

BIXBY PARK AND OCEAN BOULEVARD

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The Bixby Park neighborhood is located between Ocean Boulevard and 3rd Street, Alamitos and Junipero Avenues. The Ocean Boulevard neighborhood is located between the bluff and Ocean Boulevard, and Alamitos and Junipero Avenues.

Bixby Park is primarily developed with multi-family housing but has a limited number of single-family homes scattered throughout. The Ocean Boulevard neighborhood consists of low, medium and high rise residential buildings, including the cultural landmark of Villa Riviera. Viable commercial businesses are located along Broadway and Alamitos Avenues. The area is heavily populated by renters, with a large percentage of elderly. The units are well maintained and the location of these neighborhoods close to the ocean offers special amenities to the residents. However, parking is a problem with a shortage of off-street (due to older buildings built without parking) and on-street parking.

SUMMARY OF NEIGHBORHOOD POLICIES

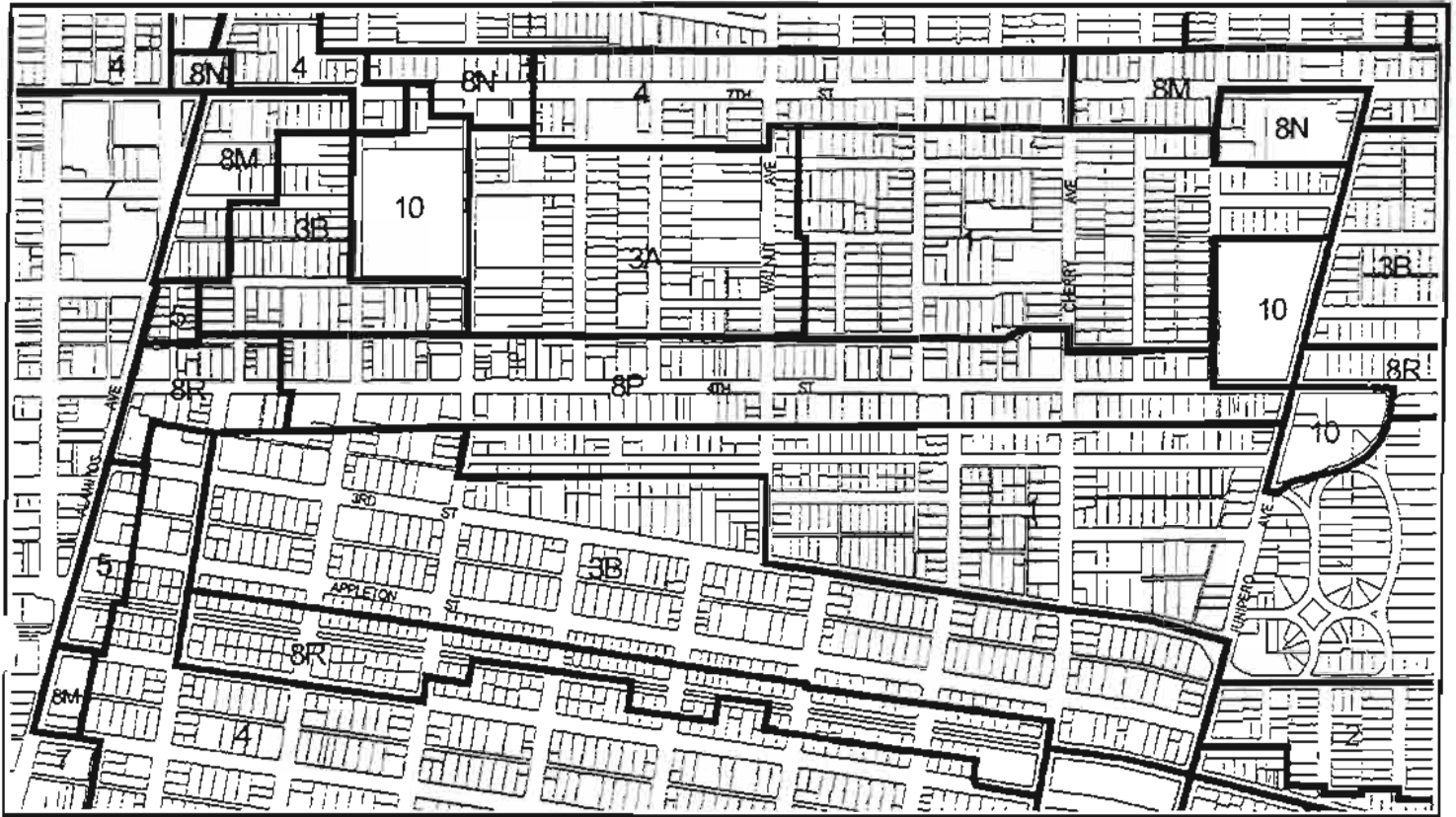
LAND USE. Although multi-family structures dominate the land use in Bixby Park, the recent neighborhood thrust to downzone this neighborhood has resulted in a zoning classification that bears little relationship to the present land use.

In the Ocean Boulevard neighborhood a Planned Development Plan was written for this area incorporating the policies of the California Coastal Act and the Long Beach Local Coastal Plan. A special incentive provision was provided to encourage lot assembly for the construction of high rise development on the south side of Ocean Boulevard. The incentive provides for higher density and greater height in exchange for greater visibility of the ocean, greater on-site open space and greater contributions to access to the beach by public right-of-way improvements. The plan intends for the area to remain multi-family residential with the following exceptions: that the existing motel sites be retained in motel use, and that retail and service commercial uses be permitted in residential buildings as accessory uses. No changes to the Local Coastal Program are proposed by this Plan.

The Bixby Park neighborhood should maintain the existing density, and should be rezoned to that density to encourage continued maintenance and reinvestment in existing structures. The Ocean Boulevard neighborhood should be primarily high density.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Recently adopted design standards for multiple-family developments must be adhered to in these zones. In the Planned Development zone along the coast, higher density high rises must adhere to specific standards outlined in this Plan which preserve views of the ocean and provide public access to the beach.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Both the Bixby Park and Ocean Boulevard neighborhoods offer a high amenity lifestyle primarily associated with their location near the Pacific Ocean. Bixby Park itself serves both communities well. Also, commercial neighborhood-retail services are generously supplied. Nearby Elementary School services are lacking.



- 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

Franklin School



- 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

Bixby Park / Ocean Boulevard

FREEWAY CIRCLE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Cut off from the rest of the City by strong physical barriers, the Long Beach Freeway, the Artesia Freeway, Long Beach Boulevard and the Edison tower lines, the Freeway Circle area seems to be moving toward a major decline. Poor property maintenance, a high absentee ownership, gang activity, and overcrowding are major disruptive forces.

The neighborhood consists of a core of single-family homes with a few isolated apartment buildings and duplexes scattered throughout, and two corridors of apartments along Artesia and Long Beach Boulevards. Substandard street and alley widths and small lots, some developed with narrow two-story single-family homes, contribute to congestion problems and social disharmony.

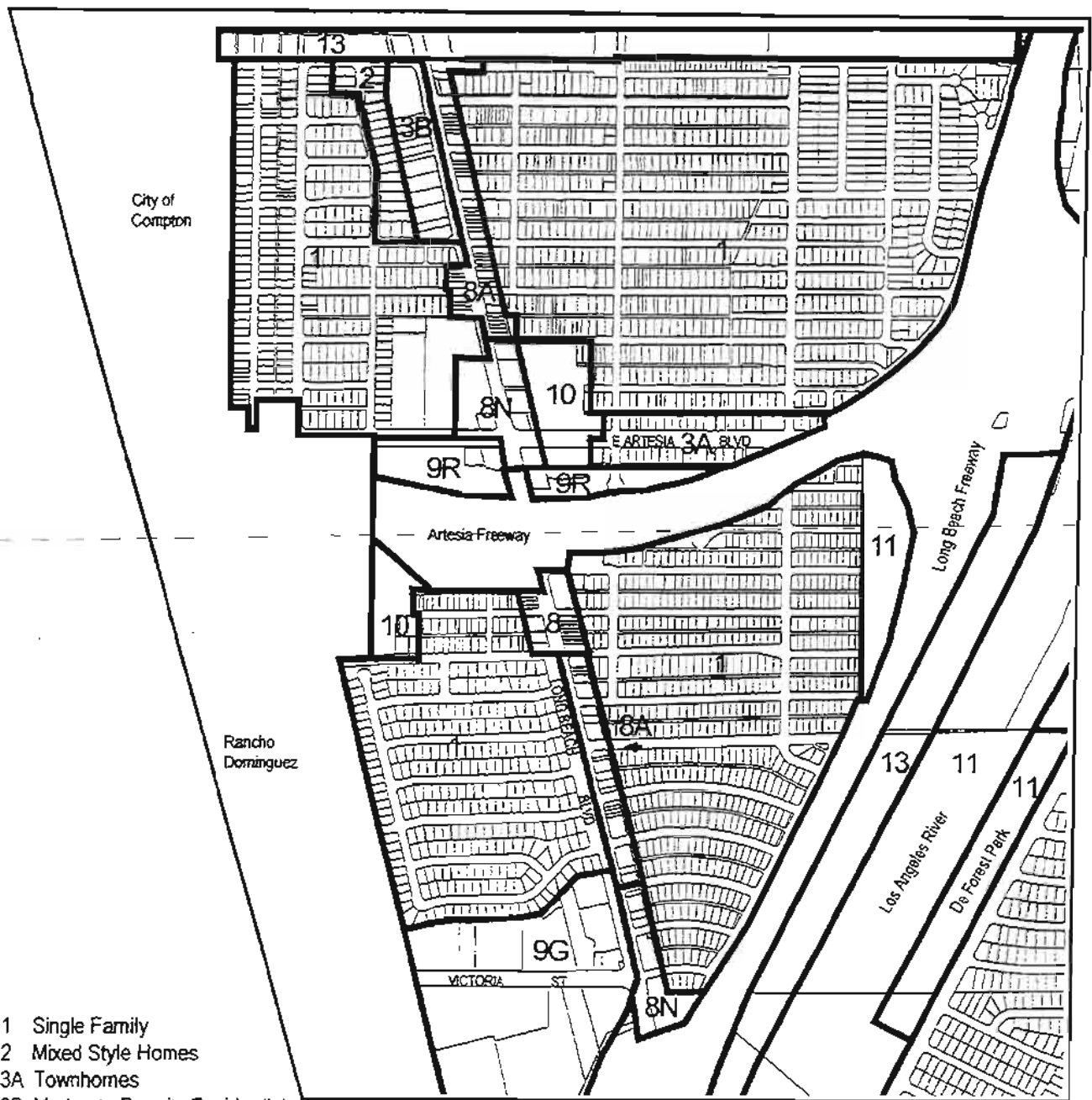
Most of the small 25-foot wide lots have been combined to form 50-foot wide properties, but a single deteriorated house, when removed, is replaced with two, two-story dwellings. This trend could, over the long term, greatly increase the density. The LUD1 reflects the previous community rezoning of the area from multi-family and duplex zoning to single-family, and the policy to stabilize and protect the low-density character of the area.

SUMMARY OF NEIGHBORHOOD POLICIES

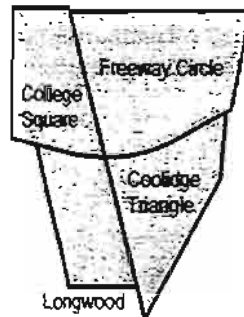
LAND USE. Maintaining predominantly residential uses is recommended. Rehabilitation of degraded parcels and recycling of apartments along Long Beach Boulevard to less intense residential or commercial uses is suggested. Adjacent 25-foot wide lots, when combined into a 50-foot development, should be permanently merged into a single property by City ordinance. Property maintenance, building code enforcement, neighborhood watch and police patrol activities should be strengthened. There should be a coordinated effort on behalf of the cities of Long Beach and Compton, and Los Angeles County, to upgrade the greater area.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The area comprises a mixture of housing styles. Architectural style is not important in Freeway Circle. However, the low density one and two-story characters of the area should be preserved.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Parks and/or recreational facilities are needed. Nearby, day care and social service opportunities should also be provided to the community. Starr King Elementary school may need to be expanded and improved. The high and junior high schools are located outside the area one to two miles to the east. Compton Junior College is located three blocks to the west and provides an unusual benefit to the area. The area lacks neighborhood retail stores and personal services; a super market is especially needed.



- 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



College Square
Coolidge Triangle
Freeway Circle
Longwood

HAMILTON

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This neighborhood forms the northernmost City limits boundary. On the west is Los Angeles County River Flood Control Channel which contains regional bicycle and equestrian trails. Properties that back up to the river are zoned for and developed with horse stables. The southerly boundary is formed by the Southern California Edison Tower Line right-of-way, which is used for tree and truck farming. On the east, the boundary is formed by a City of Paramount residential area and the 34-acre Edison Company power station.

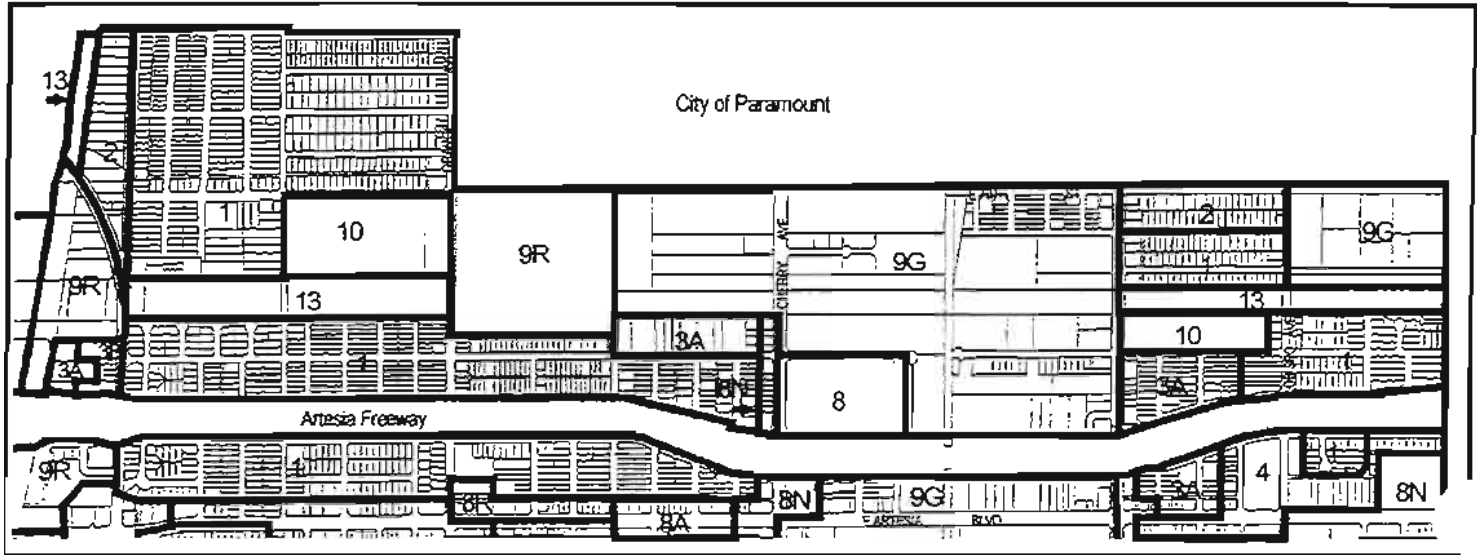
This neighborhood consists of single-family homes, duplexes, a handful of apartment buildings, three horse overlay zoned sections (two duplex, one industrial), a junior high school and a church. The predominant land use is single-family homes which were constructed in 1940 and are in fairly good condition. Some of these properties are in need of maintenance, but overall Hamilton is a stabilized area. The residential horse properties, mostly located along Atlantic Place and Myrtle Avenue, are poorly maintained. They have no curbs, gutters or sidewalks, which lends a rural character to the properties. Although not designated as such, Atlantic Place, on the west, is used as a truck route.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Cleaning up the visual appearance of the Hamilton area is necessary. The quality of the area could be greatly improved by a neighborhood improvement program consisting of painting, landscaping, minor property maintenance and removal of visible storage. In some cases code enforcement should be used. Stronger neighborhood pride is needed; efforts to create and nourish such will be encouraged.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The majority of the homes appear to have been built during the 1940's and show some consistency in their architectural style. Architectural conformance is perceived as being of only moderate importance in the Hamilton neighborhood. The low density, single-family character of the area should be preserved.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Hamilton School serves as a neighborhood center. Enhancing community cohesion and expanding recreational opportunities are important. An investigation into leasing remaining open space under the Edison towers for recreation purposes should be conducted, especially near Hamilton Junior High. Opportunities for locating a major grocery market in the Hamilton vicinity should be explored.



