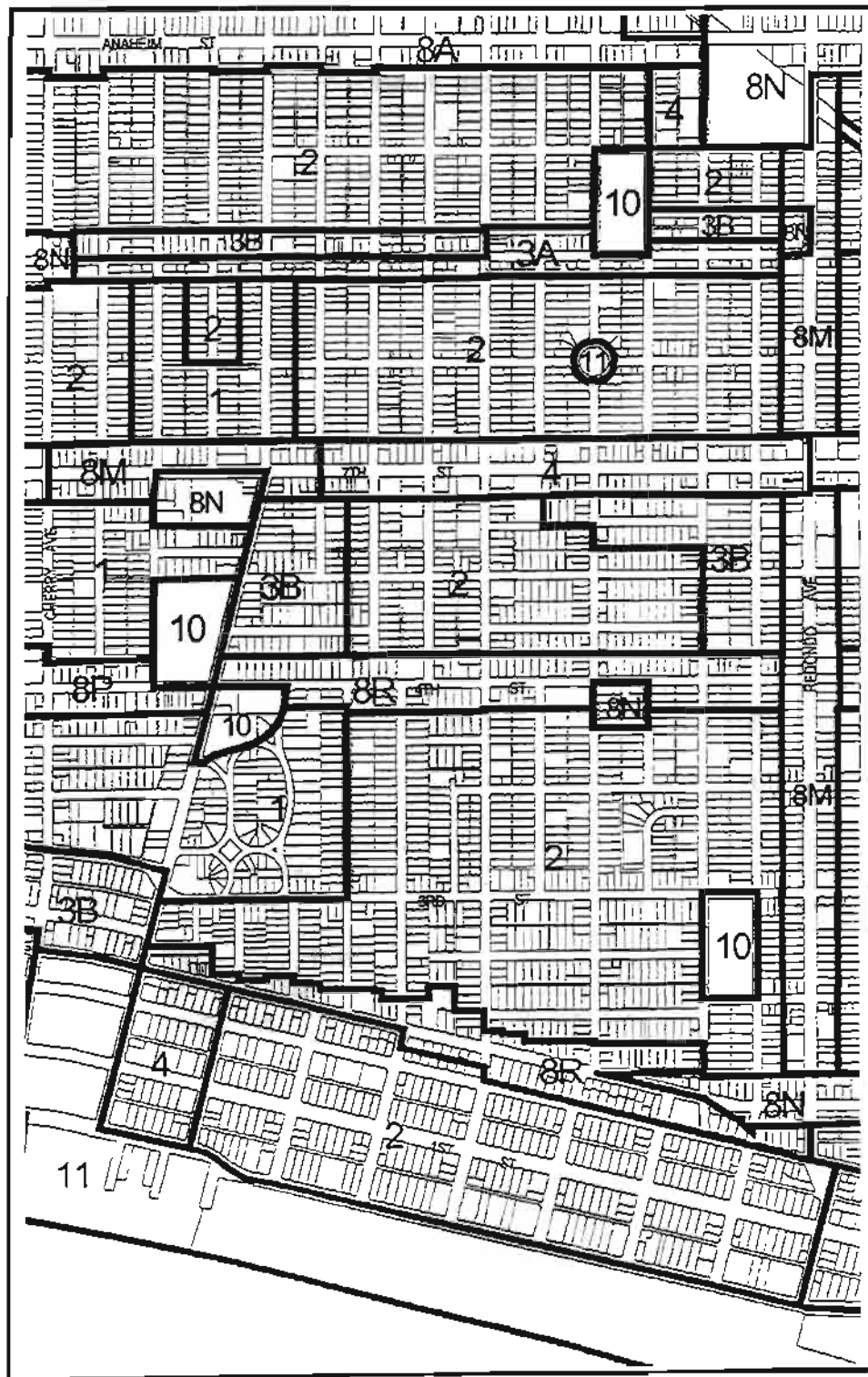
Housing conditions and property maintenance are excellent. Wide streets and parks to the west and south, create a feeling of openness and set off these wonderful old homes. This area is almost unique in California coastal communities because of its views of the ocean across the park from homes of outstanding architectural quality.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. This distinct historic district should retain its single-family home profile. The Cultural Heritage Commission should consider expansion of the Bluff Park Historic District to include larger segments of Second Street. Bluff park serves as a scenic gateway to the City; its ocean views must be retained. Low density is required. The current zoning is considered appropriate.

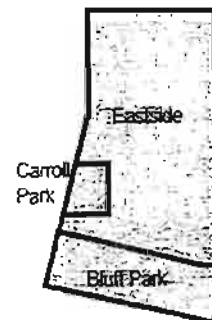
DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The quality of these homes mandates that architectural controls are necessary and must be retained. This will be assured by the Cultural Heritage Commission which has design approval authority in this district.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood offers many environmental amenities and is well served by area recreational, institutional, educational and neighborhood retail facilities.



- 1 Single Family
- 2 Mixed Style Homes
- 3A Townhomes
- 3B Moderate Density Residential
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- 7 Mixed Uses
- 8 Major Commercial Corridor
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- 9G General Industry
- 10 Institutions/Schools
- 11 Open Space/Parks
- 12 Harbor/Airport
- 13 Right-of-Way
- 14 Development Opportunity



Bluff Park
Carroll Park
Eastside

BRYANT SCHOOL

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Bryant School is bounded on four sides by heavily traveled traffic arteries: Pacific Coast Highway to the north and east, Redondo Avenue to the west, and Anaheim Street to the south.

This is a middle class community primarily composed of single-family and duplex structures. Only one and two stories in height, the housing stock here is both older (built around 1940-1950) and varied in architectural character. In 1980, 40% of all housing units were owner-occupied, which was close to the City-wide average at that time. Neighborhood pride is evident as the existing housing stock is maintained in good condition.

Institutional, office, commercial and higher density residential uses are largely relegated to the northern and western edges. Community Hospital, medical offices and Bryant Elementary School are of local significance. Substandard width streets, small and irregularly shaped lots and the absence of alleys, contribute to some local circulation and parking problems. A preferential parking district along Granada Avenue was established in 1986 to help alleviate parking concerns.

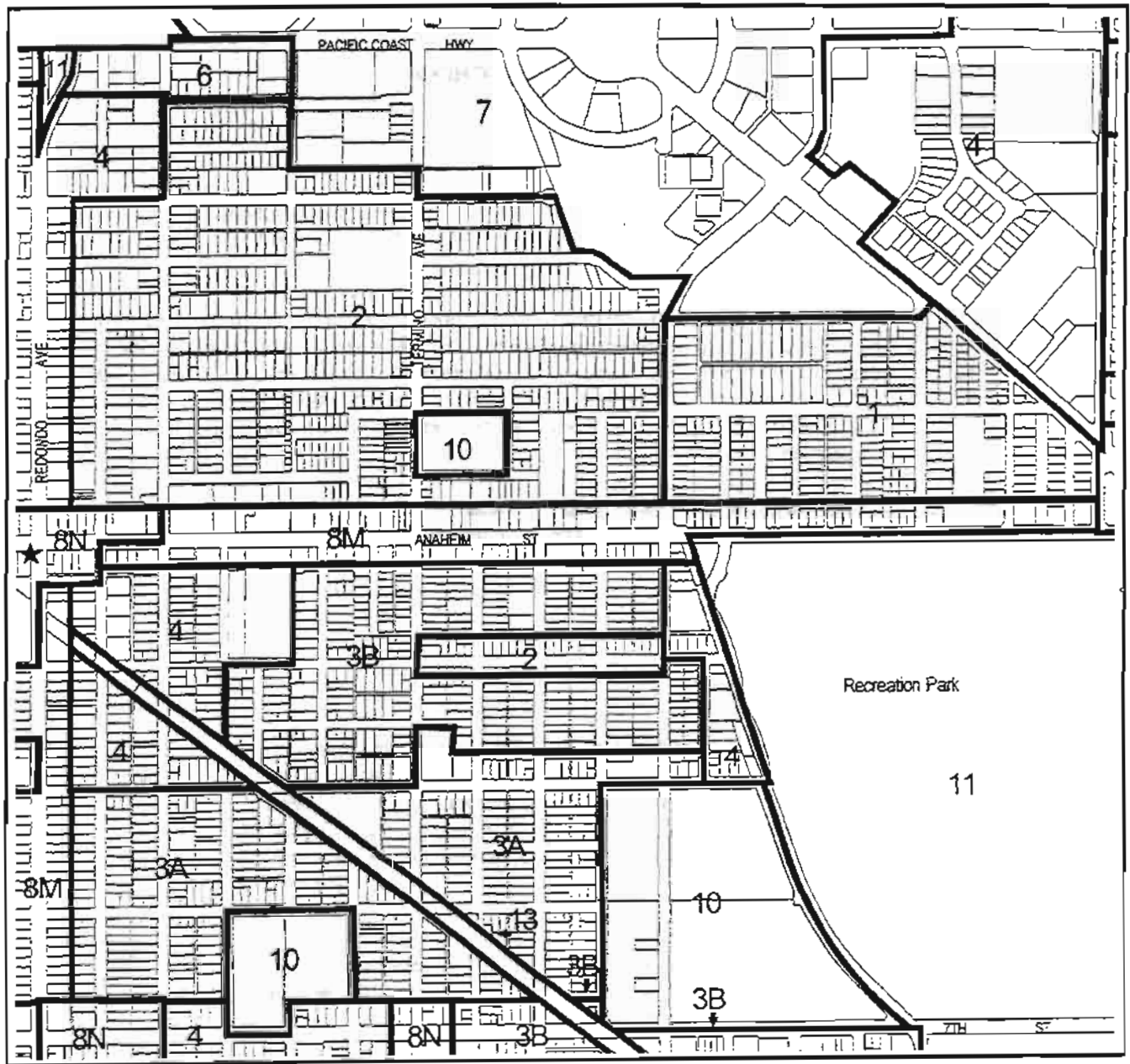
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The majority of single-family and duplex structures represented in the Bryant School neighborhood are the preferred land use type. Existing multi-family structures along Anaheim Street and Redondo Avenue are considered appropriately located. Tall residential towers on the south side of Pacific Coast Highway, where the natural rise in topographic elevation affords panoramic views, are recommended.