- 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



Artesia Freeway Corridor Hamilton

IMPERIAL ESTATES

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

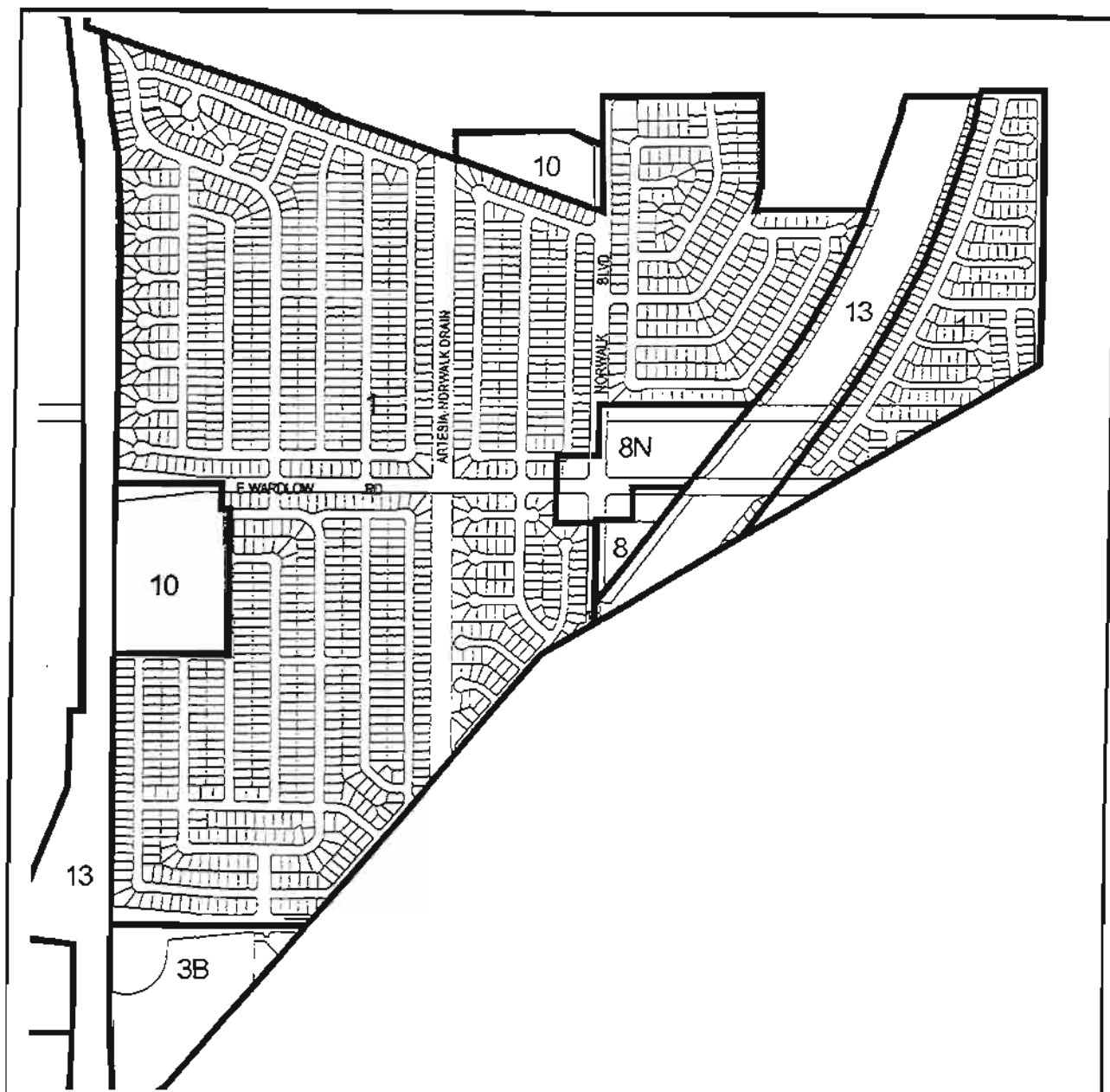
Bordered on three sides by three separate jurisdictions, the cities of Cypress Gardens, Hawaiian Gardens and Los Alamitos, Imperial Estates is isolated from the rest of the City and lacks a clear Long Beach identity. The community is also divided by the Coyote Creek Flood Control Channel. Houses located to the east of this channel are positively influenced by the neighboring community in Cypress, but houses located to the west of the channel are in need of increased property maintenance and repairs. Nearby El Dorado Regional Park affords many recreational opportunities to this neighborhood.

SUMMARY OF NEIGHBORHOOD POLICIES

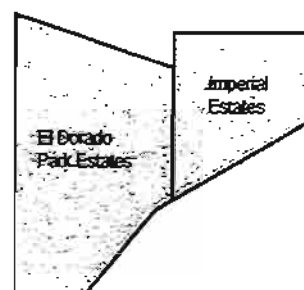
LAND USE. Maintaining the single-family, low density, residential character of this neighborhood is recommended. Upgrading the homes to the west of Coyote Creek is necessary. Code enforcement and increased police surveillance are suggested. Coordinating planning and improvement efforts on behalf of all four cities involved in this area is advised. A policy of preserving homes on the east side of Coyote Creek is recommended. Upgrading of commercial uses along Norwalk Boulevard is recommended as well. Low density, single-family homes should continue to be the predominant use. No changes are being recommended at this time.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance respecting the small, low scale of the area is recommended.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. School and retail opportunities are similar to those listed in El Dorado Park Estates.



- 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



El Dorado Park Estates Imperial Estates

JORDAN

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Bordered on the north by the Artesia Freeway, on the south by South Street, on the east by Cherry Avenue, and on the west by Atlantic Avenue and the Los Angeles River, this neighborhood is fully developed predominately with single-family homes. Generally, the area is zoned for single-family and duplex uses with limited higher density along the arterial streets. A major mobile home park exists west of Linden Avenue. Property maintenance of the low density residential areas, including the mobile home park, is generally good. However, along Artesia Boulevard, and between Artesia Boulevard and the freeway, maintenance varies and is generally reduced. This is due, in part, to the reduced economic market along the Boulevard and the influence of the adjacent freeway.

SUMMARY OF NEIGHBORHOOD POLICIES

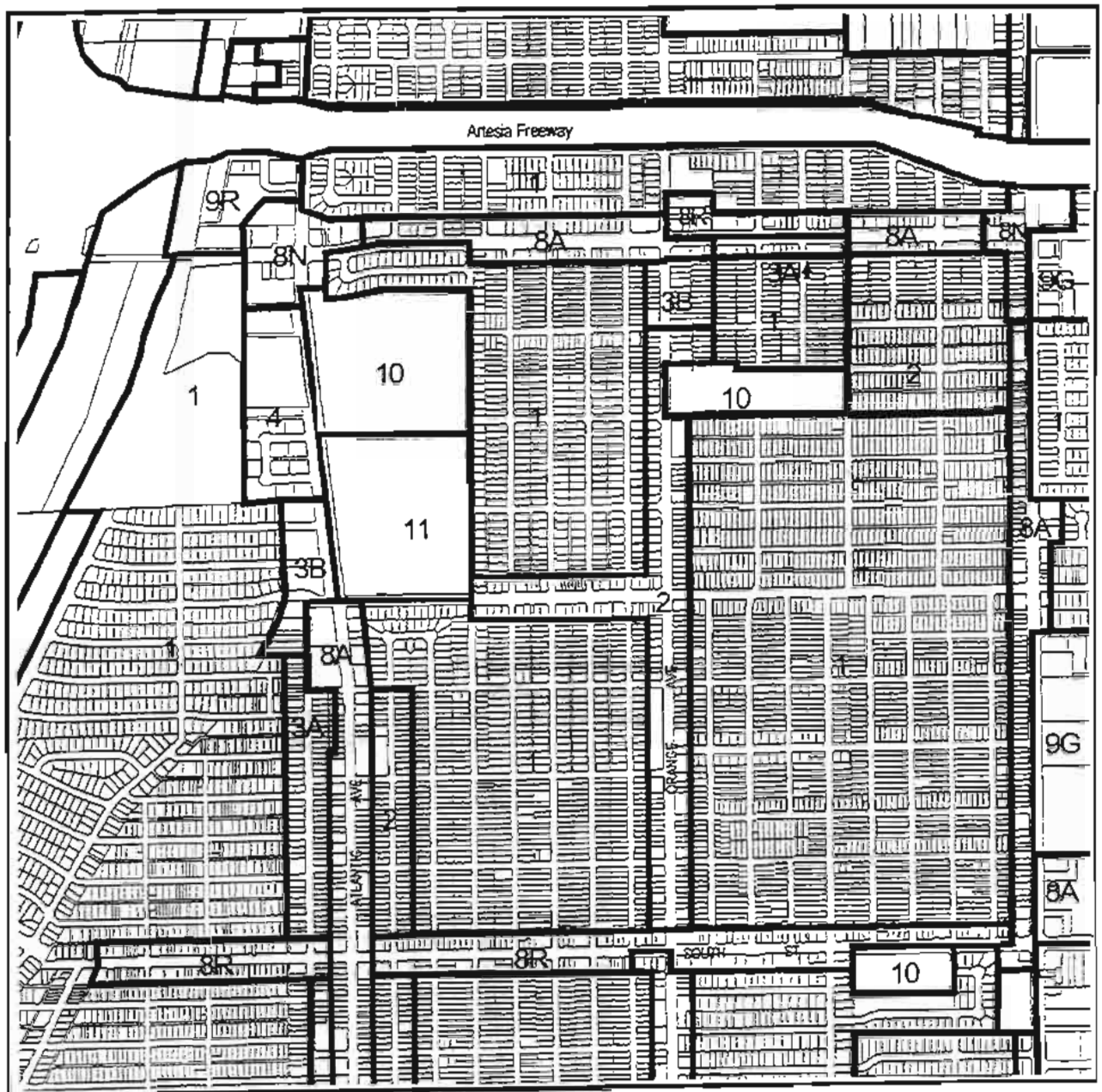
LAND USE. The predominant land use pattern should be single-family, with some increase in density along the principal streets.

Overall residential densities should remain as single-family and duplex. The mobile home park should be preserved and protected from new development. All new housing should result in a building form which will include owner-occupancy. Apartment buildings and typical multi-family development are not recommended.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. To protect the quality and character of the area, all new development should be compatible with existing development and generally reflective of low density residential development.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This area is served by Houghton Park which is intensely utilized. In the future, additional recreation should be provided to better serve the population. Neighborhood retail is located at South Street and Cherry Avenue, as well as along Atlantic Avenue. These facilities generally serve the neighborhood needs. Jordan High School is overcrowded and is currently being evaluated for expansion.

DEVELOPMENT OPPORTUNITY. A development opportunity does exist between the Artesia (91) Freeway and Artesia Boulevard. If a significant amount of land is assembled and if this assembled parcel can be reasonably and adequately buffered from the nearby residential use, a development opportunity exists for high quality, mixed use development without the need to amend this Plan.



- 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

Jordan

LAKEWOOD VILLAGE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Surrounded on three sides by the City of Lakewood, Lakewood Village also has major thoroughfares ringing it on all four sides: Lakewood Boulevard on the west, Del Amo Boulevard to the north, Bellflower Boulevard to the east and Carson Street on the south.

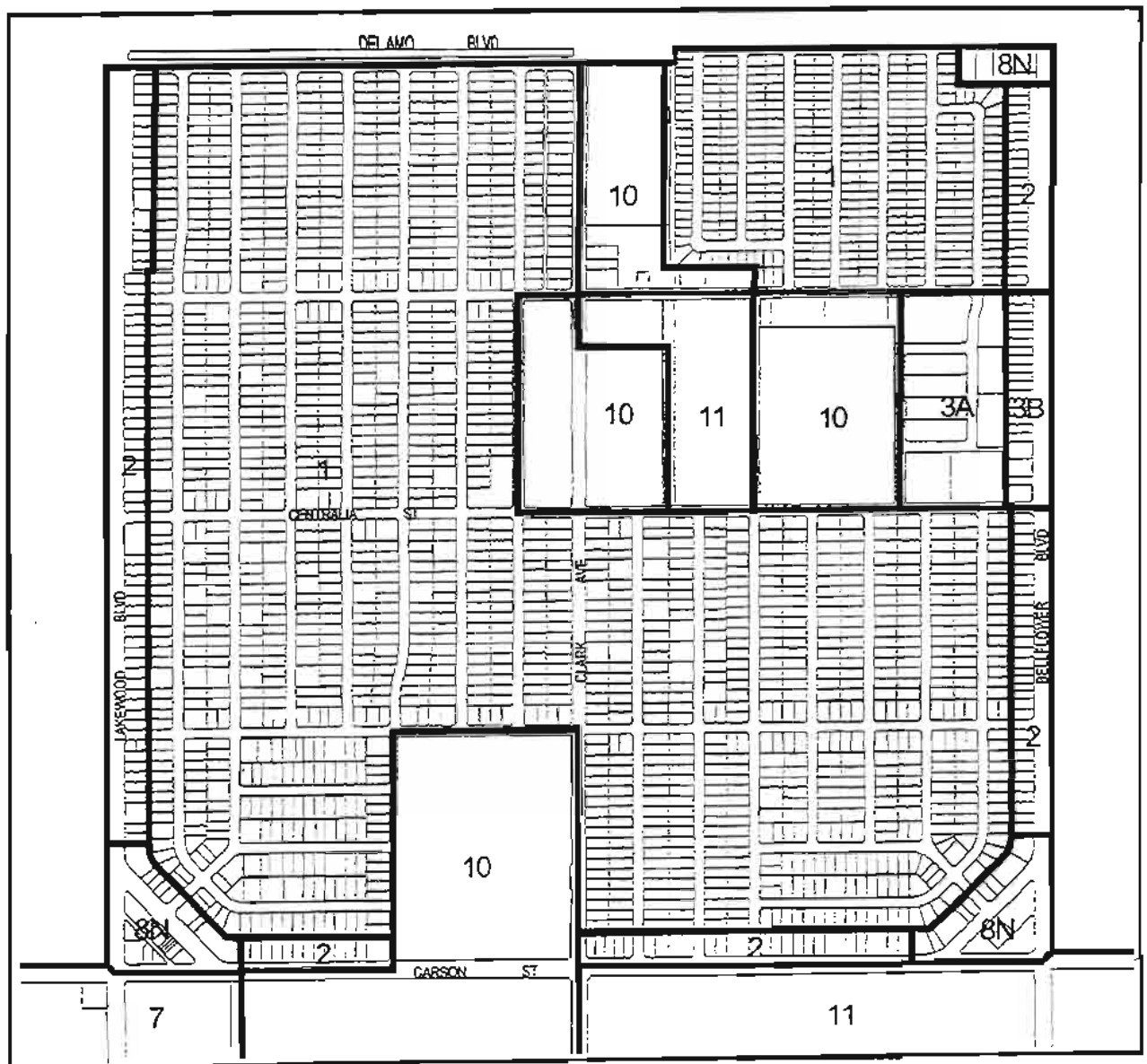
The area is developed with predominantly single-family homes, with multiple-family housing on the edges. The majority of the housing stock was built during the 1940's and the 1950's and owner-occupancy is high compared to the City average. Rents and home values are slightly higher than the Citywide median. Providing a variety of housing opportunities for middle income buyers in a suburban type neighborhood, generally single-family homes are well maintained and generously landscaped. However, some of the multi-family structures are deteriorated and in need of repair, and are negatively affecting single-family homes which back up to them. The area's proximity to the airport and related business park imposes traffic and related negative conditions. Also, on-street parking availability is a problem near the City College.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Present residential land uses are largely located where they should be. It is recommended that the existing single-family character of the interior portions be maintained and that the multi-family housing on the arterials be retained as well. However, the situation must be monitored to ensure upkeep. Continuing neighborhood watch and code enforcement is necessary. Commercial nodes located at Lakewood Boulevard and Carson Street, and Del Amo and Bellflower Boulevards should also be retained. Low density housing is recommended in the interior, with only slightly higher density housing proposed along the arterials. This will prevent further densification in this neighborhood.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is important with regards to respecting the single-family scale of the homes located in the interior.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The large amount of open space available in the area due to institutional uses and centrally located Pan American Park, are major attributes. The heavily landscaped streetscapes and private yards are an attractive feature as well. Mark Twain and Bancroft Elementary Schools are adequately sized and the City College offers adult educational opportunities convenient to Lakewood Village residents. Lakewood Senior High School is located adjacent to the community boundary, just two blocks east. Neighborhood retail is abundant and easily accessible as well; however, the majority of residents conduct their grocery shopping in the adjacent city.



- 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

Lakewood Village

LEE SCHOOL

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

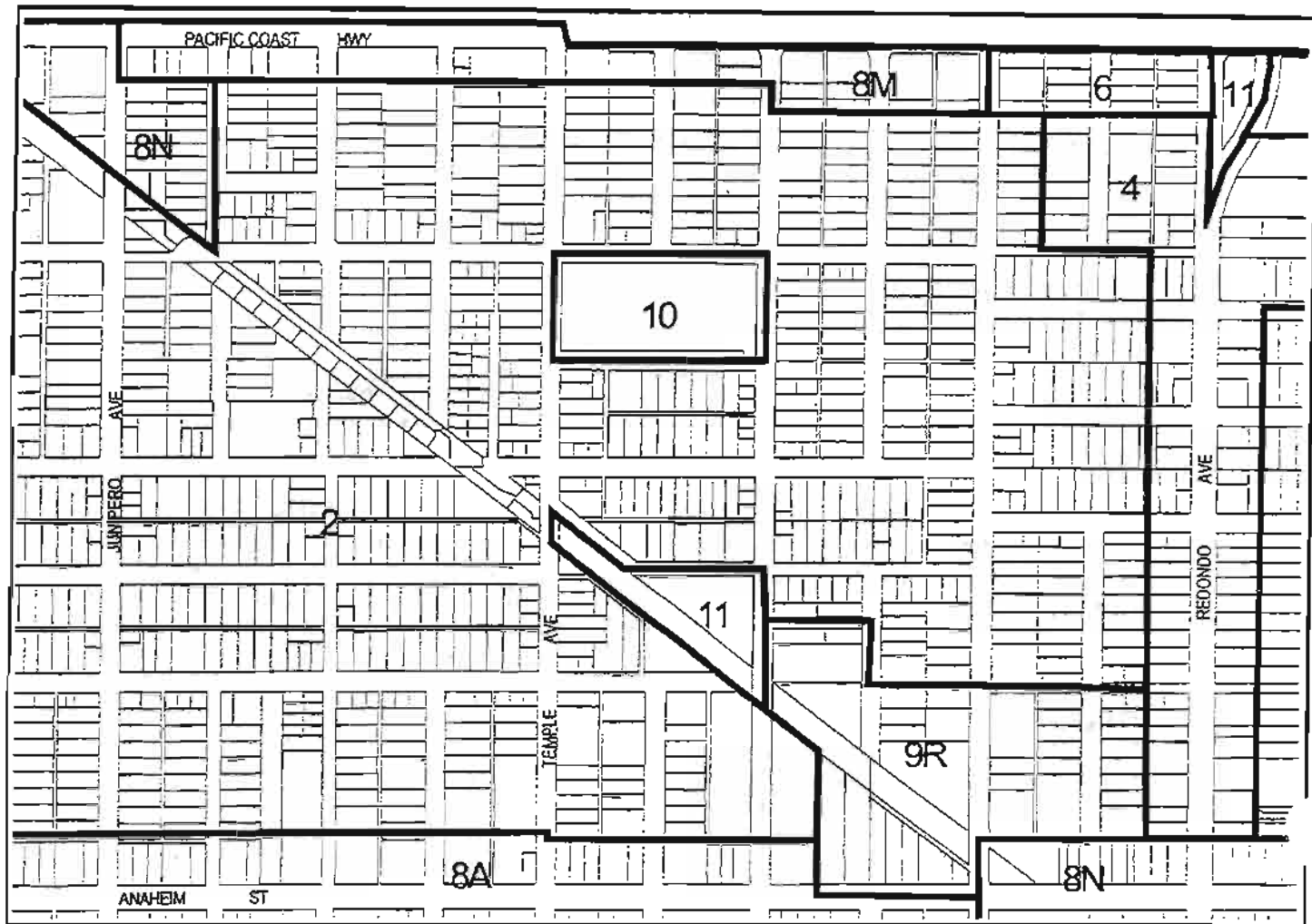
This square neighborhood area has busy traffic arterials as its edges: Pacific Coast Highway; Redondo Avenue; Anaheim Street and Junipero Avenue. Neighborhood physical character is varied; single-family homes, duplexes, and apartment buildings are all located here. In recent years, during the apartment boom, this neighborhood suffered from an increase in density and physical incompatibilities resulted. Many single lot, 8-10 unit apartment buildings were built. The Pacific Electric right-of-way also bisects this neighborhood and has created an edge between the northeast and southwest sections of this neighborhood. Neighborhood identity is ambiguous because of these overall physical characteristics and the mixed population.

Lee School neighborhood is primarily composed of mixed residential units, which vary in age, density and condition. Because of the recent apartment construction, traffic, noise and density problems have increased, and as a result overall neighborhood fabric has been disrupted. Marginal light industrial uses are located along the southeastern section of the neighborhood. The most significant landmarks are Lee Elementary School and Orizaba Park.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The principal land use in the Lee School neighborhood should continue to be residential. Higher density projects should be avoided as the overall neighborhood east and west of the Pacific Electric right-of-way has been negatively impacted by recent single-lot and multi-lot apartment buildings. The low density subarea located west of Temple Avenue and north of the Pacific Electric right-of-way, which is currently zoned R-2, should be maintained. The area east of Temple Avenue should continue as a multi-family area with moderate density infill that is compatible with existing neighborhood context. Tall residential developments should be permitted on the south side of Pacific Coast Highway to Redondo Avenue. Southwest of the Pacific Electric right-of-way the neighborhood suffers from varied property maintenance and housing conditions that range from good to poor. Graffiti is a problem. Reducing the density levels in this area should encourage increased home ownership and rehabilitation of the housing stock and better maintenance of properties. Hopefully, neighborhood pride will increase and the existing social and physical problems associated with higher density will decrease.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is moderately important. Due to all the recent apartment construction, a mixture of architectural styles and building heights exist. Further aggravation of this problem should be curtailed.



- 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

Lee School

LINDBERGH AND CARMELITOS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This highly mixed use area is comprised of two distinct areas, the Carmelitos housing area and the remaining neighborhoods. The combined area is formed by strong boundaries on three sides: the elevated Union Pacific Railroad on the south, Cherry Avenue on the east and Atlantic Avenue on the west. The northerly boundary is South Street which doesn't form a strong boundary because the neighborhoods continuing north reflect the same land use mix. The elevated railroad currently has a low volume of train traffic. However, the continued industrial developments in the City, adjacent Los Angeles County in and near the harbor areas, have been creating strong pressures to increase train traffic.

The Carmelitos neighborhood is a unique community in that it is principally made up of a single, large public housing complex. Carmelitos is comprised of 154 units for seniors and handicapped and 558 units for families. Owned and operated by Los Angeles County, all units are renter-occupied subsidized housing. Recently rehabilitated and reopened in April of 1987, social problems still exist, especially drug dealing and crime. However, these problems have been greatly reduced by refurbishment and stronger County management. A subarea bordering the project consisting of Atlantic Plaza and some single-family homes is quite degraded and unsightly.

The remaining greater portion of the area is primarily developed with mixed style, older single-family dwellings, but zoned for duplex residential. Residential uses in this area are, for the most part, fairly well maintained, including multi-family uses on the arterial streets. Pockets of poorly maintained uses can be found along Atlantic Avenue, Lime Avenue and Market Street in the southwest quadrant and along Cherry Avenue on the east. Of the traffic arteries designated for mixed commercial/residential use, only Atlantic Avenue, the westerly portion of South Street and Cherry Avenue contain commercial as the predominant use.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. In the Carmelitos housing area, the multi-family residential uses will not change. The positive physical appearance of the public housing project needs to be preserved with vigilance and neighborhood concern. The Atlantic Plaza commercial area and the adjacent blighted single-family residential area should be considered for upgrading and recycling, respectively (see Development Opportunity section). While the Carmelitos housing area is populated by low income, minority renters, the neighborhood is generally considered stable due to the lack of any real shifting in its characteristics and population. This stability should be maintained in the future.

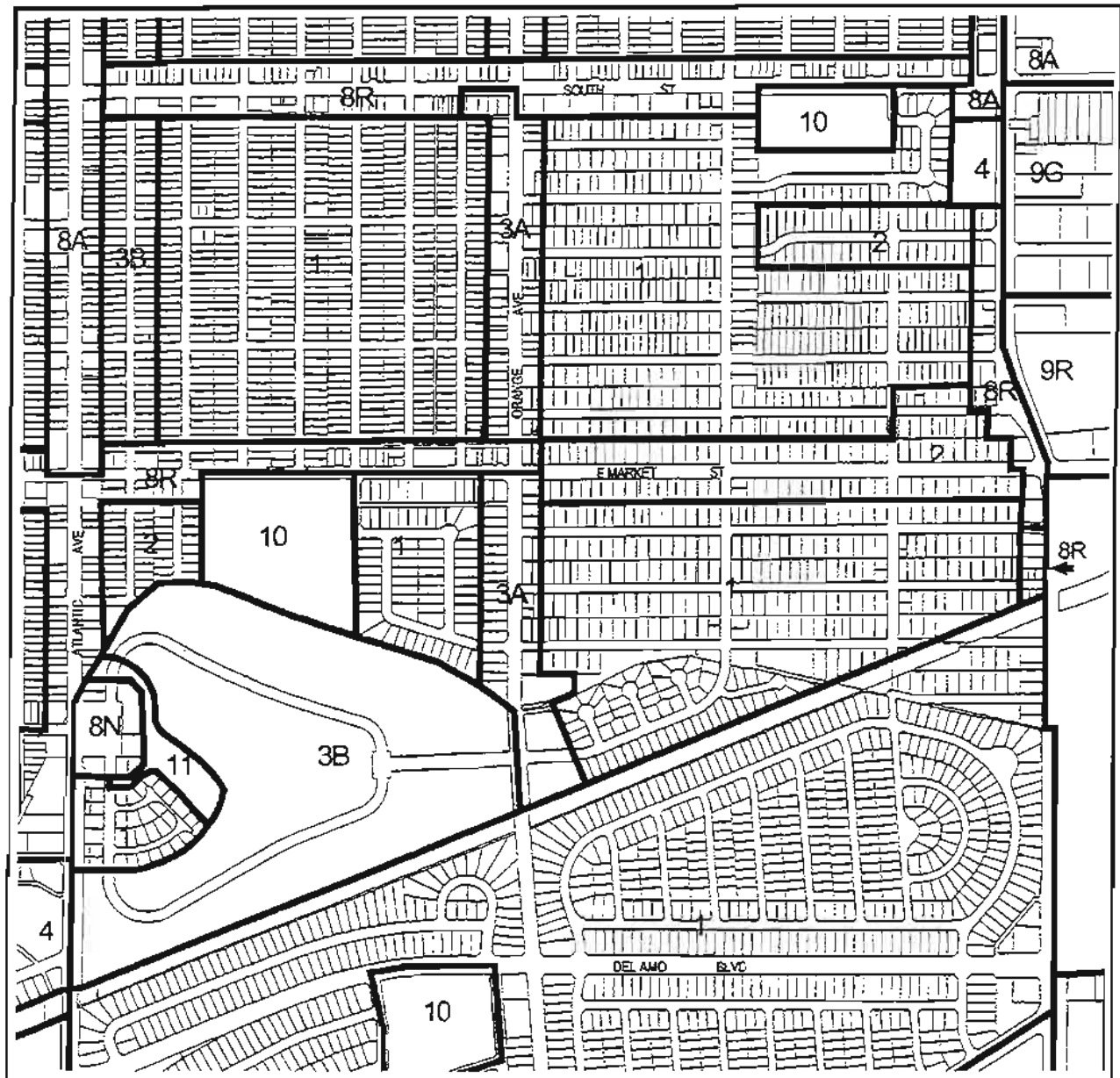
The remaining greater portion of the area is projected for preservation of the single-family neighborhoods by the LUD 1 designation. The existing duplex zoning should be reevaluated for single dwellings to abate the current trend of adding second units on lots and replacing older dwellings with duplexes. The recent trend of building multi-story apartments along South Street is recognized on the plan for continuation. The mixed commercial/residential trend along the arterials is projected to continue. The remaining low density multi-family use designations recognize existing land use patterns.

To ease the impact of increased train traffic in the southerly portion of the area, measures such as continued welded track, noise buffers, hours of operation limitations, 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.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Throughout the greater area, a composite of mixed architectural styles exists so architectural conformance is only slightly important. Yet the predominately low scale of existing structures should be respected by new developments in the areas designated for low density use.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Immediately west of Carmelitos is a City-owned, unimproved ball park and open space. The City is planning to develop this as parkland. Atlantic Plaza is blighted and should be either rehabilitated and remodeled, or recycled by a new complex. The area contains two schools, Harte Elementary and Lindburgh Junior High. Jordan High School is three-fourths of a mile to the north. The area has convenient commercial outlets. Neighborhood businesses are scattered throughout the area along major arterials. A major commercial center at the northeast corner of South Street and Cherry Avenue provides for the residents retail needs.

DEVELOPMENT OPPORTUNITY. Immediately west of the Carmelitos housing project, the neighborhood commercial center and single-family area abutting the south are poorly maintained and deteriorated. Recycling of all or a large portion of the area is encouraged. A mixed use planned development is envisioned with the predominant use as residential. A senior citizen project, to compliment the adjacent senior facility in Carmelitos would be a community asset.



- 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

Lindbergh and Carmelitos

LONGWOOD

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This residential area is defined and separated not only by the physical barriers of the Artesia Freeway (to the north) and the diagonal arterial of Long Beach Boulevard (to the east), but also by the industrial land use adjacent on the west and south sides.

Longwood is predominantly a single-family community. There is a small area in the northeast sector which was subdivided separately from the remainder of the neighborhood, and has a mix of single-family homes, apartments and commercial businesses. Residents to the south do not necessarily consider this area a part of their neighborhood.

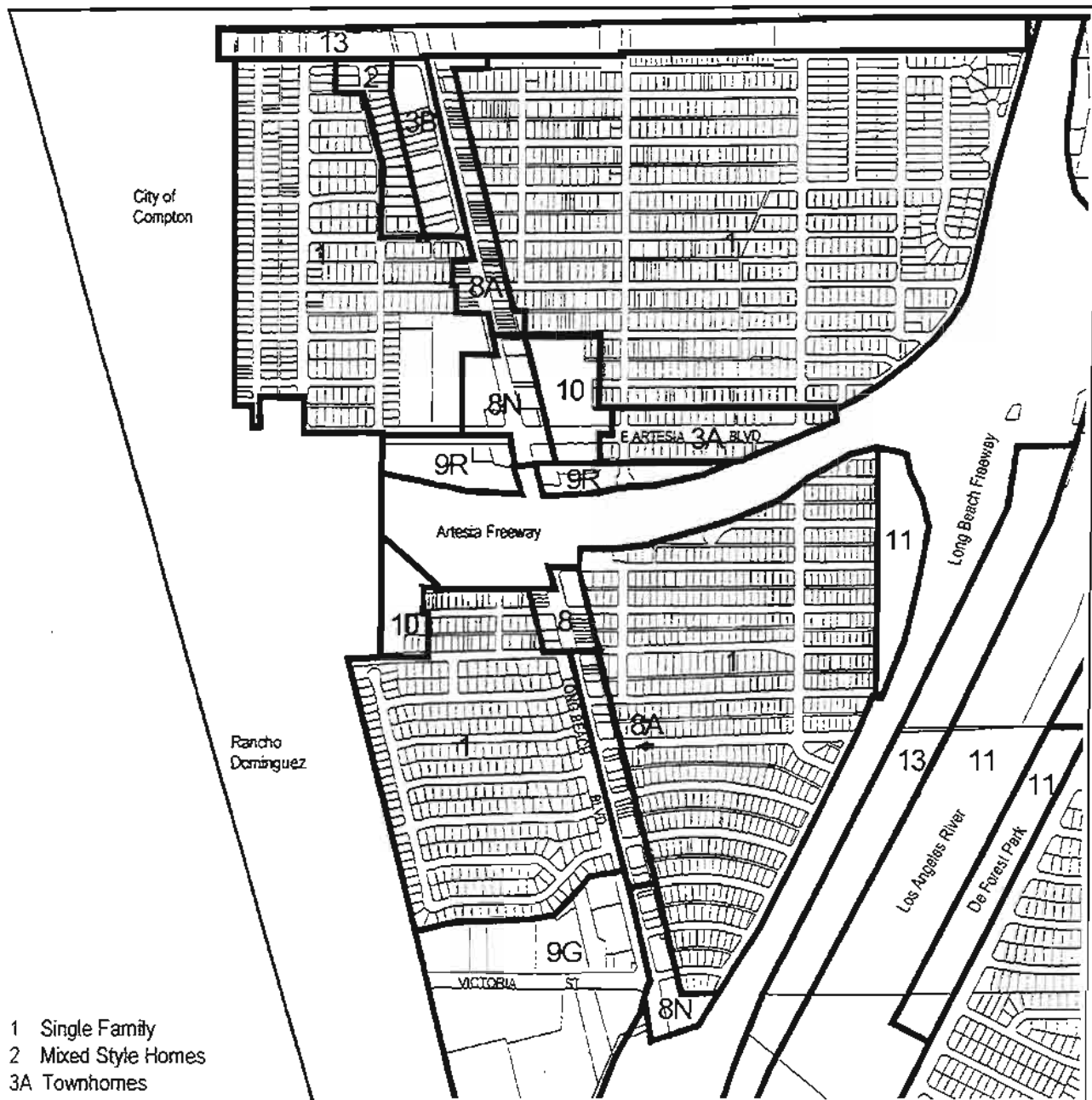
Although a few of the apartment buildings in the northerly area are in need of some upgrading, the single-family housing stock in Longwood is fairly well maintained and in good condition. The majority of the housing was constructed in the 1940s and 1950s and is occupied by moderate income owners. A 1979 rezoning of the northeasterly portion of the area from dense multi-family and duplex to single-family and low density multi-family appears to have stabilized and upgraded the area. The recurring problem that continues to disrupt the neighborhood is the use of Harcourt Street as a truck route. The truck traffic is presumed to be generated by the industrial area immediately outside the City of Long Beach to the west.