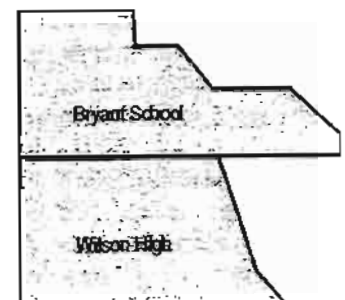
This neighborhood's low density and older, structurally sound, housing stock should be preserved and protected. Low density should remain the predominant pattern, but as mentioned above, tall, high density residential towers should be considered for the south side of Pacific Coast Highway. Lowering of the density east of Ximeno Avenue is recommended by this Plan.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Older Mission, Mediterranean and California Bungalow style homes lend an air of elegance and tradition to this neighborhood. This architecturally interesting housing stock is considered unique and worthy of preservation. Infill development must respect the low scale of existing housing and must also be compatible with style, materials, textures, colors and other architectural attributes found in the area.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Neighborhood amenities are more than adequate to service the retail, recreational and educational needs of the community. Bryant Elementary School is located here; Jefferson Junior High and Wilson Senior High Schools are two and three blocks south of Anaheim Street. The 261-acre Recreation Park is also immediately adjacent, located just south of Anaheim Street.



- 1 Single Family
- 2 Mixed Style Homes
- 3A Townhomes
- 3B Moderate Density Residential
- 4 High Density Residential
- 5 Urban High Density Residential
- 6 High Rise Residential
- 7 Mixed Uses
- 8 Major Commercial Corridor
- 8A Traditional Retail Strip Commercial
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- 8R Mixed Retail/Residential Strip
- 8M Mixed Office/Residential Strip
- 8N Shopping Nodes
- 9R Restricted Industry
- 9G General Industry
- 10 Institutions/Schools
- 11 Open Space/Parks
- 12 Harbor/Airport
- 13 Right-of-Way
- * Development Opportunity



Byrant School
Wilson High

CALIFORNIA HEIGHTS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Bordered on the east end by the City of Lakewood, on the south by the City of Signal Hill, on the west by busy Long Beach Boulevard and on the north by Bixby Road, the California Heights neighborhood is predominantly a single-family district. Small 2- and 3-bedroom stucco homes constructed in the 1920's and 1930's have held up well.

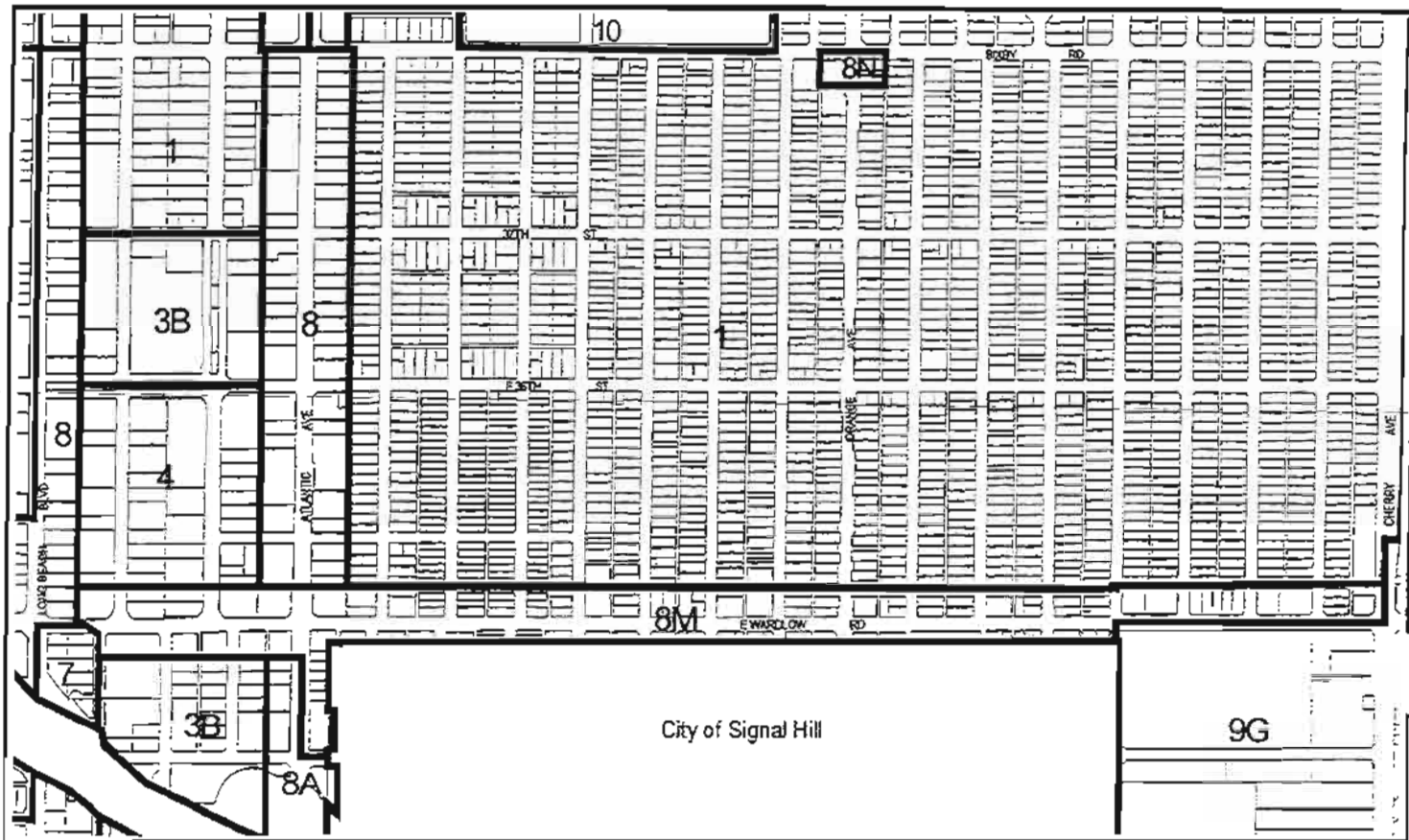
The neighborhood is well maintained and property values are high. Duplexes can be found throughout these single-family areas and high density apartment complexes are located along the eastern end of Wardlow Road. Commercial activities are concentrated along the remainder of Wardlow Road, along Long Beach Boulevard and Atlantic and Cherry Avenues. Streets and lots are adequately sized and the area is considered to be stable. An important concern of California Heights residents is the noise from the nearby Long Beach Airport.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Residential land uses should continue to be the dominant type of land use here. In fact, the predominant residential type should be single-family. Although an aging population here is being slowly replaced by younger families, household size has remained stable at 2.0 persons per household (between 1970 and 1980) and is well below the City average of 2.38 (1980 Census). Overcrowding is insignificant and it is recommended that this trend be reinforced by allowing only new low-density housing.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Developed in the 1920's and 1930's, small, Spanish Colonial, stucco houses contribute significantly to the unique character of California Heights. Where many other portions of the City with housing stock of this age tend to be deteriorated, this is not the case here. These quaint homes have architectural integrity and their contribution to the image of the City is very positive. Therefore, infill development must be required to reflect the style, scale, materials and textures of these homes. Design controls must be used to protect this neighborhood. Consideration should be given to an historic district designation.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. California Heights is well served by commercial and retail outlets. Educational opportunities are offered by Hughes Junior High School and Longfellow Elementary School which are directly north, just across Bixby Road. Both schools are adequately sized. Two to three blocks north is 3.4-acre Somerset Park. The level and provision of neighborhood services, facilities and amenities is relatively high and should be maintained.



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- * Development Opportunity

California Heights

CENTRAL AREA

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Developed without specific zoning and finally zoned in 1924 to primarily C-4 (an extremely permissive zone), the Central Area now has an incongruous mix of uses. Major components of this neighborhood include housing of various types and densities, commercial retail strips, limited industrial uses, and a variety of institutions, including a college. Throughout, the neighborhood exhibits most of the standard characteristics of a relatively deteriorated area. Unemployment, crime and overcrowding are major problems. Poorly constructed housing, occupied by low-income renters, is not kept up by absentee owners. Many commercial uses are marginal and vacancy rates are high. A severe shortage of open recreation space exists. Ethnic variety characterizes the population.