SUMMARY OF NEIGHBORHOOD POLICIES

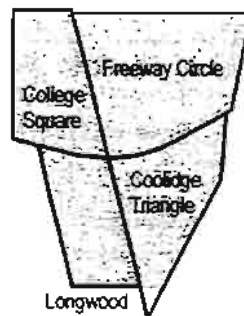
LAND USE. Preserving, maintaining and enhancing the single-family character of the Longwood community is recommended. Deteriorated multi-family buildings should be recycled to lower density housing. Neighborhood Watch should be supported and code enforcement should be stressed. Harcourt Street should be closed to truck traffic.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is mainly critical with regards to scale. Protecting the small, low profile scale of the single-family homes is critical in the Longwood community.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Because of strong physical constraints, it is difficult to develop more local amenities in or near the Longwood area. Nevertheless, they are needed. Currently Coolidge Park is the only available open space recreation area serving the four communities west of the Long Beach Freeway. It is inadequate in size and services. In addition, the area lacks neighborhood retail; a grocery store is needed. The City should assist and encourage private enterprises in locating viable neighborhood businesses near the Longwood area.



- 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



College Square
Coolidge Triangle
Freeway Circle
Longwood

LOS CERRITOS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Los Cerritos neighborhood has fairly strong boundaries. Virginia Country Club is the northern boundary, Long Beach Boulevard is a busy traffic and shopping corridor and serves as the eastern boundary, the San Diego Freeway is the southern boundary and the Los Angeles River Flood Control Channel is the western boundary.

Los Cerritos is an historic, old, low density, high quality residential area. South of Bixby Road the area is developed with single-family homes and duplexes. There are also a few active oil pumps and some vacant parcels. North of Bixby Road along the eastern and western edges of Virginia Road and Country Club Drive are duplexes and garden style townhouses. The remainder of this, "The Virginia Country Club" area, is predominantly developed with large, estate-like single-family homes.

Housing in the area south of Bixby Road is in good condition. In the Virginia Country Club area housing is excellent. Residents of the area are typically wealthy, older professionals who enjoy a high amenity lifestyle. South of Bixby Road and in the duplexes and townhomes, middle class families and singles enjoy standard size lots and continually increasing home values.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. In spite of the fact that 23% of the homes here were built before 1940, the housing is in good to excellent condition. These homes should be preserved as they are important contributing factors to the overall high quality of the Los Cerritos community and to the City at large. Single family housing should remain the predominant type of land use, supported by the existing open space and commercial activities. Overall low densities should be retained. Limited pockets of moderate and higher densities are considered appropriate, as indicated on the map. No density adjustments are recommended as the current zoning generally supports this standard.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Housing styles and sizes vary throughout the Los Cerritos neighborhood. In the Virginia Country Club area, homes are large, estate-like of eclectic European and American architectural styles. Mission, Mediterranean, California Ranch and Modified Tract styles abound. Protecting the integrity and quality of these homes is necessary. Respecting the scale, materials and architectural detailing is important in preserving the character of our quality neighborhoods such as Los Cerritos.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The level of neighborhood amenities is very high in the Los Cerritos area. Lush landscape, the Virginia Country Club, Los Cerritos Park and Rancho Los Cerritos Historic site provide ample open space and recreation. Los Cerritos School services the population adequately, and neighborhood-serving retail businesses are adequate as well.

NEIGHBORHOOD DEVELOPMENT OPPORTUNITY. At the northwest corner of the Virginia Country Club Golf Course, a low density, luxury, single-family (estate-like) home compound can be developed. They can be developed now because there is a market in Long Beach for executive-type housing unavailable in the area. The Country Club can develop the site by relocating the northwest golf course hole.



- 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

Los Cerritos

MEMORIAL HEIGHTS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

This neighborhood is bounded by the San Diego Freeway on the north, Willow Street on the south, Atlantic Avenue on the east and the Pacific Electric Right-of-way, Spring Street and Long Beach Boulevard on the west.

This small area is differentiated from North Wrigley by grid pattern changes, topographical changes and the strong edges listed above. The area north of Spring Street is primarily developed with moderately priced single-family homes and oil wells, although in the last five years multi-family units have also been built. Some oil properties remain with pumps intact, causing an occasional fragmented pattern of land uses. Some of the housing stock is older, built 30 to 40 years ago, and is showing signs of deterioration. But the newer infill homes and multi-family structures have replaced vacant lots and improved the overall quality of the area.

South of Spring Street is the Long Beach Memorial Hospital Medical Center. This area will be served by a Light Rail Transit Station, but at present suffers from a parking shortage and a complicated street circulation pattern. The surrounding residential neighborhood lacks convenience shopping and the Medical Center lacks visitor facilities and services. Vacant land in the Memorial Heights neighborhood is difficult to convert to urban uses because of oil problems and possibly contaminated soils, steep topography, lack of infrastructure and the spotty presence of a few very nice homes. See also the chapter on Activity Centers.

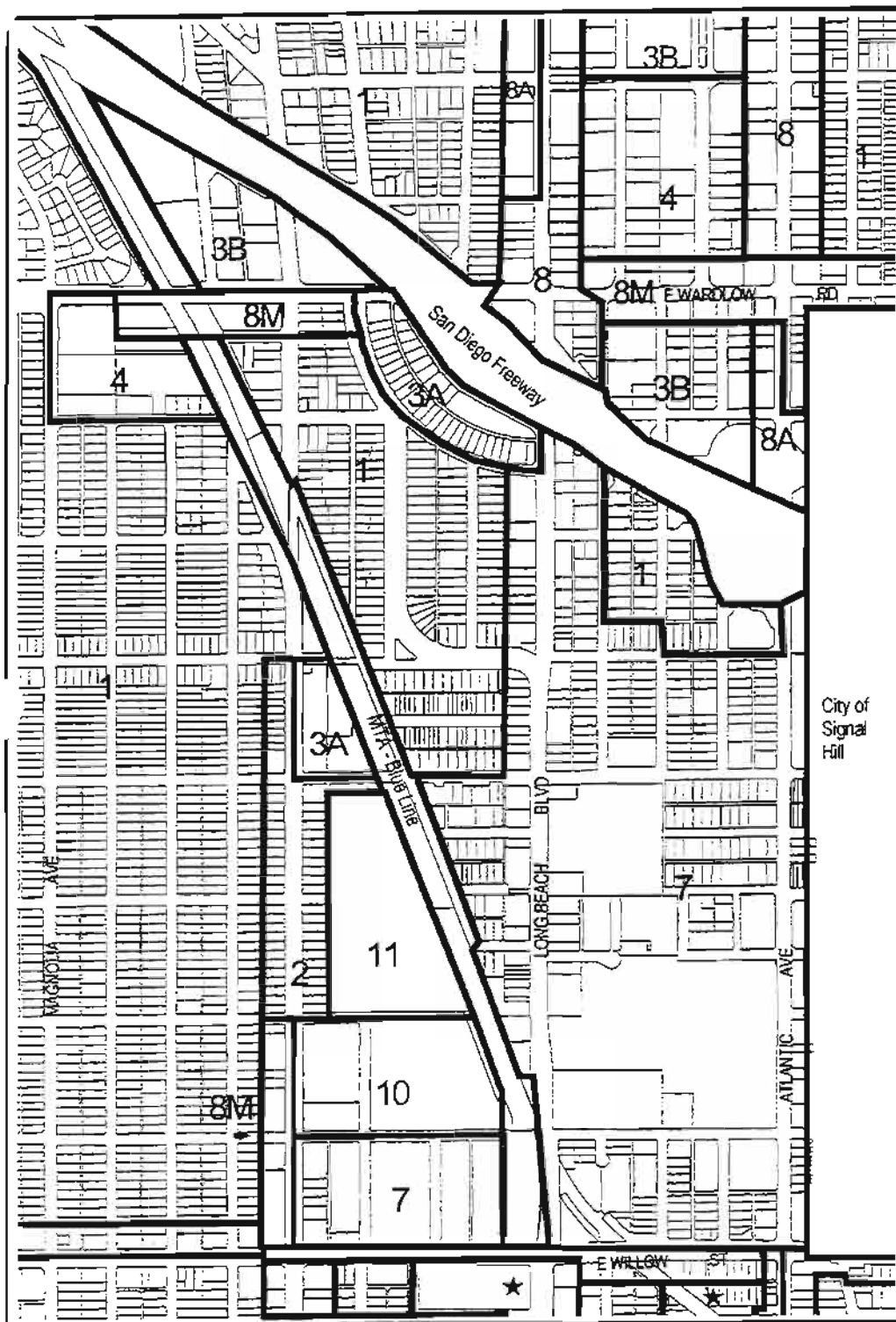
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. North of Spring Street, the predominantly single-family and limited multi-family character of the area should be retained. However, residential areas in need of recycling should be considered for other uses. A Planned Development Plan and ordinance should be created to address the Memorial Hospital Medical Center Activity Node (see Activity Center section of this report). Uses suggested in the Mixed Use District should apply here. Much stronger economic and employment activity will be encouraged here. Refer to map for recommended land use patterns.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Design controls for the mixed use district surrounding the Memorial Hospital Medical Center Activity Node are to be defined in the Planned Development Plan and Ordinance to be created for this special area.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Neighborhood commercial retail activities are limited and need to be developed. Of course, medical and health care services are abundantly available, but educational facilities are non-existent within the Memorial Hospital area. Those nearby, Burroughs, Birney and Los Cerritos, adequately serve the elementary school population, but even so, they are some distance for younger children to travel. Veterans Memorial Park is located adjacent to this neighborhood, just across the Pacific Electric Right-of-way. Additional public recreation facilities are needed in the area.

DEVELOPMENT OPPORTUNITY. Memorial Heights has a development opportunity. Through a General Plan redesignation and a rezoning, the area starred (and its surroundings) can be recycled from abandoned (or soon to be abandoned) oil wells to residential uses. Appropriate future uses could be large scale subdivision of single-family homes, townhomes, or possibly duplexes.



- 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

Memorial Heights

NAPLES

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Naples is a unique, island neighborhood within Long Beach. Situated adjacent to the Pacific Ocean, it is surrounded on all sides by Alamitos Bay. Second Street is the arterial corridor running through Naples and connects it to the mainland.

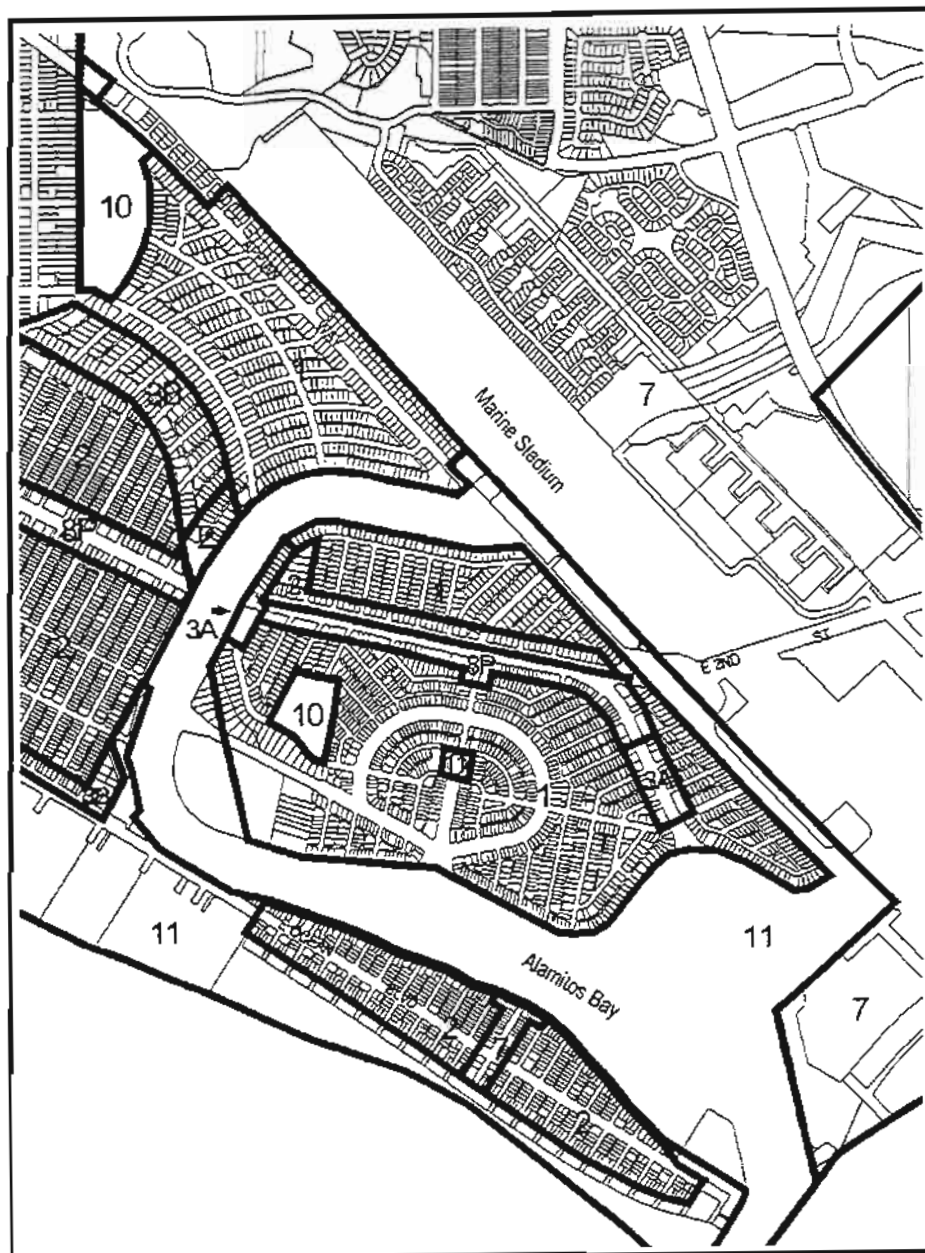
This neighborhood is solidly composed of high priced, high quality, well maintained, single-family homes. Some multi-family structures are located, however, along Naples Plaza and Second Street, but are well maintained. Subdivided into small lots connected with bridges and walkways, Naples is reminiscent of Venice, Italy. Mounting pressure to increase building densities has recently been curtailed with the passage of zoning code amendments restricting height and bulk throughout all the Alamitos Bay communities. Naples Island provides a unique residential setting that is in a showpiece community for Long Beach.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Because of the physical restrictions of the island and the fully developed and gracefully integrated land uses already present, it is imperative that Naples maintain primarily a high quality, single-family residential land use. Preservation of the unique character of the island is of paramount importance. Commercial uses should remain concentrated along Second Street and multi-family residential uses are appropriate only where they are now located. Limiting intensities of land use on the island is necessary to maintain the "livability" of this small neighborhood. The overall low density nature of Naples Island must be preserved. No intensification of uses or further concentrations of people should be allowed. This physically restricted area must be preserved by not overburdening the island with more people and traffic.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural quality in Naples is high. Many of the homes are Mediterranean style and at least one-fourth of the housing is over forty years old. Preserving and maintaining these lovely old homes is mandatory. New infill developments must respect the height, bulk and density restrictions already in place. View and breeze corridors should receive special attention in the review of any projects to be constructed on the Island.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Naples Island serves as a single-family neighborhood and playground for families residing there. Alamitos Bay, which offers many recreational opportunities and ocean views, nearby beaches and Marine Stadium contribute to the list of Naples' local amenities. Naples Elementary School adequately serves the educational needs of the younger population, and neighborhood retail outlets are plentiful and close-by.



- 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 Park
Naples
Peninsula

PARAMOUNT AND SOUTH

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The neighborhood is isolated and has three strong edges which are formed by industrial land uses on the north, east and west. The Union Pacific Railroad on the west and South Street on the north emphasizes the contrast between neighborhood and residential land uses. To the west and in the City of Lakewood, the oil storage tank farm is under study for recycling to alternative land use, To the south is a single family neighborhood in Lakewood.

The neighborhood consists of three distinct areas, which are bordered by small pockets of contrasting residential and commercial uses. West of Paramount Boulevard the area consists of two-story, multi-family developments constructed in the 1960's and early 1970's. The properties are maintained in fair to good condition and the area appears stable.

Southwest of Paramount is a trash landfill elevated from 15 to 20 feet above natural grade. The landfill ceased in 1948 and the site is now developed with a mobile home park and industrial uses, with a self-storage warehouse development having been approved for the southerly portion.

The northeasterly portion of the neighborhood is developed with low density residential uses constructed over a period of time. Some of the older properties lack curbs and sidewalks. Some properties contain viable storage and/or need property maintenance. At the southern portion of the area, the elevated land fill and cluttered industrial uses appear to have adversely impacted adjacent residential properties.

Other notable development is the small neighborhood center on the southwest corner of Paramount Boulevard and South Street, a concrete cement plant abutting the Union Pacific Railroad on South Street and a mixed commercial/residential area on the east side of Paramount.

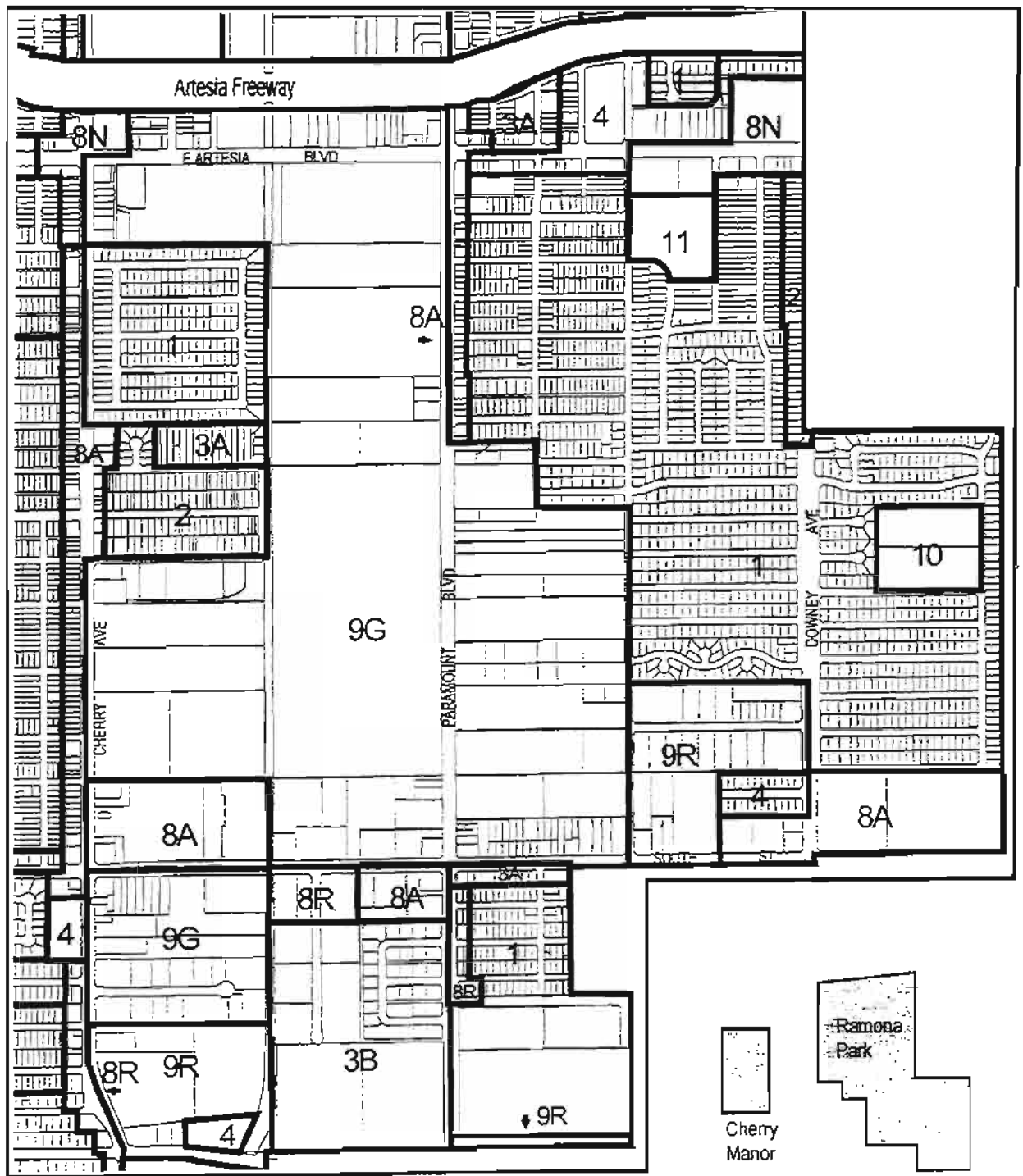
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Preserving and maintaining the residential properties is the primary consideration. The northeasterly residential area should have an improvement program to primarily upgrade the poorly maintained or substandard properties. This would tend to upgrade the community. the industrial uses on the land fill should be recycled to a mobile home park or other low density residential development which would be sensitive to the adjacent residential uses. The concrete cement plant on South Street will be non-conforming. This use will recycle in the future. A commercial use would be more compatible with the railroad right-of-way and South Street traffic.

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. Schools are reasonably close, however, the school routes require the use of busy

thoroughfares. Junior High and High School students may require busing. As an isolated neighborhood, the area lacks convenient recreational space. The areas shopping and service needs are well provided for by the regional center abutting to the northeast at the intersection of Cherry Avenue and South Street. Additionally, another neighborhood shopping area exists approximately one-fourth mile to the east at the intersection of South Street and Downey Avenue.



- | | |
|--|-----------------------------------|
| 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 | |

Cherry Manor Paramount and South Ramona Park

PARK ESTATES

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Boundaries for Park Estates are sharply defined, as walls surround much of this neighborhood: Atherton Street on the north, Bellflower Boulevard on the east, Pacific Coast Highway on the south and Clark Avenue on the west serve as the area boundaries. Public access into Park Estates is restricted to Los Altos Plaza off Pacific Coast Highway, and Anaheim Road between Clark Avenue and Bellflower Boulevard.

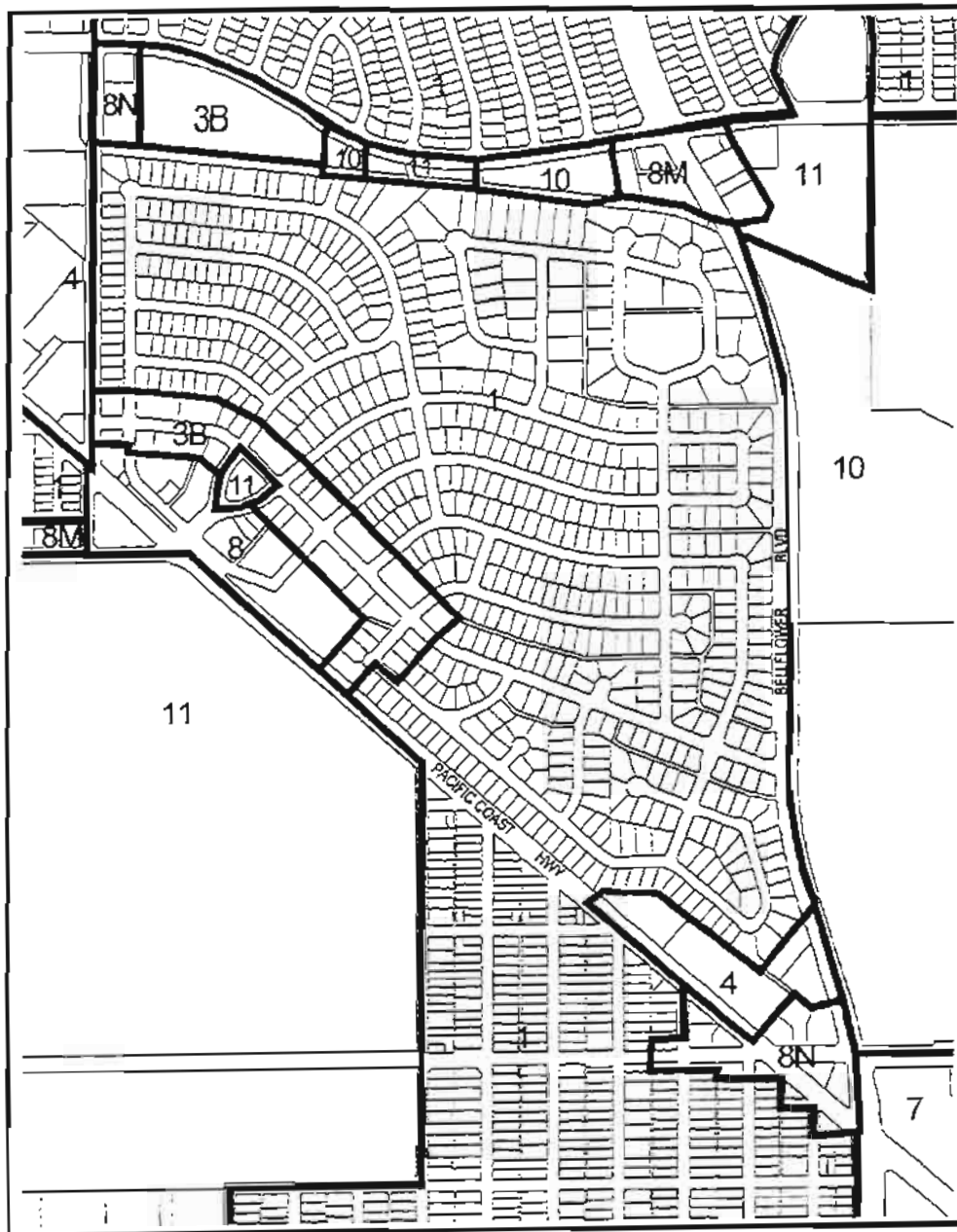
This neighborhood is an exclusive, single-family residential community with large, estate-like homes situated on ample, well landscaped lots. Some mid-density garden style apartments are located along Anaheim Road. Recently, heights and densities for new apartment developments along this corridor were reduced to preserve the overall low density and open space character of the area. Owner occupancy is high and residents within Park Estates are well educated and affluent. Housing is in excellent condition, of high quality construction and characterized by various architectural styles. Home values are high. Older single-story ranch homes are recycling to larger, expensive estates.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The overwhelmingly single-family nature of the Park Estates neighborhood should be retained. Commercial retail and office uses located along Pacific Coast Highway and Los Altos Plaza should remain intact. Maintaining the predominantly low density profile of the Park Estates neighborhood is recommended. Height and density allowances for new apartment construction along Anaheim Road have already been reduced.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Some of Long Beach's finest homes are located in Park Estates. A variety of architectural styles are found here and the integrity of each should be respected by future infill developments. Respecting the overall low, single-family scale of the existing housing units is considered mandatory.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood has many amenities. It is self-contained with a strong sense of identity. Located immediately adjacent to Recreation Park, Veteran's Hospital and the California State University campus, Park Estates is provided with many educational and recreational opportunities. Neighborhood retail businesses are abundant, and freeways are easily accessed as well.



- 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

Park Estates

PENINSULA

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Surrounded by water on three sides, the Peninsula is only connected to the mainland through its western edge. Ocean Boulevard is the only east-west street on the Peninsula; all other streets are short, narrow, north-south streets which dead-end at the bay and ocean beaches.

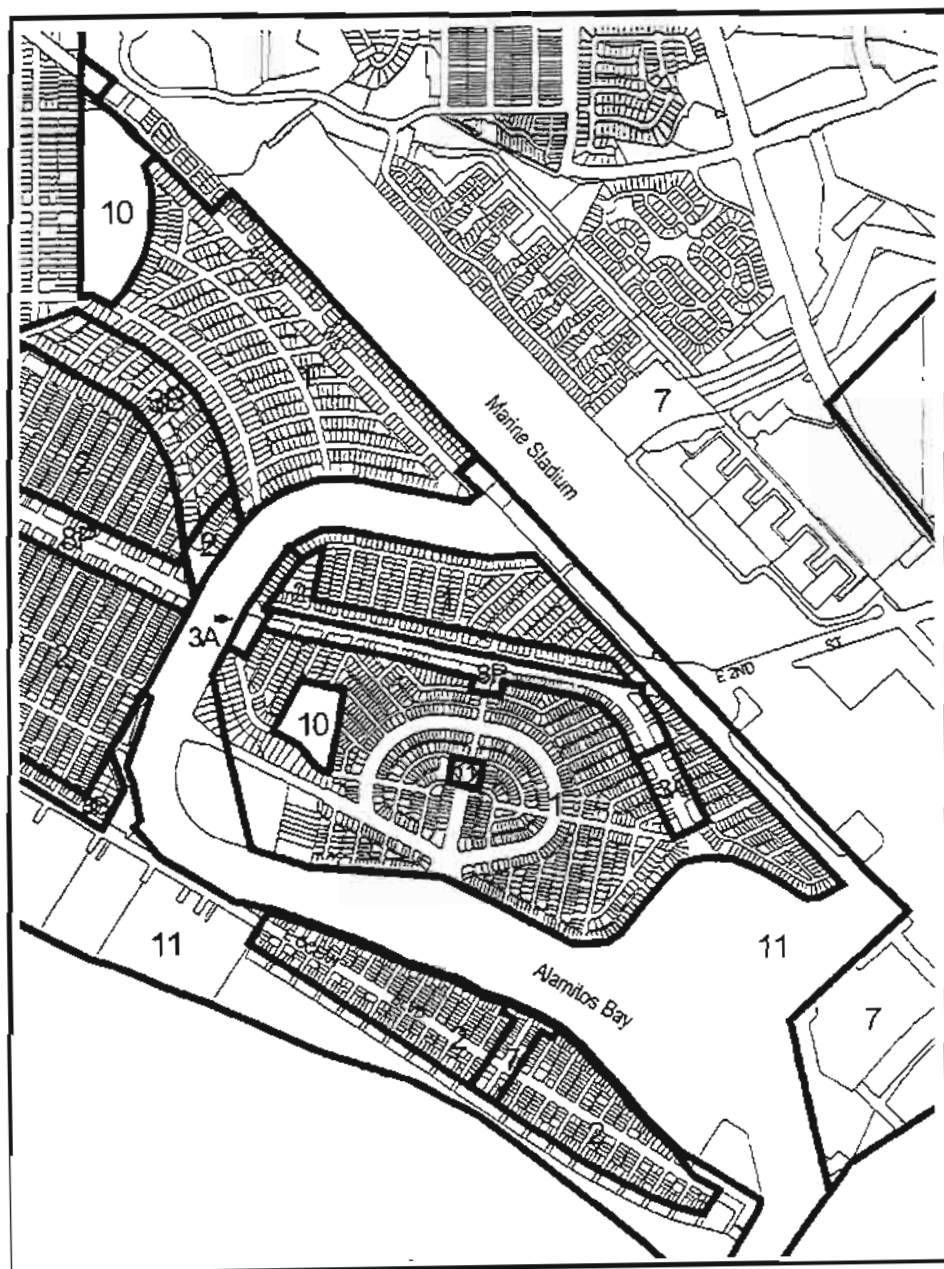
The Peninsula was originally subdivided into 500 lots and developed into Long Beach's first waterfront community at the turn of the century. It is overwhelmingly built with low density residential uses - single-family, duplexes and some small apartment buildings. The average age of the housing stock is 30 to 35 years, with only about 7.7% of the total number of units dating post-1970. In 1980, 35% of the units were owner-occupied leaving 65% renter-occupied. Household sizes are well below the City median. Occupied by affluent and well-educated singles and families, home values are high and continue to rise. Maintenance of housing and housing quality is excellent. Recreational opportunities surround the residents, and a small commercial node exists at 62nd Place.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Land use on the Peninsula should remain overwhelmingly residential in character. Small, low density housing units are the preferred type. The existing housing stock is generally sound and should be retained. Recycled lots or parcels must be compatible with residential uses, or be residential themselves. The existing commercial node at 62nd Place should be retained and maintained in a good condition, but not expanded. Access and circulation are extremely limited. In order to avoid traffic problems and to preserve the low-key quality of beachfront living on the Peninsula, maintenance of the existing land use densities and intensities is essential.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. As the housing stock here ranges from one to three stories high with eclectic architectural styles, maintaining an overall low to moderate residential scale of development is the primary concern. Ocean and Bay views are important to Peninsula residents, and future development should respect view corridors. Bulky, massive buildings must not be allowed.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Water sports, beach activities, and its isolated character create amenities for the Peninsula. But due to the limited amount of land mass within the Peninsula neighborhood, retail and commercial activities are restricted here. However, nearby Belmont Shore affords many shopping conveniences. Likewise, although not located on the Peninsula, nearby schools, green space and developed recreational facilities are abundant. None of these (except the recreational resources) are conveniently reached on foot. However, no additional facilities are recommended for the Peninsula.



- 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 Park
Naples
Peninsula

RAMONA PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The area is formed by strong boundaries: the Artesia Freeway to the north, the heavy manufacturing area and Paramount Boulevard to the west, the Cities of Bellflower and Lakewood on the east, and the industrial area and commercial center along South Street on the south.

Composed primarily of single-family homes, Ramona Park has only a few apartments in the north and northwest sector of this neighborhood. The apartments and some of the single-family homes in the northwest and northeast area are in various stages of disrepair. Deferred maintenance problems and limited structural problems exist. The northwest and northeast areas need general enhancement, housing rehabilitation and property upgrading.