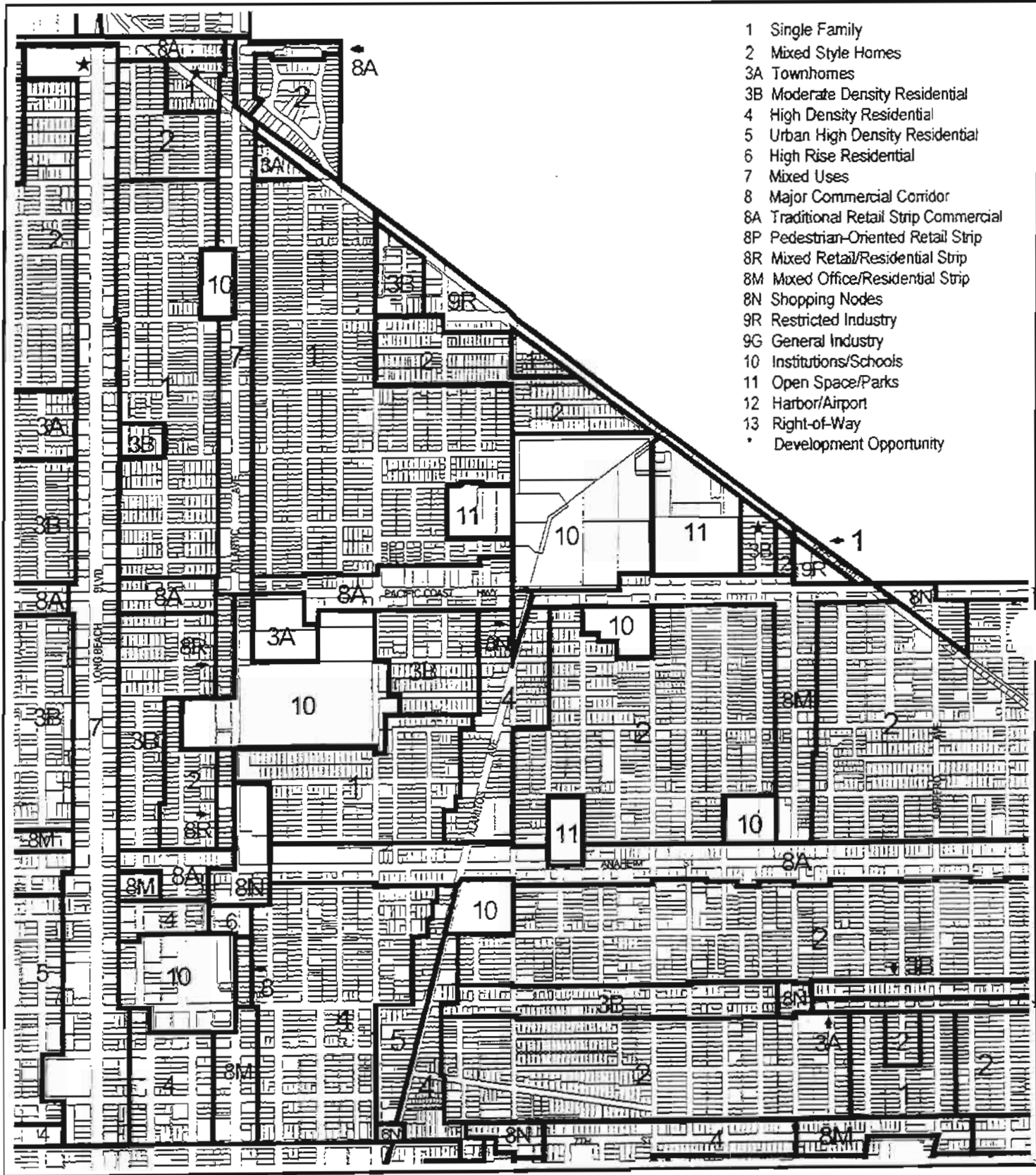
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Further encouragement of recycling to high density residential in this deteriorating area having low land values would exacerbate the existing land use and social problems. Therefore, primary land use in the area should remain low density residential. Increased home-ownership and gradual rehabilitation and rebuilding of low density housing, with new construction of townhomes in selected areas should be encouraged. Minor and major rehabilitation is needed for much of the housing stock. Viable commercial and limited industrial uses should remain. Marginal retail strips should be recycled to moderate density housing. Overcrowding should be eliminated. Those areas which are currently low density (primarily north of Pacific Coast Highway) should remain as such. Moderate density residential uses should be permitted on recycled arterial corridors and blighted block faces, using strict design controls. See the map for specific land use recommendations.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. New residential development should be of a building type which encourages owner-occupancy, specifically, single-family homes.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Enhancements are needed in the form of additional park and recreation space, school facilities and day care, and retail commercial uses, especially grocery stores. Cosmetic improvements in the public right-of-way are recommended in order to improve the appearance and image of the area.

DEVELOPMENT OPPORTUNITIES. The Central Area has a number of development opportunities. While some can be found through a higher general plan designation than the zoning permits, others are shown on the map as starred areas. These starred areas which require major recycling on a large scale include Smith Place and Leigh Court; the area south of 21st Street between Elm and Pasadena; the area to the alley south of 19th Street, north of the lots facing Pacific Coast Highway between Martin Luther King and Corinne Avenue; and the area north of the Pacific Electric Right-of-way, west of Atlantic and south of Willow. An appropriate future use could be large scale townhome compounds, or some commercial uses.



Central Area

CHERRY MANOR

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This neighborhood consists of two different areas. The area is bounded by Cherry Avenue on the west, the Union Pacific Railroad on the east, and has industrial developments to the north, east and south. The industrial uses and railroad form strong neighborhood edges on three sides. The Union Pacific Railroad along the easterly edge has a low volume of train traffic. However, the continued industrial developments in the City, adjacent Los Angeles County, and near the harbor area have been creating strong pressures to greatly increase train traffic.

The area was identified for industrial use as early as the late 1920's. However, to help meet the critical housing demand during World War II, the area was developed in housing in the early 1940's. Residential uses were permitted in industrial zones at that time. Since then, in recognition of the existing residential development, the area was rezoned to residential.

The northerly 9.2 acre portion, LUD 1, is a small isolated area which has access by only two streets to Cherry Avenue. It was developed with 222 small one-story, two- and three-bedroom, stucco dwellings. The area is in fairly good condition and well maintained and offers affordable housing to lower middle class families. The neighborhood is relatively quiet and traffic-free. Noise and pollution problems associated with the industrial uses adjacent are somewhat of a concern, but a 1975 survey of residents in the area found that the majority of residents preferred that the City not consider acquisition to resolve problems caused by the industrial-residential interface.

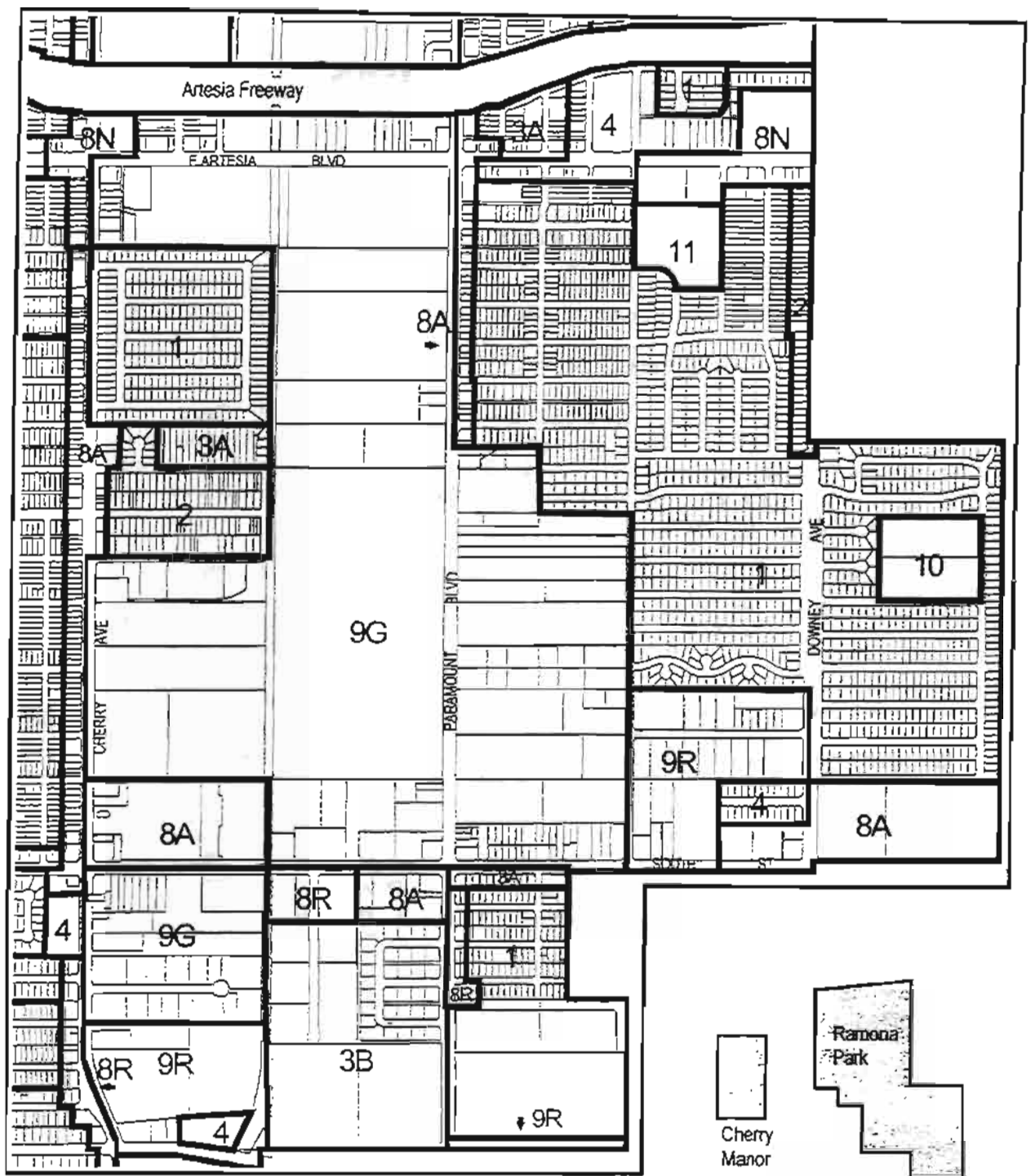
The southerly portion of Cherry Manor is a mixed use area consisting of low intensity multi-family dwellings on large deep lots, low density one and two family dwellings on 50-foot parcels consisting of two 25-foot lots, and commercial businesses on Cherry Avenue. This area has a predominance of poor property maintenance and visible storage. Part of the cluttered character is due to a wide range of housing styles and ages.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Preserving and maintaining the single-family residences in the northerly portion of Cherry Manor is recommended. The southerly mixed use area should continue to allow infill and recycled development as indicated. A neighborhood improvement program, including painting, landscaping, property maintenance, and clean up of storage is needed. City code enforcement should be considered.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. No significant architectural styles are present in the area. Architectural conformance should only be mandatory with respect to scale.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The area is adequately served by neighborhood schools nearby. Grant Elementary School is only two to three blocks to the west, but the school route crosses Cherry Avenue, a major highway. The high school and junior high school are two and three miles from Cherry Manor. The area lacks convenient recreation space. The closest recreation is provided at Houghton Park, a 26 acre regional facility two miles to the west. The area's shopping and service needs are well provided for by the regional center one mile to the south at the intersection of Cherry Avenue and South Street.



Cherry Manor Paramount and South Ramona Park

COLLEGE SQUARE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The area is delineated by Compton Junior College on the west, Long Beach Boulevard on the east, Artesia Boulevard on the south and the Edison towers along the Compton city limits to the north. Strong physical boundaries define the neighborhood.

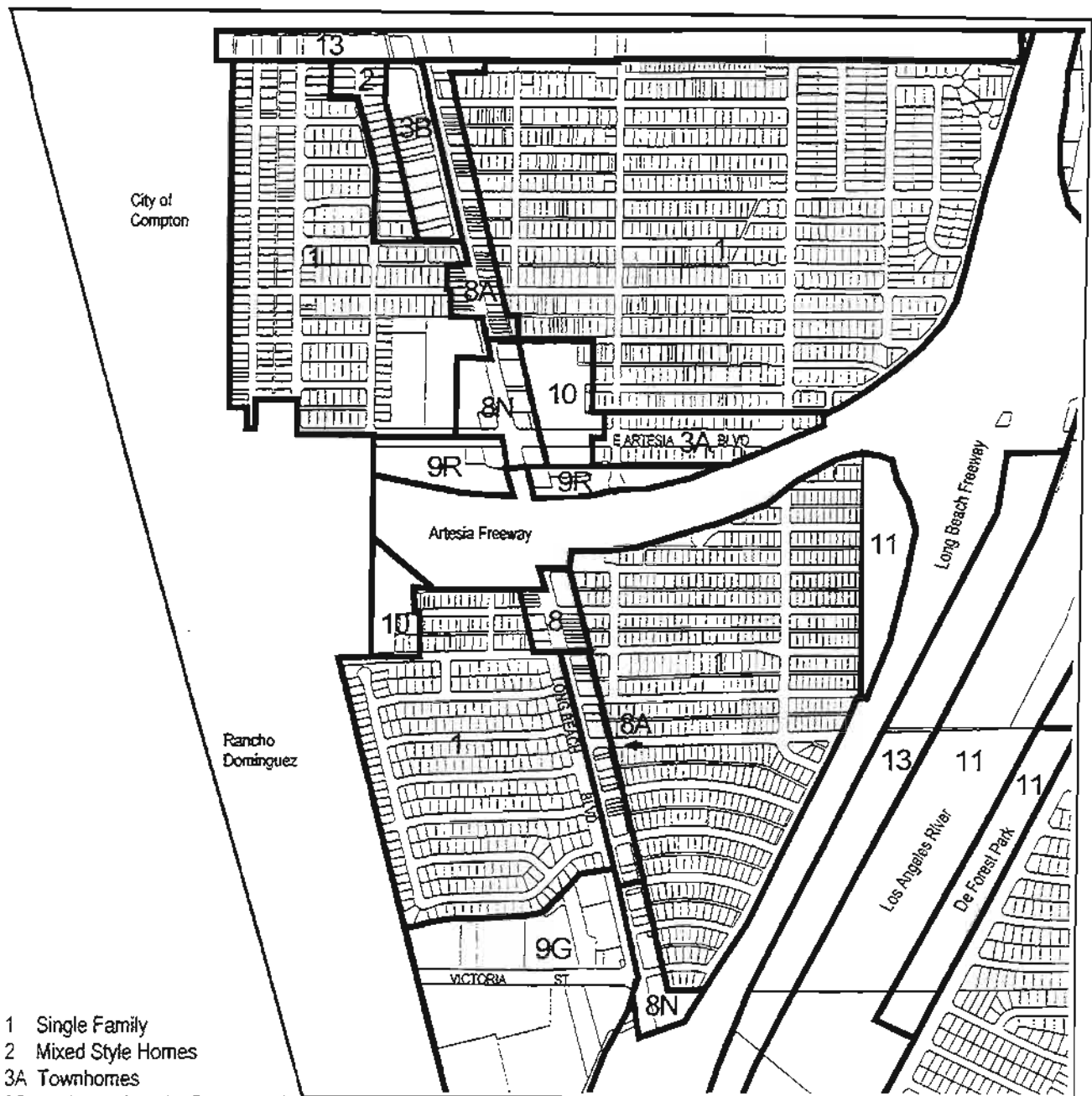
The College Square neighborhood is primarily a residential sector made up of a fairly strong core of single-family homes, some in disrepair. A mobile home park, located in the southwest corner of the area, forms a major neighborhood element. The real problems in the area are along Long Beach Boulevard, where deteriorated, overcrowded apartment buildings are generating tenant and crime problems. The alley behind Long Beach Boulevard between the problem apartments and the single-family homes is so dangerous that many garages of the single-family homes (which face it) are not used. A Federal Block Grant loan was approved in 1988 to combine apartments into larger family units to reduce the density and to upgrade the aesthetic quality and liveability of the apartments.

SUMMARY OF NEIGHBORHOOD POLICIES

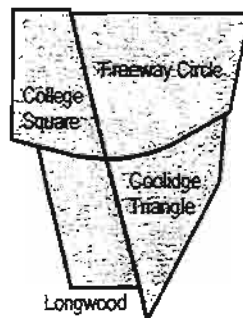
LAND USE. Boarded-up houses here should be restored to the market quickly. Single-family homes with some duplexes should continue to be preserved and rehabilitated where needed. Encouraging owner-occupied units should be a priority for this area. Over the long term, deteriorated apartment buildings along the Boulevard should be recycled to commercial uses or lower density residential uses. The alley behind Long Beach Boulevard should be cleaned up and the neighborhood organization should strengthen its monitoring efforts here. Adding an east-west alley where north-south streets dead end at the Edison Right-of-way is recommended.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Due to the mixed architectural character of the area, moderate conformance to the architectural styles and scales is recommended. However, restricting taller multi-family units along Long Beach Boulevard should be encouraged. Dwarfing single-family houses by locating oversized apartment buildings in close proximity is discouraged.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. No parks exist within the area. Park and recreational facilities are needed. The area lacks neighborhood retail stores and personal services. A grocery store of at least 5,000 - 10,000 square feet to serve the community is also recommended. The high and junior high schools are located approximately two miles to the east. Compton Junior College abuts the area on the west, and provides an unusual benefit.



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- * Development Opportunity



College Square
Coolidge Triangle
Freeway Circle
Longwood

COOLIDGE TRIANGLE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Located south of the Artesia Freeway, east of Long Beach Boulevard and west of the Long Beach Freeway, the Coolidge Triangle is well defined by these strong physical edges.

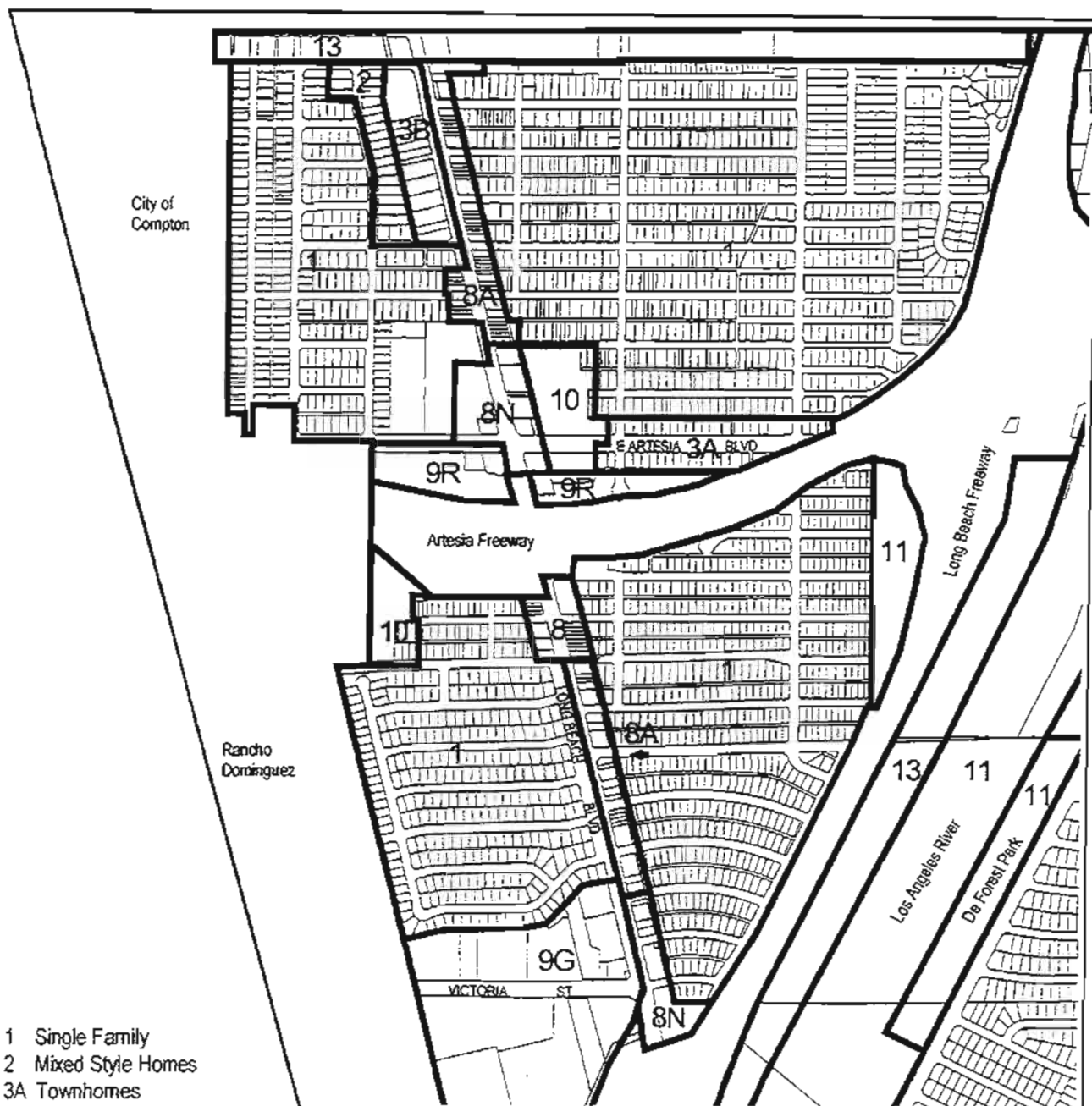
An area of single-family homes on attractive tree lined streets, the Coolidge neighborhood is in a stage of transition. Between 1970 and 1980 the Anglo population has been decreasing. Maintenance of the housing stock is fair to good, but owner-occupied housing percentages have been falling off. Home values have not only increased at a slower rate than the Citywide average, but are below the City average. The properties fronting on Long Beach Boulevard, the westerly boundary, are zoned for commercial use, but are underdeveloped. Currently the older motels, bars and service stations are of concern to the residents. The north and south ends of the boulevard provide desirable sites for freeway oriented businesses. Semi-truck traffic periodically cuts through the area to avoid congested freeways and arterials.