The area west of Obispo Avenue, shown as LUD 1, was a recent rezoning from multi-family to duplex and a Block Grant Funded Neighborhood Improvement Program Area. The area was substantially upgraded by public improvements, code enforcement, improvement loans, free trash dumpsters, and paint rebates. As a high absentee ownership area, with a substantial number of rental units, the area may need continued monitoring.

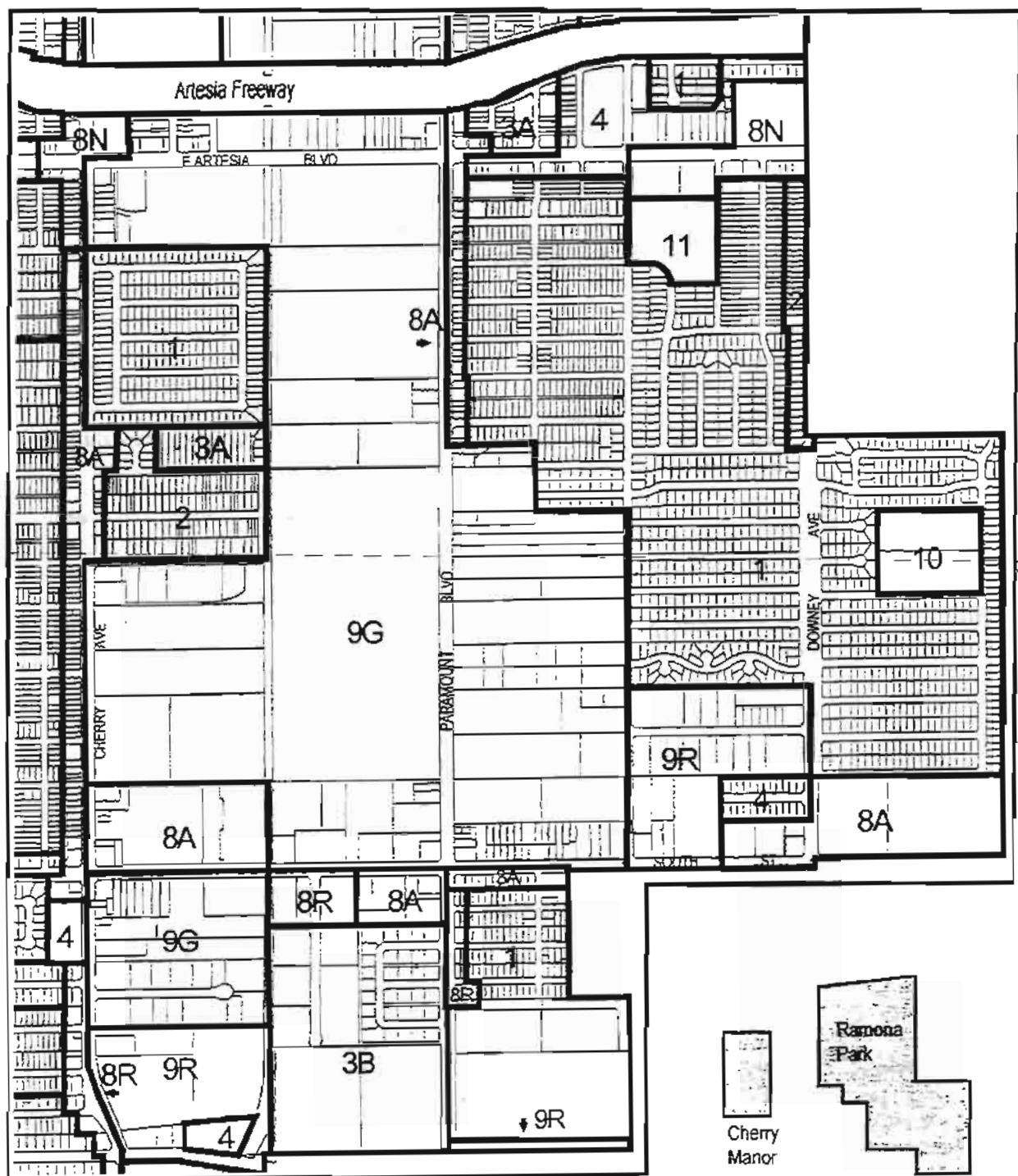
The entire southern and eastern half of Ramona Park are in fairly good, well maintained condition. Industrial and commercial uses abutting the area to the south generally do not impact adjacent residential areas except for the industrial/residential interface along Orizaba Avenue and occasional trucks using Obispo Avenue to access local industrial and commercial establishments. Ramona Park in the northerly sector and Captain Raymond Collins Elementary School in the southeasterly sector are strategically located to provide recreation opportunities. Ramona Park is well used by the community and contains a ballfield, basketball courts, childrens play equipment and facilities center.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Existing single-family uses should continue to dominate the neighborhood. The northerly area, zoned for multiple-family units, should remain intact. However, increased property maintenance is necessary in the northeast and northwest portions of LUD 4, and the west and northeast portions of LUD 1. The westerly LUD 1 portion is currently zoned for duplex development and should be reconsidered for rezoning to single-family to further stabilize the neighborhood. Problem areas should be periodically reviewed for property maintenance violations to maintain the area in a stable condition. For the southern half, continued property maintenance is all that is recommended.

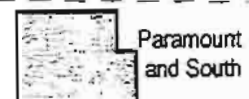
DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is moderately important in Ramona Park, but especially so in the southern half where single-family homes are predominant. Their low height and smaller scale should be respected.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Ramona Park should continue to be well maintained and intensively programmed. A day care facility is needed in the area, families with young children continue to be attracted to the area. A counseling center for low income residents should be created.



- 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



Cherry Manor Paramount and South Ramona Park

RANCHO ESTATES

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Physical boundaries defining the Rancho Estates neighborhood are the major thoroughfares of East Wardlow Road to the north, Studebaker Road to the west, Spring Street to the south, and the San Gabriel River channel to the east. However, it is primarily the homogeneity of the housing stock which gives the Rancho Estates its unique identity.

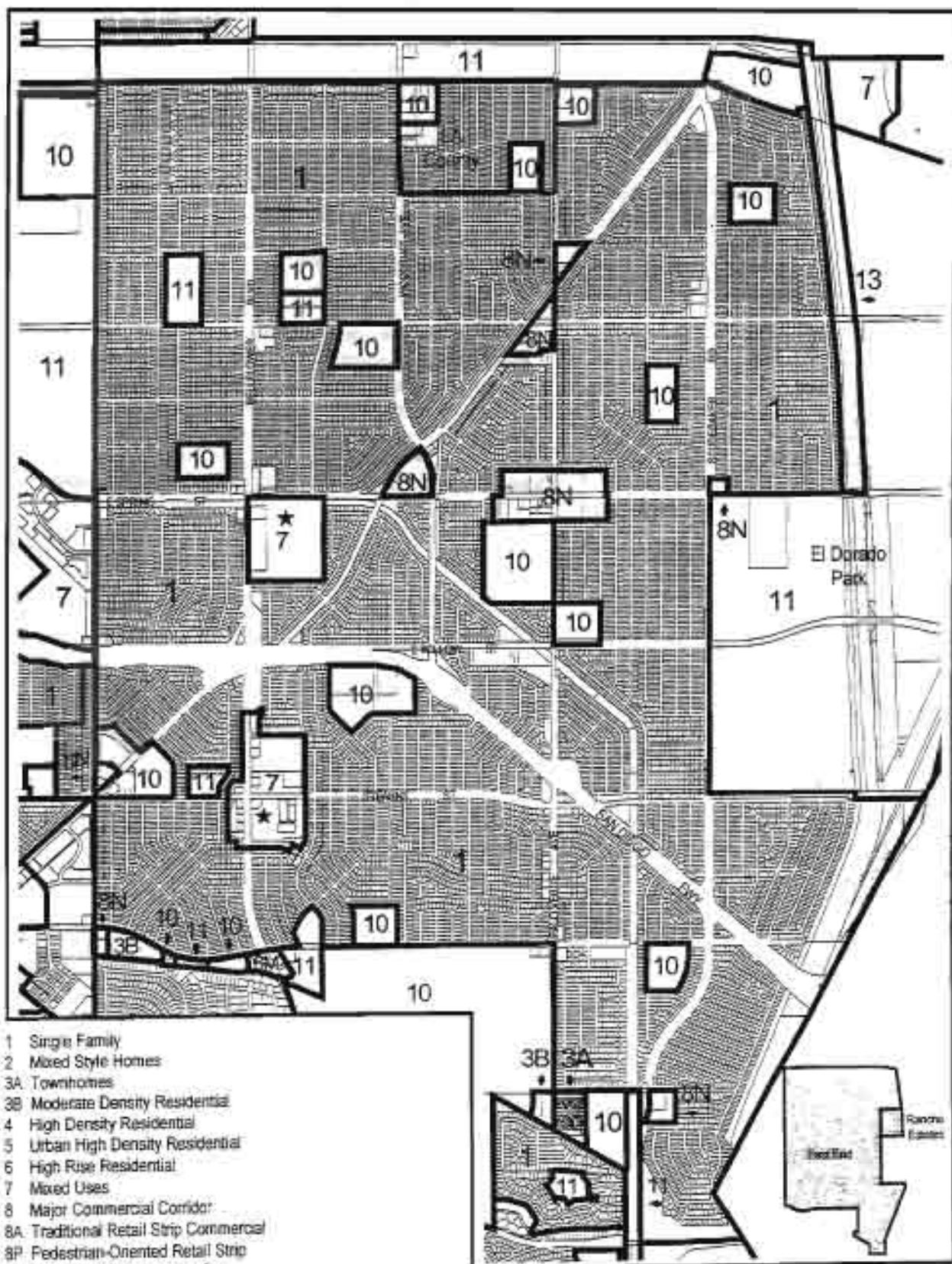
The neighborhood is developed entirely with single-family homes, with the exception of a small commercial node at the northeast corner of Spring Street and Studebaker Road. The "Ranchos" were built as a single-family tract in 1953 by architect Cliff May, a designer well known for his ranch style homes. Providing housing opportunities and a stable suburban lifestyle for moderate income families, owner-occupancy in the neighborhood is high. Property maintenance is good. However, the regional draw of adjacent El Dorado Park affects the area negatively because of traffic, parking, noise and gang problems.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The single-family homes of Rancho Estates should be preserved and maintained. Residential densities should remain low.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance is important relative to the single-family scale. Unique housing style and placement on the lot has caused residents to demand smaller than normal front yard setbacks in order to construct privacy fences. This is accommodated by a special planned development zone.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Neighborhood services, facilities and amenities are high. Numerous educational opportunities for all segments of the population are located nearby. Commercial and retail services are abundant along Palo Verde Avenue and Spring Street. The 546-acre El Dorado Regional Park is located adjacent to Rancho Estates, providing many recreational options.



East End Rancho Estates

SAINT MARY

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The strong edges of Anaheim Street on the north, 7th Street on the south, Pacific Avenue on the west and Alamitos Avenue on the east help to define this neighborhood.

The Saint Mary's neighborhood derives its name from Saint Mary Medical Center, a major medical facility located centrally within. Also located here are a high-rise senior citizens housing complex, medical support facilities, school district administration offices, apartment buildings, churches, and retail outlets along major arterial corridors. The predominant housing type is older apartment buildings of 5 or more units. Severe overcrowding and general degradation of these units are major problems. A lack of both physical amenities and parking spaces further contributes to social and environmental discord in the area.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Maintaining primarily residential uses in the area is recommended. In order to do so, the development policy for this area should be one of recycling to new multi-family construction. New multi-family units should provide adequate parking and environmental amenities which will both upgrade the neighborhood and provide new housing opportunities for those who work downtown or for Saint Mary Hospital. Condominiums offering opportunities for owner-occupancy should be encouraged here. Refer to the map for detailed land use recommendations. In 1980, the rate of overcrowding here was 15%, well above the Citywide average of 6%. Eliminating overcrowding should be considered a primary goal here.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Design conformance is deemed unimportant for the area, since there is no distinctive style or identifying theme.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Park and recreational space and facilities are needed in this area. Means to provide them should be investigated. Day care should be provided. Intensification of the hospital operation and related supporting facilities is recommended. Anaheim Street should have streetscape improvements to relieve the visual harshness of the area (see Arterial Corridors Chapter).

DEVELOPMENT OPPORTUNITY. Recycling School District headquarters as expansion of downtown is a future opportunity. High density, high activity urban uses which complement and strengthen downtown would be appropriate.



- 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

St. Mary's

SEADIP

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

SEADIP (Southeast Area Development Improvement Plan), because it is a planned development area, has diverse boundaries which are strong and delineate this area from the surrounding areas. The City border forms the obvious eastern and southern boundaries, Marine Stadium is a strong boundary and edge on the west, and the east-west traffic arterials of Colorado and Seventh Streets form the northern boundaries. SEADIP comprises a total of 1470 acres.

The SEADIP plan laid out a variety of uses: residential, commercial, retail, office, hotel and light industrial. SEADIP is developed today with this variety of uses. Vacant land also exists, particularly along the San Gabriel River and within the Los Angeles County section. Active oil operations are located primarily within the Los Angeles County section of SEADIP. Housing is clustered into nine various residential villages and is predominantly characterized by detached single-family or attached townhomes. Within each village the homes and townhomes are designed as replicas or slight modifications of an architectural style.

These villages have a sense of place and have generated a feeling of neighborhood among the residents. None of the villages in SEADIP are built upon a standard grid system. Each theme village was laid out on curved, substandard streets, creating variety on this flat lowland. Lot sizes are smaller in the newer villages, providing for relatively compact attached housing designs. The housing is of high quality, is high priced and well maintained. Owner-occupancy is high and residents are well-educated and affluent. Much of the area is under the jurisdiction of the Local Coastal Program (LCP).

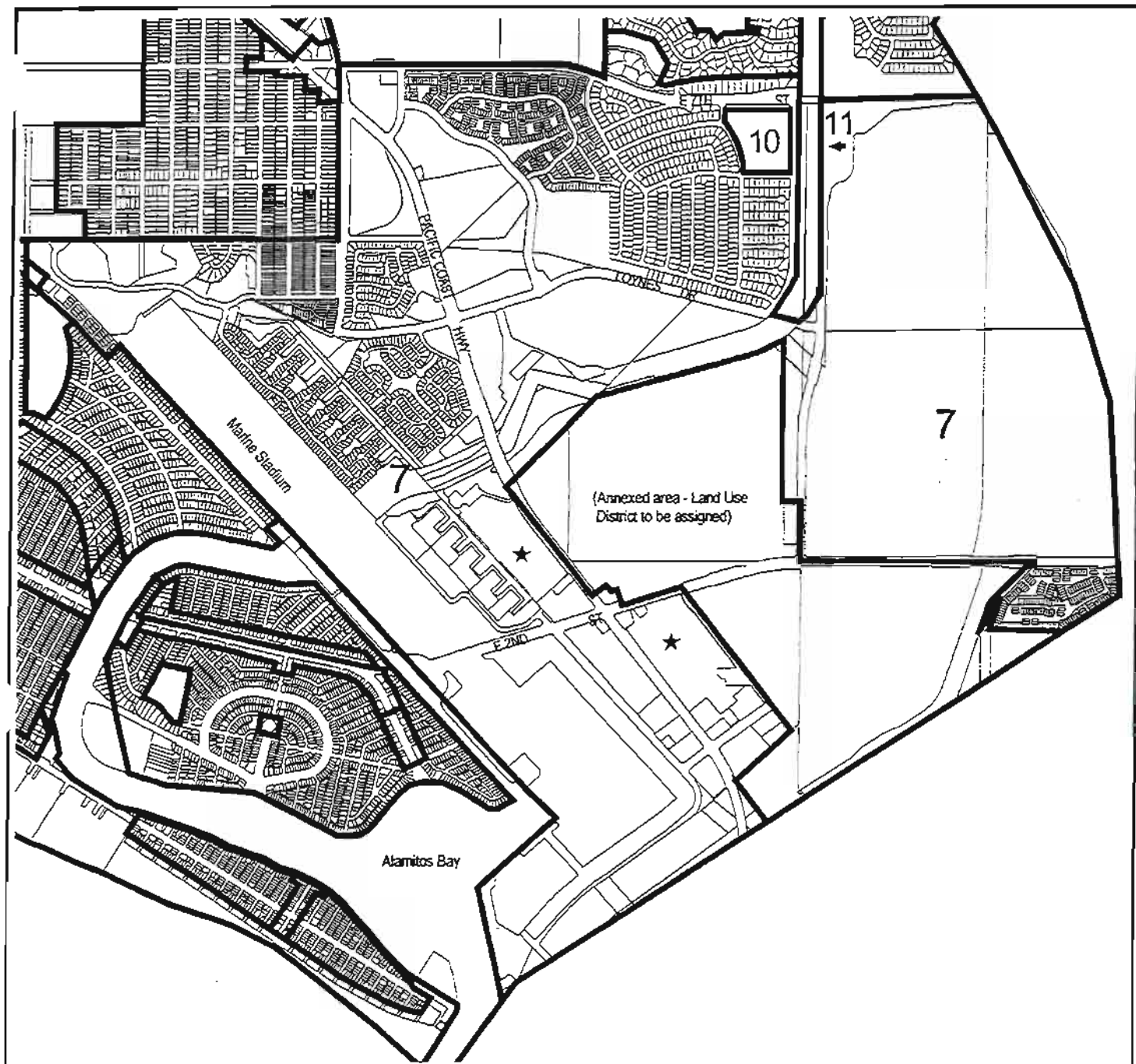
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The principal land use in SEADIP should remain low density residential. Commercial uses such as hotel, office, restaurants, shops, and theaters located along the area's major traffic arterials of 2nd Street and Pacific Coast Highway, and the business park uses located along Studebaker Road and the San Gabriel River Channel, are provided for in the LCP. It may be appropriate in the future to restudy the business park areas for possible alternative uses more in keeping with the SEADIP theme. The ratio of dwelling units per acre for all of these villages is low. Retaining this overall low density is necessary for preserving the quality of the SEADIP environment.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The housing stock within each of the residential villages is laid out uniformly with consistent architectural housing styles and heights. Homogeneous physical forms characterized each of these neo-neighborhoods. For instance, Costa del Sol and Del Lago are variations of Mediterranean and Mission styles, single-family detached homes. Marina Pacifica borrows from Japanese and other styles. College Park Estates and Island Village are representative of the California Ranch Style. Thus, each of these design themes must be respected by infill developments within each village. Architectural conformance is considered of paramount importance and must be strictly adhered to.