SUMMARY OF NEIGHBORHOOD POLICIES

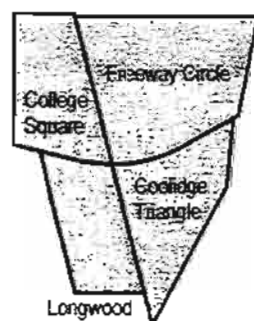
LAND USE. No changes are proposed at this time from the current land uses in the Coolidge Triangle. The single-family homes in this neighborhood should be retained. Efforts to continue upgrading these structures should be sustained. As a neighborhood providing single-family home ownership opportunities to low and moderate income families, Coolidge Triangle owner-occupied housing percentages should be increased. This will help to alleviate pressures which tend to downgrade an area. Long Beach Boulevard is zoned for commercial but is planned for townhome development. There appears to be a weak commercial market due to the low population in the surrounding area. Low density townhome residential would upgrade the Boulevard and would interface well with the single-family neighborhood.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is not considered very important to the Coolidge neighborhood. No significant housing styles exist in the area. However, it is recommended that future developments in the neighborhoods respect the overall low scale of the existing single-family housing.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The 6.8 acre Coolidge Park (located along the Long Beach Freeway) adequately serves the outdoor and recreational needs of the residents of Coolidge Triangle, except there is a problem with gang members who frequent the park. Curtailing the illicit activities of gangs through increased police patrols is recommended. Schools and neighborhood retail and commercial uses are not adequately provided, largely due to the physically constricted nature of this neighborhood. Providing more of these facilities here, or nearby, is recommended.



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- * Development Opportunity



College Square
Coolidge Triangle
Freeway Circle
Longwood

DAIRY

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Major traffic arteries form three of the area's boundaries: Long Beach Boulevard on the west, Atlantic Avenue on the east and Market Street on the south. The northerly boundary is an irregular line that follows the subdivision boundaries formed in the early 1920's, just east of Jaymills Avenue.

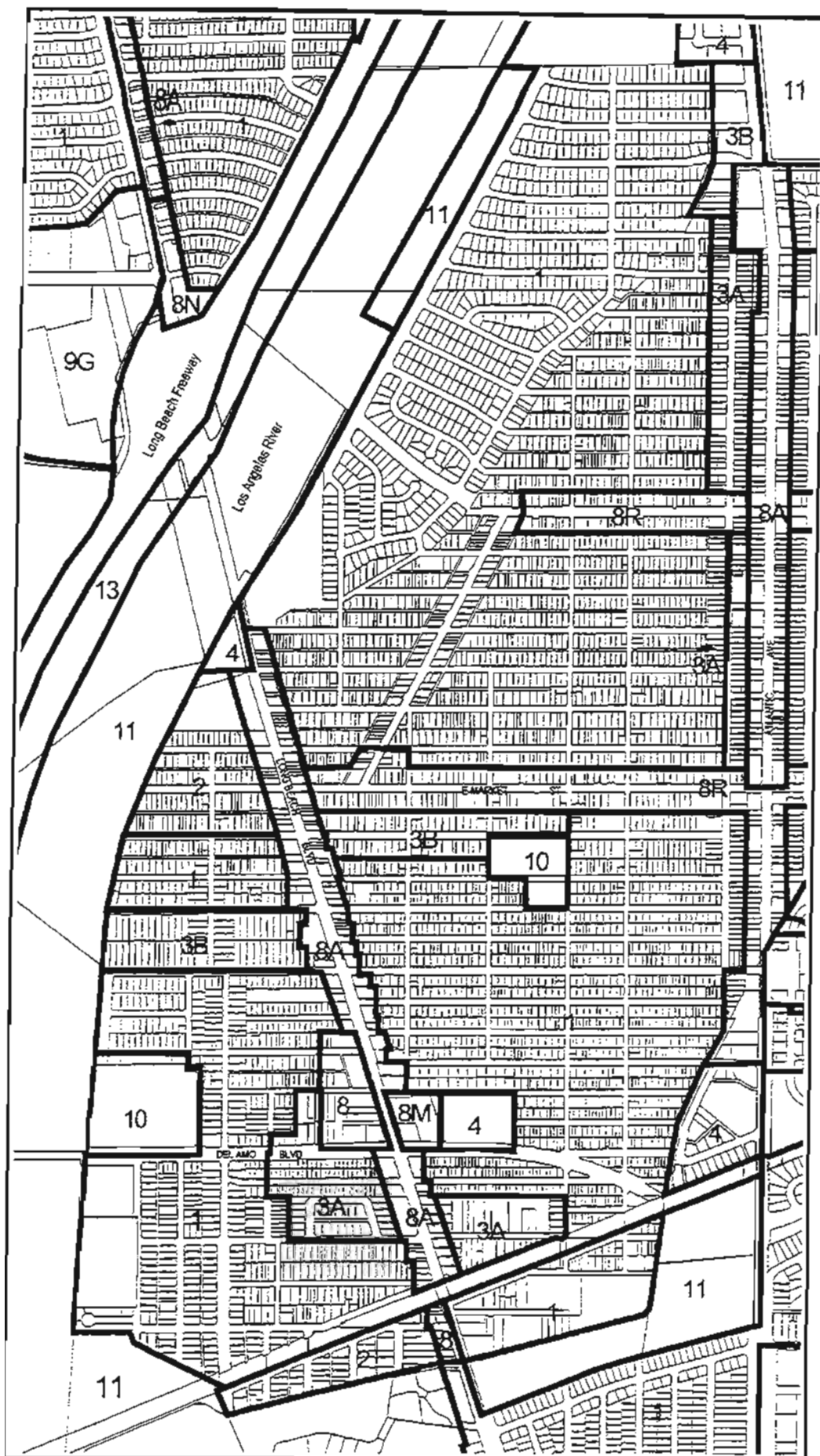
The Dairy neighborhood consists of older, mixed residential uses. The area is primarily developed with one and two family dwellings, most on merged 25' wide lots. Non-conforming multi-family developments, some as dense as 10-20 units on a single lot, are interspersed in the area along Market Street, 55th Street, South Street, Hullett Street, Daisy Avenue and Linden Avenue. Interior streets are mainly narrow, requiring one car to pull to the curb for two-way traffic. Some of the buildings need structural improvements and a few of the privately owned properties could use improved property maintenance. Several older structures need to be recycled altogether. Increasing crime and gang activity needs to be curtailed. Overnight parking of trucks, trailers and vans on streets is a neighborhood concern. East-west commuting traffic, using the neighborhood streets, is a major concern of residents.

SUMMARY OF NEIGHBORHOOD POLICIES

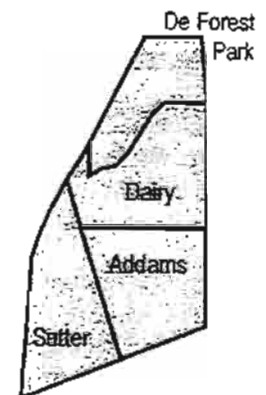
LAND USE. Maintaining the largely low density residential character of the area is recommended. Overall enhancement of the older, low-density residential structures should be encouraged. Home ownership opportunities should be provided. Remaining 25' wide lots should be merged. Enforcement of property and building maintenance codes is also recommended. Restricting trailers and prohibiting parking of commercial truck trailers on residential streets should be implemented. Single-family and duplex units are encouraged. Existing R-3-4 areas should be reduced in density. Some higher density areas are permitted along the arterials and Linden Avenue (see map).

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Comprised of a mixture of architectural styles, architectural conformance here is considered unimportant. However, building types are overwhelmingly low scale, and this scale should be respected and maintained.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. No park or recreational facilities exist in Dairy. Additional day care facilities should be built, inasmuch as young families have been attracted to the area by modest housing costs and rents. Schools are generally adequate with nearby Jordan High School serving the senior high school needs and Lindbergh School serving the junior high school population. Addams Elementary School, located one block to the south, is crowded and may need to be expanded. Atlantic Avenue, a commercially developed street adjoining the area on the east, provides adequately for the immediate shopping needs of residents.



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- * Development Opportunity



Addams
Dairy
De Forest Park
Sutter

DEFOREST PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Together, the Los Angeles River Flood Control Channel and DeForest Park (the neighborhood park located adjacent to the flood control channel), serve as a strong western edge to the DeForest Park neighborhood. The park is a major amenity to the area. The park contains small ballfields, tennis courts, recreation center and a nature trail that utilizes excess Los Angeles County Flood Control right-of-way. The northern and southern edges are defined by mobile home parks. The irregular eastern boundary occurs along Jaymills Avenue and then on the northeast by Atlantic Avenue where multiple-family housing delineates the DeForest Park neighborhood from the Dairy neighborhood.

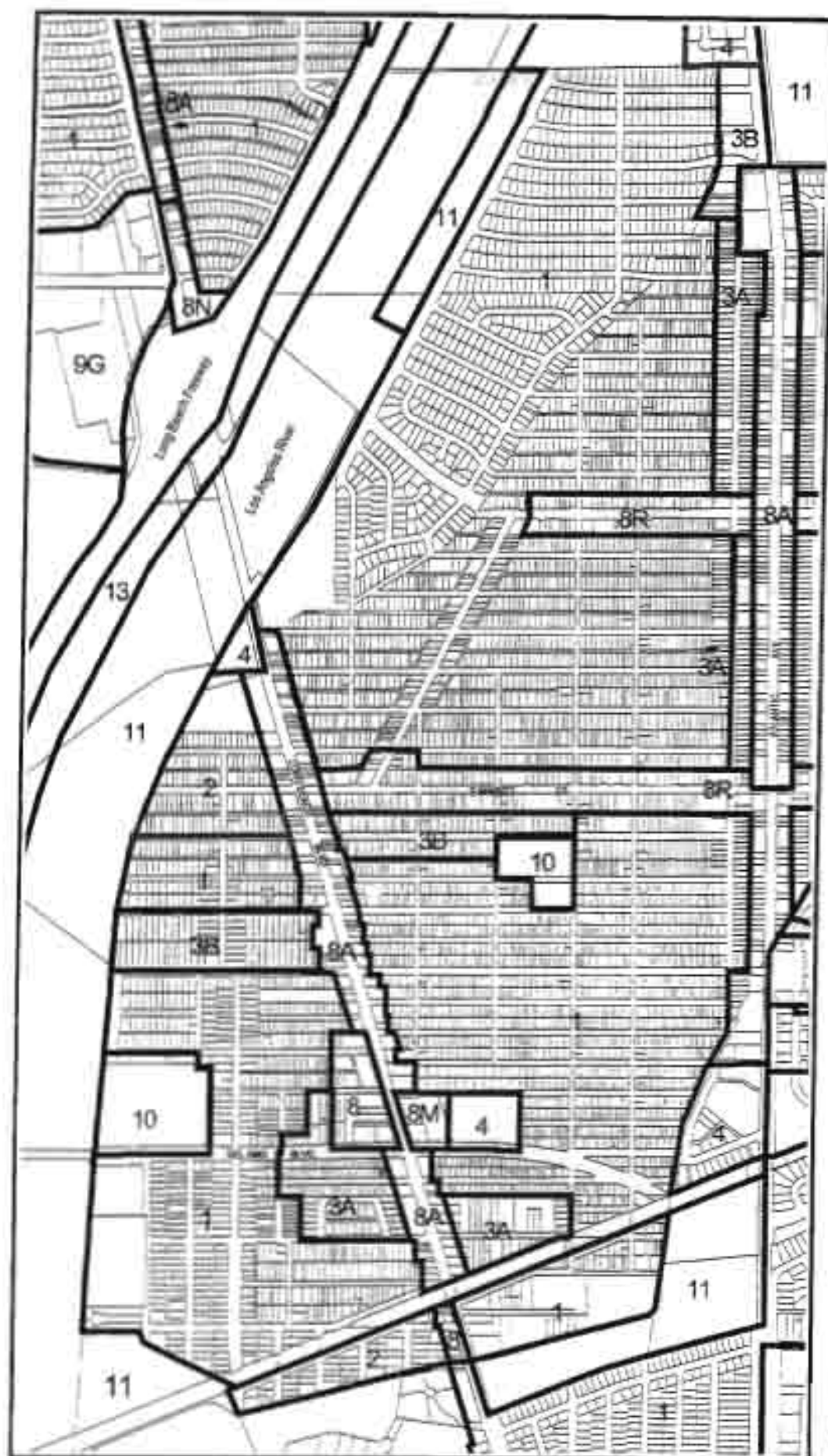
Other than the northeasterly portion, DeForest Park is zoned for and developed with small single-family homes. Nearly all are well maintained, one-story residences. Owner occupancy is equivalent to the City-wide average of 43% (1980 Census). Rents are above average but housing values are below the City-wide average. The total population of the neighborhood seems to be declining somewhat. Household sizes are decreasing and the most significant trend is a sharp increase in the senior population - from 13.8% in 1970 to 17.8% in 1980. The DeForest enclave is stable.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Other than the relatively small multi-family area to the northeast, this neighborhood has remained a purely single-family area with no intrusion of higher density uses. Maintenance of these properties is good and the area offers moderate income families the opportunity for single-family ownership in a stable neighborhood. Maintaining and preserving these single-family dwellings is recommended. No land use changes are proposed for this neighborhood.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Constructed in the late 1940's, architectural uniqueness is considered insignificant in the DeForest Park neighborhood. However, respecting the one-story, small scale of existing housing units should be considered.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. A strong community organization exists within this neighborhood. It was this organization that landscaped the flood control channel and constructed a nature trail within it. Neighborhood park space is considered more than adequate. Schools are generally adequate, too, with nearby Jordan High School serving the senior high school needs and Lindbergh School serving the junior high school population. Addams Elementary School, located one-half mile to the south, is crowded and may need to be expanded. The area lacks nearby retail facilities. However, Atlantic Avenue businesses, abutting to the east, provide most goods and services needed by the community.



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Addams
Dairy
De Forest Park
Sutter

EAST END

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Due to its homogeneity of housing style and type, and population profile, the entire East End has been grouped together as one large community. There are areas where physical land uses provide an edge, (i.e., the Long Beach Airport, California State University at Long Beach, El Dorado Park), but these do not provide a continuous edge.

The East End is primarily composed of one-story, single-family homes constructed during the 1940's and 1950's. Both the homes and yards are well maintained and generally the only problem areas are those located adjacent to the San Diego Freeway, the Los Cerritos Flood Control Channel, and occasionally along the major streets. In general, this community is populated by middle class owner-occupants. Once affordable homes have recently experienced a very rapid rise in housing prices, fueled by strong demand by young families for these single-family homes, and by real estate speculation. Continued home modernization and expansion is expected. Commercial uses are located in nodes throughout the area and include several shopping centers, grocery stores, and a large, new business park adjacent to the airport. Institutional uses include churches, parks and schools. The Long Beach Airport is located adjacent to the residential community and many homes are affected by the noise of over-flying aircraft.

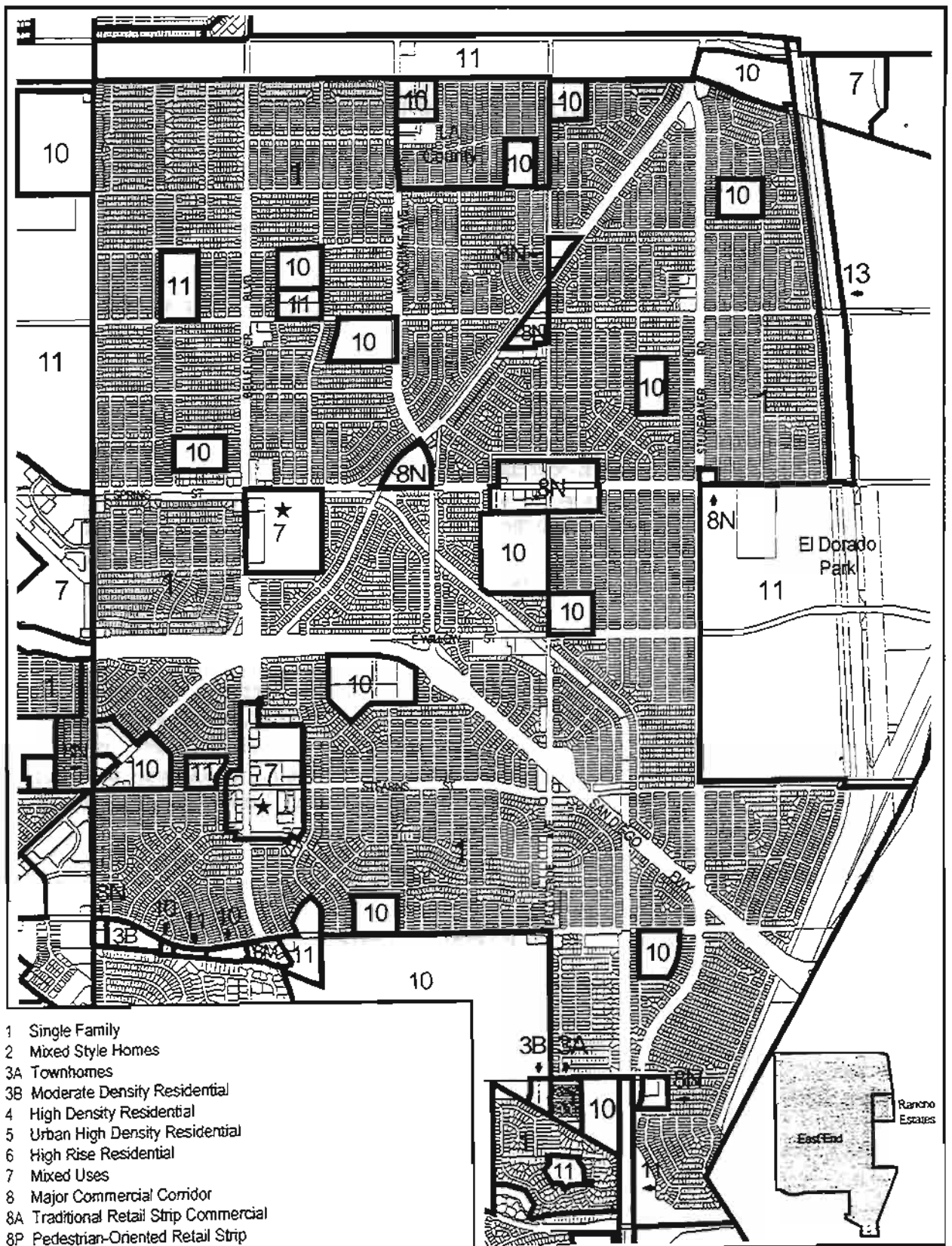
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The overwhelmingly single-family nature of residential development should be preserved and maintained. Likewise, viable commercial and institutional uses should remain. The commercial centers throughout the community are not yet a problem, but their outdated design and under-utilization suggest that in time rehabilitation or a change in land use may be required. Future re-use of the Tree Farm site should be sensitive to the adjacent Nature Center and residential areas.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The homogeneous nature of single-story, single family housing in the East End is considered important for purposes of architectural compatibility and conformance. Also, respecting the 1940-1950 styles and types of construction is mandatory. New infill developments must architecturally "fit" into the existing fabric.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The East End is adequately served by parks, schools and neighborhood retail. However, as mentioned above, commercial retail centers will probably need some remodeling and "face lifts" in the future; efforts to do so should be supported by the City.

DEVELOPMENT OPPORTUNITIES. The areas starred on the map present major development opportunities for the East End. The 43 acre parcel located at Spring Street and Bellflower Boulevard is assembled and under few ownerships, providing an opportunity to develop a fair sized commercial retail center. The 100 acre former U.S. Naval Hospital site also provides an important opportunity to develop a major retail center creating new jobs and revenue sources. The economic viability of the existing drive-in theater has significantly declined during recent years. In the future, the entire parcel should recycle and be designed to conform comfortably with the surrounding housing areas.