Seadip (cont.)

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Amenities are high in the SEADIP neighborhood. Multiple recreational uses are located here. Marine Stadium and Recreation Park offer active and passive recreation opportunities. The Marina off the Los Cerritos Flood Control Channel provides recreational opportunities and is a visual amenity to the residents of Costa del Sol, Spinnaker Coves and Marina Pacifica. Bixby Golf Course located along Loynes Drive is another recreational node. Los Cerritos Lagoon is a unique natural resource in SEADIP. It is a breeding ground for marine life and a habitat for shorebirds. Schools are abundant as well; Kettering Elementary, Hill Junior High and the University at Long Beach are all close by. And, commercial neighborhood retail activities concentrated along Pacific Coast Highway and 2nd Street make shopping convenient and contribute to the positive image of this gateway community. A redesign of and new marketing plan for the Marina Pacifica center is needed to make it a viable commercial center.



- | | |
|--|-----------------------------------|
| 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 | |

SEADIP

STEARNS PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Stearns Park is a low density residential neighborhood. It is hemmed in on three sides by varied commercial and light industrial uses. The National Guard Armory, the Post Office, and light industrial uses are located along the western edge of the neighborhood. Hotel and commercial uses are located along the northern edge at Willow Street. Various commercial and multi-family residential uses are located along the southern edge of this neighborhood. There are many new large condominium and apartment projects located along Hathaway Avenue and Pacific Coast Highway.

This southern boundary zigzags along Hathaway Avenue, Jacinto Way, Rosada Street and Los Coyotes Diagonal. Willow and Clark Streets are major traffic arteries and serve as strong northern and eastern boundaries. The traffic arterials bisecting and bordering this neighborhood are unusually wide. In some sections, Los Coyotes Diagonal and Lakewood Boulevard are 200 feet wide. Pacific Coast Highway is 100 feet wide and Lakewood is 80 feet wide.

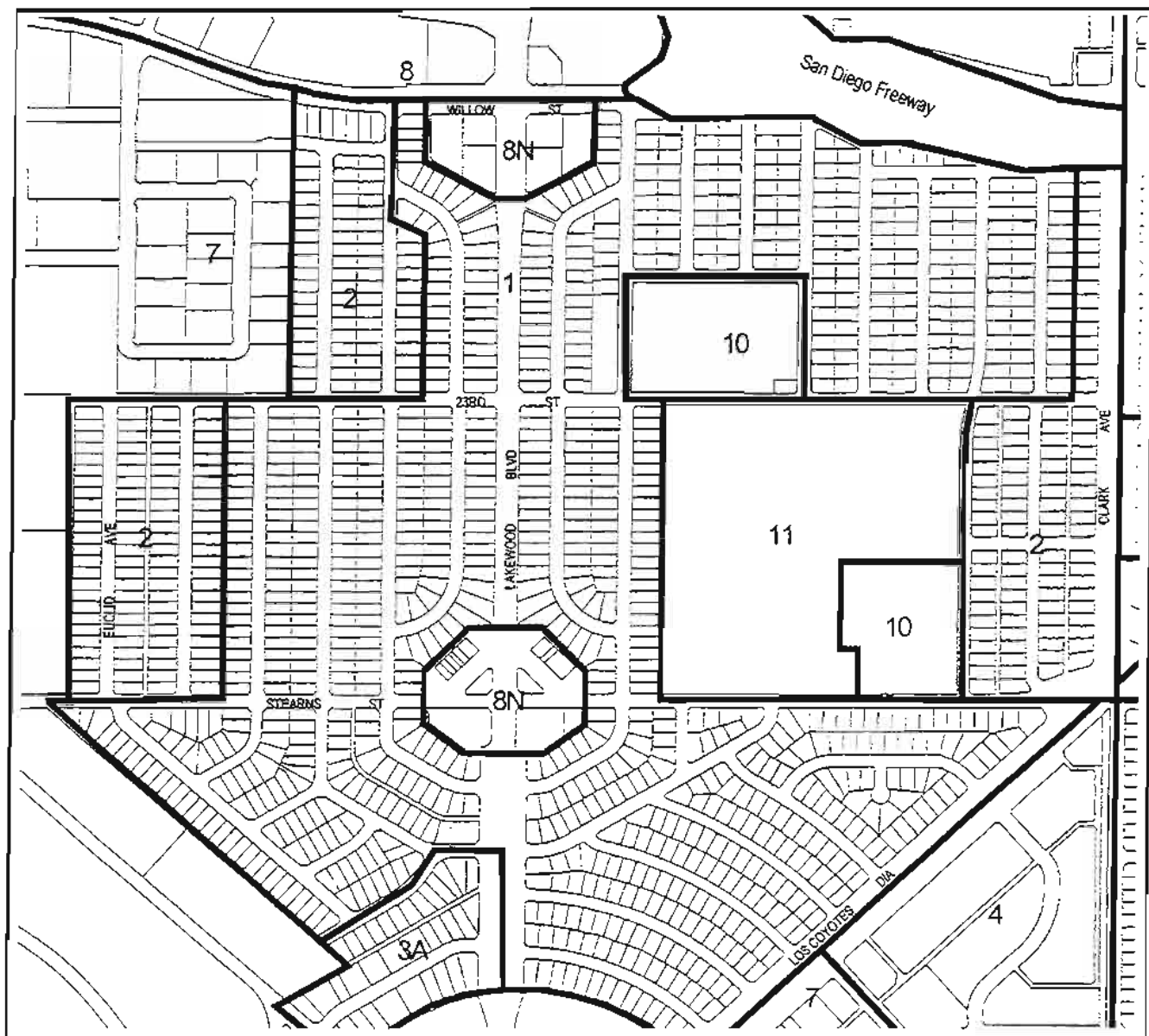
The vast majority, 97% of the single-family and multi-family housing stock, was built after 1940. Some of the multi-family units are newer, 24% of this housing stock was built after 1970. The architectural style for the single-family homes is the classic tract or modifications thereof. Owner occupancy of the single-family units is high. Home values and rents were above 1980 Citywide averages. The housing condition is good and lots are well maintained. This neighborhood area provides affordable housing for families and tenants. It is centrally located and is accessible to freeways and major thoroughfares.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The residential section of this neighborhood should be preserved and enhanced. Any new commercial/office uses should be of high quality and continue to improve this area. Easy access to the freeway should facilitate high quality office projects. Compatibility between the adjacent low density residential uses and the commercial/office uses must be maintained. Any adverse noise, traffic, density or physical design impacts should be minimized. The overall low density character of the 1940's single-family tract homes must be respected in these sub-neighborhoods within Stearns Park.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Successfully integrating the various architectural styles recommended for various land uses in this neighborhood will require strict adherence to the principals of good urban design. Taller buildings must respect their shorter neighbors; forms, colors, textures, materials used, and scale/bulk, etc., are all factors to be considered in piecing together the fabric of this complex land use area. Site reviews of development projects must be sensitive to adjoining uses and land use standards.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This area is adequately served by parks and educational facilities. Stearns Park is so named because that is the title of a 19-acre park located here. Buffum and Tucker Elementary Schools are immediately adjacent to this park. Commercial tourist, highway and retail center uses lie to the north and south and provide a good variety of shopping 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
- 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

Stearns Park

SUNRISE PARK

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Sunrise Park is a small residential subdivision bounded by Willow to the north, Atlantic Avenue to the west, the Pacific Electric Right-of-way to the south and the City of Signal Hill to the east.

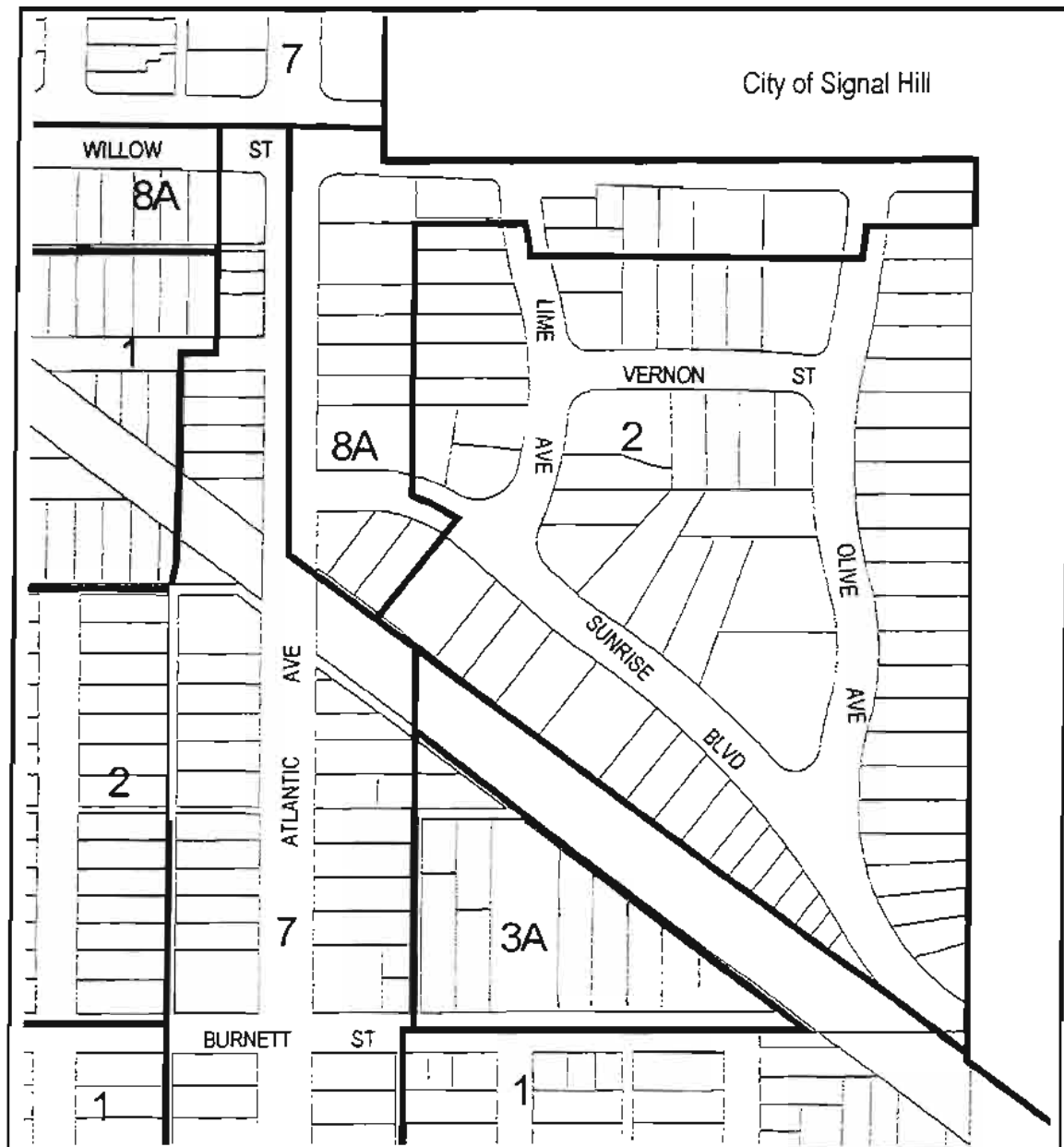
The area is characterized by an unusual subdivision pattern of winding roads and odd shaped parcels. Physically, this neighborhood is set apart from the larger Central Area by the barriers of two commercial arterials and the Pacific Electric Right-of-way. Its subdivision pattern and historic flavor also sets it apart from the adjoining community. This neighborhood has 69 parcels, of which 52 or 75% are developed with single-family homes. An additional 15% of the parcels have two units, 9% have five or more units and 1% are vacant. Housing conditions are mixed with some of the homes in very good condition with well maintained yards, while others suffer from deferred maintenance. The size of the homes varies as well, from small to large. The large apartment buildings disrupt the low density, semi-historic character of the area.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The area should remain low density residential in character. The existing single-family homes should be rehabilitated and preserved. Increased property maintenance enforcement of the residential properties is needed.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The historical character of the area should be preserved and fostered by sensitive design of new buildings. Consideration should be given to the establishment of an historic district here.

NEIGHBORHOOD SERVICES, FACILITIES, AND AMENITIES. The neighborhood, as part of the larger central area, is lacking in park and recreational facilities, shopping and day care opportunities. Because it is so small, it is not feasible to develop any of these specifically for this area.



- 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

Sunrise Park

SUTTER

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The Sutter neighborhood is defined by the very strong physical edges of the Los Angeles River Channel on the north and west, the Union Pacific Railroad right-of-way on the south and bustling Long Beach Boulevard on the east.

This is an older, mixed residential area where, due to the river and railroad routes, traffic circulation is poor. Many narrow and dead end streets exist. Pockets of blighted properties are largely associated with multi-family structures. A section of recently constructed apartment buildings along Ruth Place and Grisham Avenue in the southeasterly section of the study area have deteriorated rapidly. Gang related crimes are on the upswing. Notable land use features are the Dooley's neighborhood center which sprawls over six acres of the LUD 8 area, and the mobile home park and large 4-story apartment that forms the northerly most point of the study area.