East End Rancho Estates

EASTSIDE AND CARROLL PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Carroll Park is an attractive, self-contained single-family neighborhood which lies within the greater Eastside community. Carroll Park itself is a designated historic district. The Eastside community lies between Junipero Avenue on the west to Redondo Avenue on the east, and from 10th Street on the north to Broadway on the south. Although these boundaries are somewhat ambiguous, they provide us with a necessary frame of reference and the areas within exhibit similar physical characteristics. Having a combination of low, middle and some higher residential densities, the overall texture is characterized by low density structures of five units or less. Older, architecturally attractive single-family homes and duplexes abound. However, there are some new apartment buildings located along 10th Street.

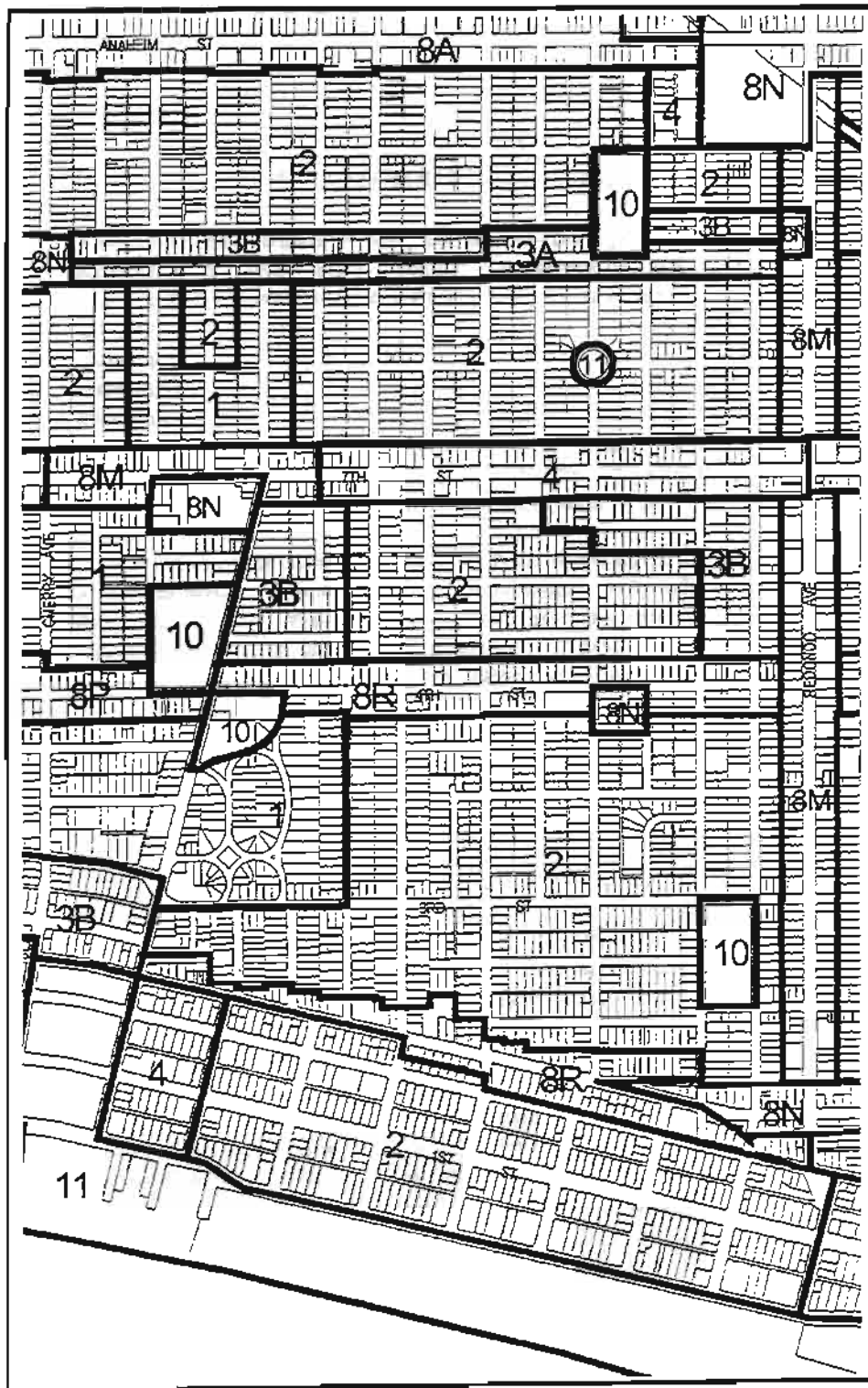
The area lying between Broadway and 7th Street was downzoned to R-2 in 1988, thereby strengthening the low density and low scale character. Neighborhood commercial uses located along 4th and 10th Streets serve the special ethnic populations. 7th Street hosts a variety of strong and marginal commercial businesses serving both the immediate neighborhood and the City at large. Junipero Avenue has scattered neighborhood commercial nodes, as does Broadway. Redondo Avenue is a viable marketplace of varied commercial, residential and office uses. Housing rehabilitation and recent downzonings have stabilized neighborhood change and have nurtured community pride in the process. This upwardly progressive trend is well established below 10th Street, but north of 10th Street the area is still in flux.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Any new development must conform with the existing density level to further stabilize the area. Maintaining the mix of commercial and residential uses is desirable. Recognizing and encouraging viable ethnically owned and operated businesses lends credence to this neighborhood's identity and "sense of place". Continuing the preservation of the California bungalow and other architecturally significant and affordable housing stock through rehabilitation is warranted. Maintaining low density single-family housing in Carroll Park should be considered mandatory. The remainder of the Eastside should support a mix of primarily low and some moderate density housing. Problems caused by adjoining but different land use types and intensities should be lessened by an insistence on proper design.

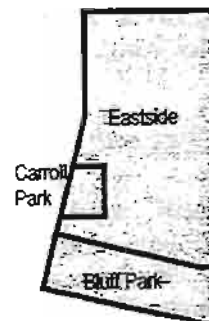
DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformity should be considered mandatory for all aspects including scale, color, texture and style of building in the Carroll Park neighborhood. These will be implemented by the Cultural Heritage Commission. Elsewhere in the Eastside, conformance should be stressed with regards to scale of development, protection of views, sunlight, privacy and compatibility with California bungalow and Mediterranean architectural style.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The Carroll Park and Eastside neighborhoods are adequately served by park and recreation open space due to their proximity to Bixby Park, Bluff Park and the ocean beaches. Neighborhood retail and commercial businesses are abundant. In addition, Mann and Willard Elementary Schools are located within the neighborhood boundaries; with Burbank and Fremont Elementary Schools and Jefferson Junior High School located just outside the boundaries.



- 1 Single Family
- 2 Mixed Style Homes
- 3A Townhomes
- 3B Moderate Density Residential
- 4 High Density Residential
- 5 Urban High Density Residential
- 6 High Rise Residential
- 7 Mixed Uses
- 8 Major Commercial Corridor
- 8A Traditional Retail Strip Commercial
- 8P Pedestrian-Oriented Retail Strip

- 8R Mixed Retail/Residential Strip
- 8M Mixed Office/Residential Strip
- 8N Shopping Nodes
- 9R Restricted Industry
- 9G General Industry
- 10 Institutions/Schools
- 11 Open Space/Parks
- 12 Harbor/Airport
- 13 Right-of-Way
- * Development Opportunity



Bluff Park
Carroll Park
Eastside

EAST VILLAGE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Residential uses are primarily older, high density structures. The area lacks a sense of identity. Owner occupancy is very low and the neighborhood is in a state of transition from lower to higher densities.

Currently, downtown and neighborhood retail and service uses are mixed together with storefront offices in a haphazard fashion, diluting the structure of the neighborhood and competing with more appropriate locations for these uses in the Central Business District. This area is designated in the Downtown Urban Design Plan as a major source of urban style housing for future employees of downtown businesses. It could provide housing for some of the needs generated by St. Mary Medical Center.

SUMMARY OF NEIGHBORHOOD POLICIES

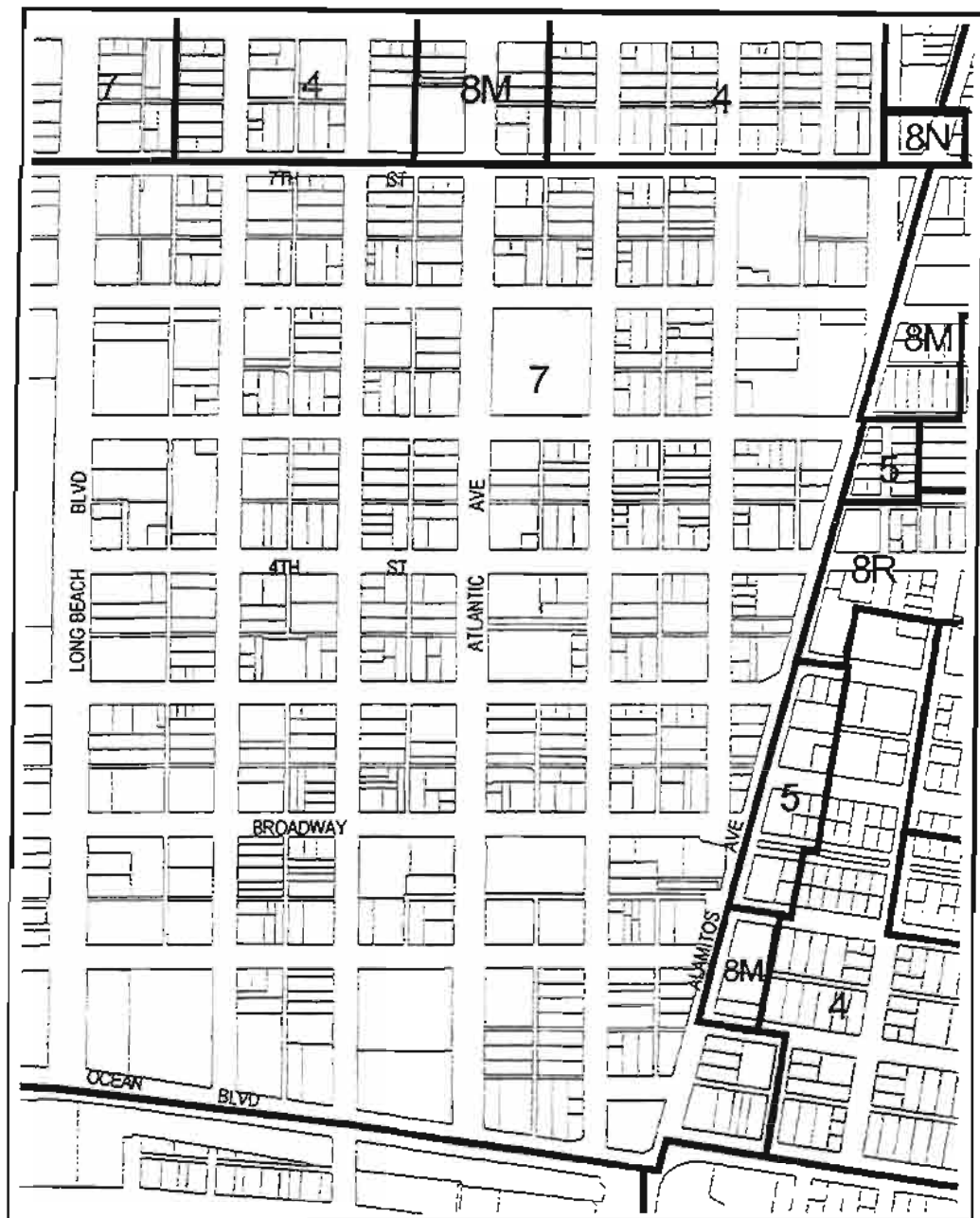
LAND USE. The policy for the East Village area is one of rehabilitation and recycling to create a timely urban village with a cultural and arts focus, within the Greater Downtown Area. Such a village has the following characteristics:

- a variety of housing types, including moderately dense housing
- services within walking distance
- strong employment linkages to downtown and to St. Mary's
- museums, theaters, galleries, artists lofts and studios
- artists and entrepreneurs, young professionals, retired elderly, singles and childless couples as residents.

A new image for this area is needed. Careful infill of both smaller scale and larger scale developments must occur. Intensified code enforcement, neighborhood watch and police patrolling are recommended. The rehabilitation and preservation of quality housing, along with new high quality residential development, should be encouraged. The East Village should be a place where residents can walk to shopping, public transit and downtown employment centers and attractions. Residential development should feature a mix of housing types to serve a variety of economic segments, and to house an eventual population of 7,000 - 10,000 people. Densities overall should be moderate to high, and moderate to upscale housing, attractive to urban professionals, should be encouraged.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. This area is controlled by the Downtown Planned Development Ordinance and Downtown Design Guidelines.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The neighborhood lacks a centralized commercial focus. No parks or recreational facilities exist within and the area. Expansion of the cramped Stevenson School site would provide increased open space for school students and for the residential community. Day care facilities should be encouraged.



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East Village

EL DORADO PARK ESTATES AND THE LAKES

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Located on the far eastern end of the City, the San Gabriel River Freeway forms a strong edge on the western side of this community while Norwalk Boulevard serves as the eastern boundary. The City of Hawaiian Gardens lies to the north, and the City of Los Alamitos lies to the south.

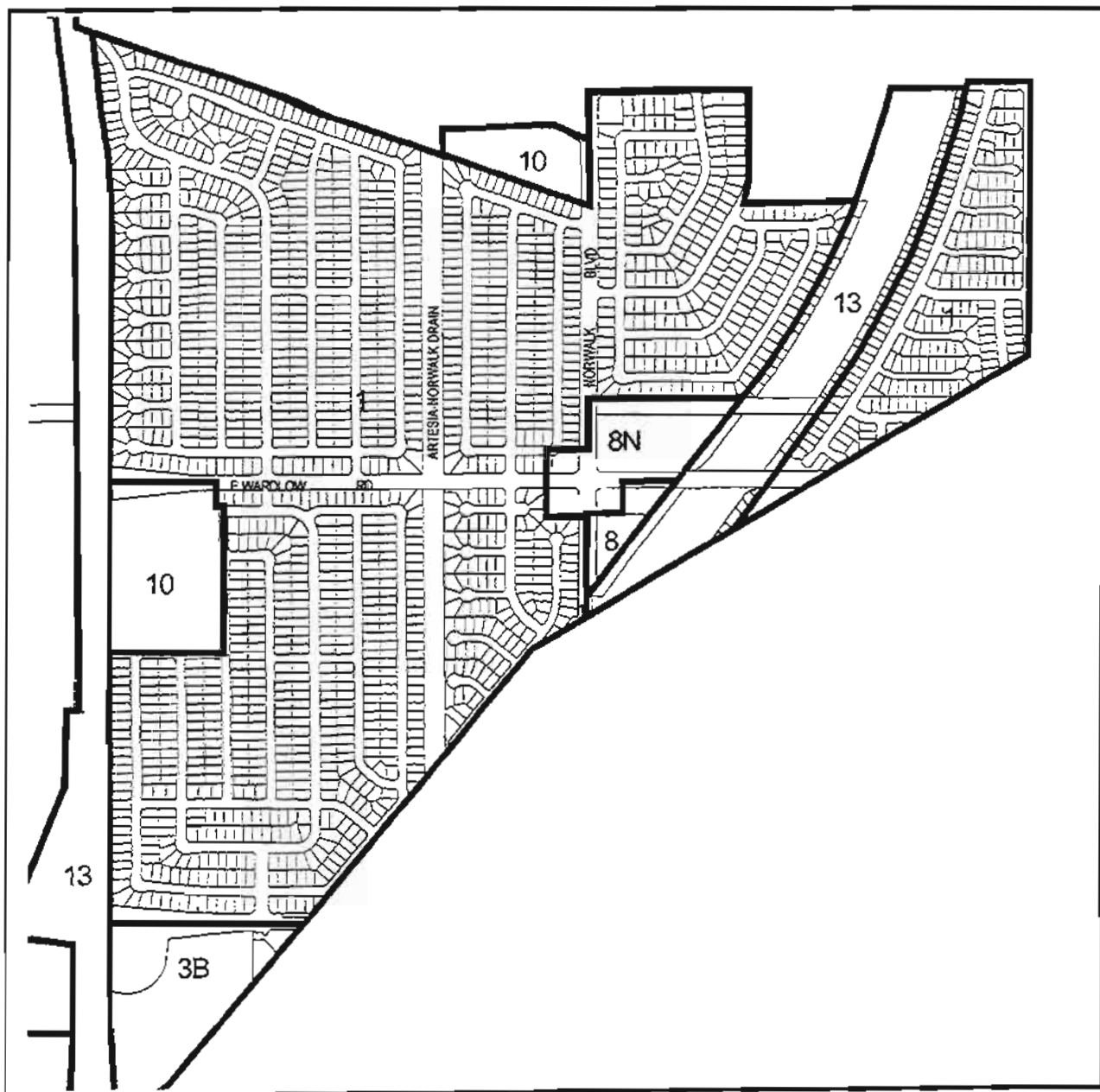
El Dorado Park Estates is zoned for and developed entirely with single-family homes, with the exception of Newcomb Elementary School. The Lakes, a separate area south of Spring Street, is developed entirely with condominiums. In 1980 there were 1,364 units in El Dorado Park Estates and 261 units in the Lakes. Homes, one and two stories in height, are occupied by upper income families. Many of the condominium units are studios and one bedroom, occupied primarily by couples and singles. Property values are high and property maintenance is excellent.

SUMMARY OF NEIGHBORHOOD POLICIES

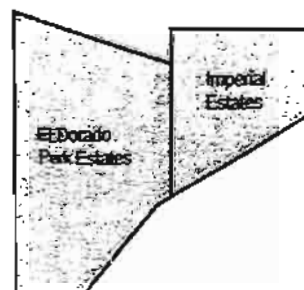
LAND USE. The El Dorado Park Estates and The Lakes neighborhoods provide single-family and multi-family home ownership opportunities for affluent families and singles, and in doing so provide a valuable service to the City. These homes and condominiums should be preserved and maintained.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. All future development should conform to the low profile scale of the existing buildings.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. A shopping center with super market is located nearby, and other retail services are in nearby cities. Newcomb Elementary School is well sited and serves the area sufficiently. Also, just across the San Gabriel River Channel, generously sized El Dorado Regional Park offers a multitude of recreational facilities.



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El Dorado Park Estates Imperial Estates

FRANKLIN SCHOOL

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This is primarily a residential neighborhood where massive recycling has replaced many single-family homes with 8-and 10-unit apartment buildings. However, the single-family homes which have remained are in good condition. The western half of the area is in a blighted condition and is adversely influenced by current uses along Alamos Avenue. Traffic, parking and a lack of amenable streetscapes contribute to a negative visual image from Orange Avenue west to Alamos.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The area should remain largely residential in character. For the area west of Orange Avenue, deteriorated conditions suggest a policy of rehabilitation and spot recycling, especially in commercial corridors where some recycling is already occurring. 4th Street should be composed of primarily moderate density residential uses with ground floor pedestrian-oriented retail. 7th Street should be composed of moderate to high density residential, with retail nodes in selected locations. Additional street and alley widening requirements should be explored, especially along Walnut Avenue. Creating a preferential parking district should also be a consideration. The area was recently rezoned from high density to low density. Some moderate and high density should be allowed along major arterials which can best accommodate population growth, i.e., along 4th and 7th Streets, and Alamos Avenue.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. With the recent glut in apartment construction, much of the older housing stock here has been replaced. Hence, architectural conformance is an impossible objective. However, with redevelopment of moderate and high density housing along major arterial corridors (as suggested above), designs should promote a balanced and harmonious streetscape.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Condominium conversion of the 8-and 10-unit infill apartment units should be discouraged, as the creation of multiple owners, who in turn are likely to rent out their units, will eliminate present single owner accountability for property maintenance. Park and recreation facilities and street trees should be added, and daycare facilities provided. Expansion of the property maintenance ordinance to include commercial and industrial properties should be considered.