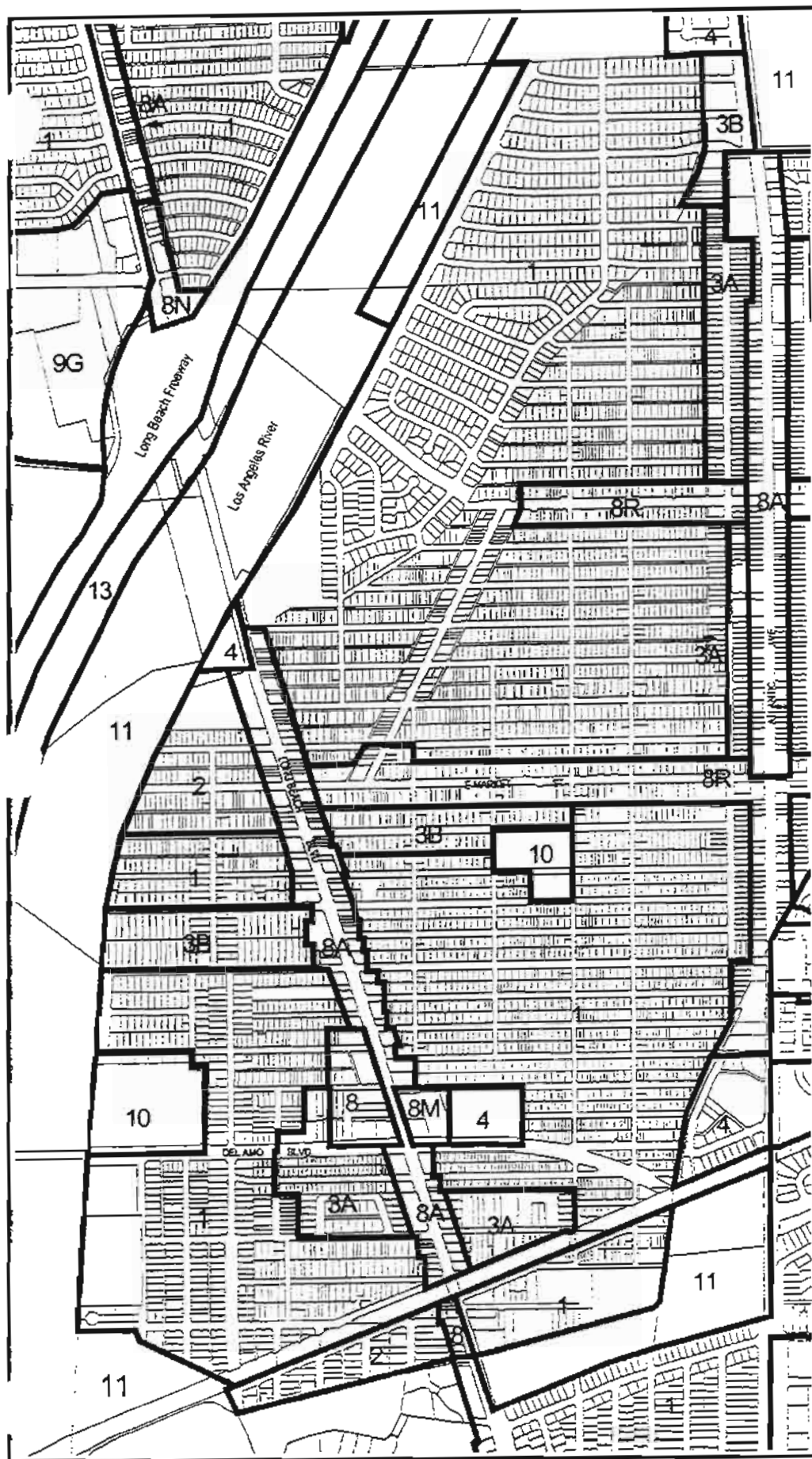
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. It is recommended that the Sutter neighborhood continue to be made up largely of low density residential uses. Single family houses and some apartment buildings should remain the predominant land use types. Due to the narrowness of the streets, dead end westerly streets and predominant single-family land use, the plan designates most of the area for single-family usage to stabilize the neighborhoods. Cheaply designed poor quality housing should not be tolerated. Overall enhancement of the neighborhood is recommended. Rehabilitation of structurally sound buildings is encouraged. Blighted and deteriorated areas should be recycled to better uses. Marginal commercial uses along Long Beach Boulevard should be upgraded to more viable uses. A short unimproved portion of DeForest Avenue north of Sutter School needs to be examined to assess the possibilities for street vacation and appropriate land use(s). Turnarounds for dead end streets should be created.

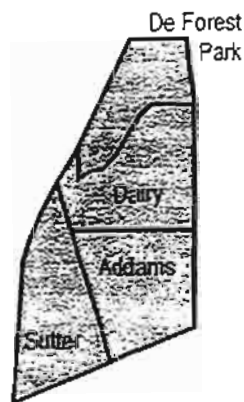
To prevent negative impact of increased train traffic in the southerly portion of the area, measures such as continuous welded track, noise buffers, limits on hours of operation, landscape treatment and use of enclosed cars for certain materials should be employed in conjunction with any increased use.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

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. A composite of mixed architectural styles exists so architectural conformance is only slightly important. Yet the low scale of existing structures should be respected by new developments herein.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Although Sutter Elementary School provides some recreational opportunities to residents here, more youth programs, day care facilities and park space should be provided. Investigating possibilities for utilizing the Los Angeles River Channel and the Union Pacific Railroad Right-of-way for open space recreation is suggested. Junior high and senior high schools are located a distant one and two miles from the area. Although both sides of Long Beach Boulevard are predominantly developed with commercial service and retail businesses, most are out-dated and in need of rehabilitation. The boulevard land uses need to be upgraded and recycled in some cases. Median and parkway street treatments would help stimulate stronger commercial and residential land uses projected for the area.



- 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

TRAFFIC CIRCLE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The Traffic Circle is becoming a strongly defined and established neighborhood. The older and new multi-family developments serve as the neighborhood building block. For purposes of general definition, the boundaries of the Traffic Circle are busy Clark Avenue on the east, Hathaway Avenue, Park Avenue and the Los Coyotes Diagonal to the north, Loma Avenue and Reservoir Drive East on the west, and the commercial and institutional edges (bordering the Bryant School neighborhood), Ransom Street, Ximeno Avenue and Pacific Coast Highway to the south.

Developed with a variety of high and low density residential, commercial, institutional and light industrial uses, this area is a growing activity center. Some of the uses relate to each other only internally and do not relate to the greater neighborhood fabric. The triangular area bounded by Los Coyotes Triangle and Pacific Coast Highway is entirely developed with apartment buildings and garden apartments. New multi-family condominium projects are being built along Hathaway Avenue and Pacific Coast Highway in the western quadrangle of Traffic Circle.

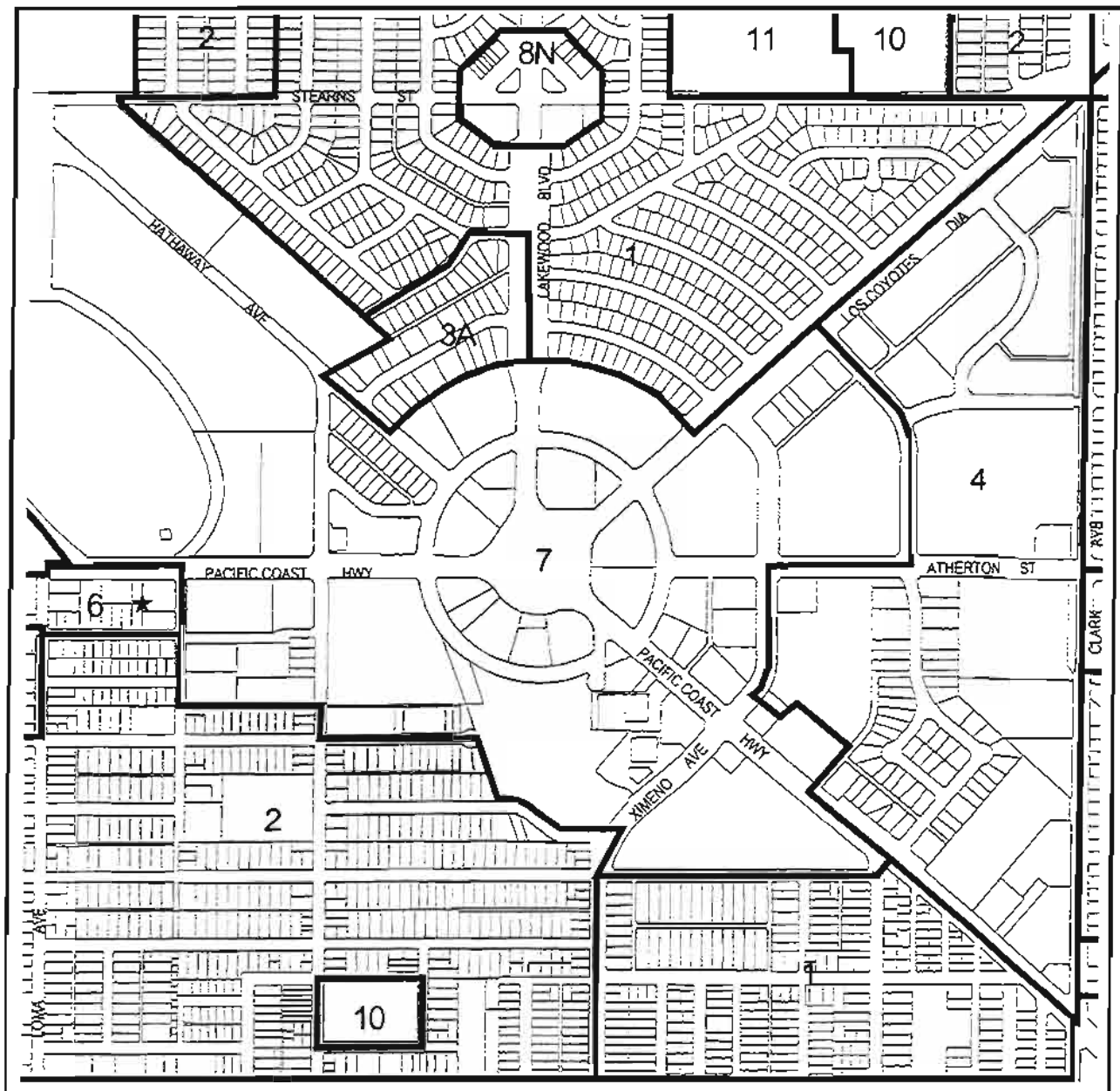
The housing condition is good and lots are well maintained. The new condominium and apartment developments are in excellent condition. Other uses occurring in this neighborhood include: City water tanks, the National Guard Armory, the Post Office, and a variety of commercial and light industrial businesses. The light industrial uses are laid out specifically by Planned Development Districts. Refer to the Activity Center chapter for commercial and institutional uses around the Circle.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. New condominium and apartment developments must maintain high quality design. Existing affordable, multiple-family housing options must continue for the Traffic Circle community. Adjacent viable commercial and light industrial zones are important to retain for the employment opportunities created for area and City residents. Greater internal integration of the various land uses can be achieved by respecting the land use district designations specified for the area. Moderate and high densities in those areas developed with functional and attractive multi-family housing should be maintained. Planned Development Districts have been adopted and are being used to control the intensity of light industrial/commercial and residential activities in the western edge along Hathaway Avenue and along Pacific Coast Highway.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. The older multi-family units are typically designed in California 1950's style and the new condominium developments are designed in modern hybrid styles. New infill developments should strive for better design and follow the newly adopted guidelines for R-3 and R-4 development.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The Traffic Circle area offers a wide range of commercial and retail neighborhood facilities. Three schools, Buffum, Bryant and Tucker, are nearby to serve the needs of the younger population. California State University at Long Beach is only a short distance away. Almost equidistant to the center of the Circle are Recreation Park and Stearns Park which, together, offer a good variety of recreational opportunities.



- 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

Traffic Circle

WASHINGTON SCHOOL

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

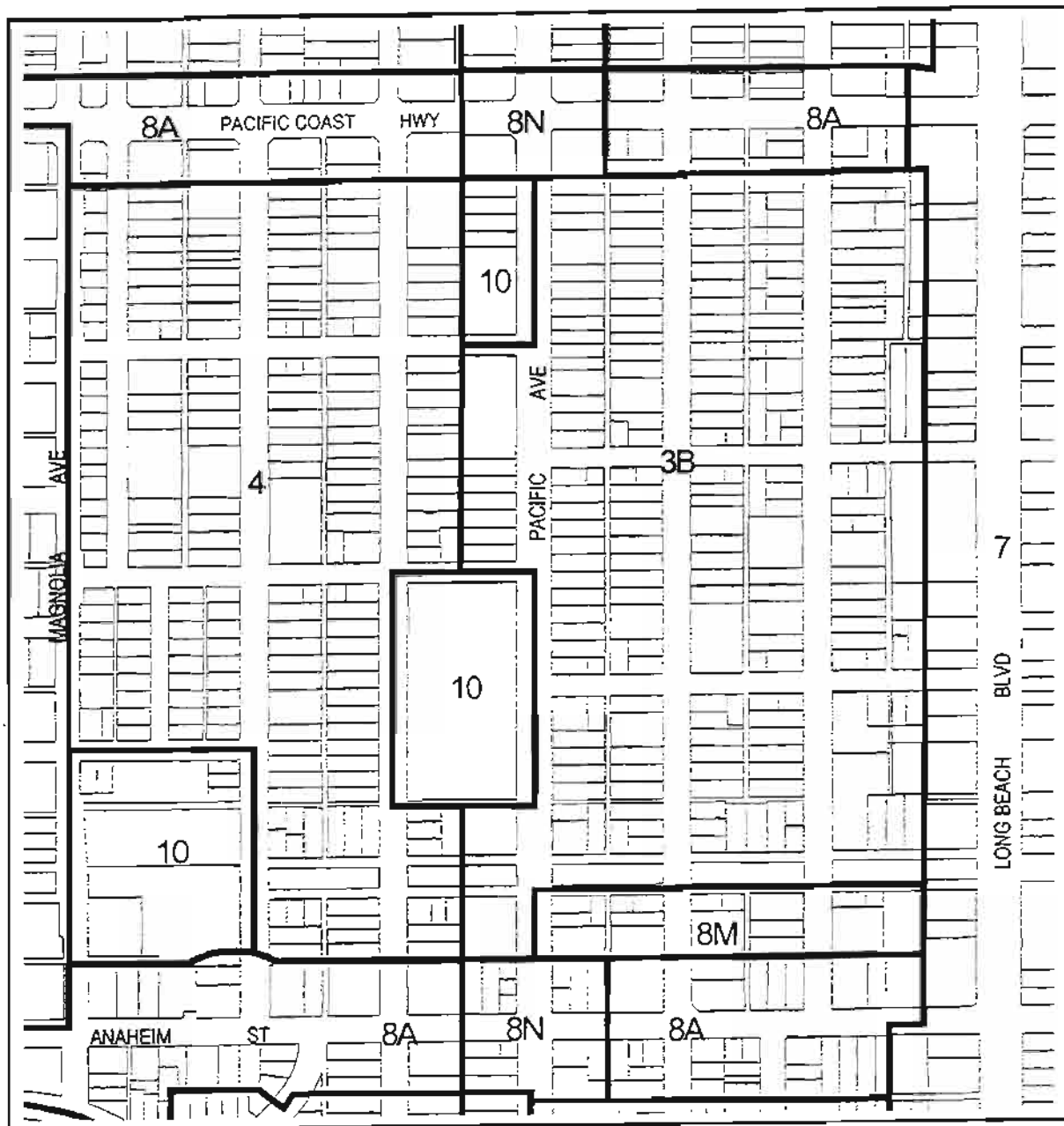
Defined by strong commercial and industrial land uses along major thoroughfares which ring the area on three sides (Anaheim Street, Pacific Coast Highway and Long Beach Boulevard), predominantly multi-family residential uses with a proliferation of institutional and social services comprise the area. Washington Elementary School, the County Health Department, a convalescent home, Employment Development Division offices, and two rescue missions are located here. Substandard alley and lot widths present problems, as does poor housing maintenance and many heavily deteriorated structures. Owner occupancy rates are the lowest in the City at about 5.6%. Overcrowding, poverty, crime, blight, gang activity and transient problems (associated with the concentration of social services) plague the area.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The area should continue to offer affordable multi-family housing, but overall densities should be reduced. Recycling of blighted and deteriorated properties is encouraged. Intensifying property maintenance enforcement utilizing the task force approach involving Fire, Police, Planning and Building, and the Community Development Departments, is recommended. Encouraging and promoting opportunities for providing owner-occupancy of housing units is suggested. In some areas, development incentives, including those permitted by Sedway Cooke guidelines, should be allowed to encourage recycling. Further concentration of social services should be discouraged. Widespread new, high density residential development should be disallowed. Overcrowding is a major problem and it must be eradicated.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance should not be considered critical or mandatory. However, adopting a policy of respecting the overall scale of the properties and buildings expected to remain in an area is advised.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Opportunities to create park space, recreational facilities and off-street parking are necessary. Transforming the 14th Street median into a linear passive park may be workable and should be studied. The location of more social service agencies in this area should be discouraged. Upgrading of the physical appearance, the schools and the shopping facilities of the area is in order.



- 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

Washington School

WEST END

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Existing land uses in the West End area are predominantly residential with some commercial and institutional as well. It is bordered on the west by the strong physical barrier of the Long Beach Freeway, and by the new World Trade Center on the southern edge. 7th Street provides a separation on the north and Pacific Avenue is on the east. Existing residential uses range from single-family to old, smaller, multi-family developments. Land values have fluctuated, and speculation in land has been high due to the proximity of the World Trade Center and the Downtown Redevelopment Project area. This speculation has left many properties in a "holding pattern" of deterioration. The area suffers from insufficient school facilities, insufficient neighborhood-serving retail, and a lack of streetscape amenities. Recently eleven acres were purchased surrounding 2.11 acre Willmore Park on Golden Avenue, effectively expanding this park to thirteen acres. This area, the West End, is identified in the Downtown Urban Design Plan as a major source of urban style housing for future employees of downtown businesses.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The West End neighborhood is important because of the opportunity that it offers as a downtown residential neighborhood. Major recycling must occur for this to happen. The development policy for the West End neighborhood is to recycle from existing substandard residential uses to new, moderate and high density multi-family housing. Moderate scale, low rise housing is recommended for the bulk of the area and moderate rise, high density housing is recommended for a select area between Broadway and 3rd Street. The Planned Development District Ordinance for Downtown West, adopted in 1984, (PD-14), will be sunsetted with adoption of the new Planned Development District Ordinance PD-30, which covers the entire downtown proper area, including the West End. However, mixed residential and commercial uses are still allowed between Broadway and Third Street. Developing appropriate residential, office commercial and retail uses is critical to providing the proper conversion of this area from an overcrowded, crime plagued fringe area to an attractive, active, viable downtown living environment. While it is recognized that current market trends are postponing a good deal of the private investment which is encouraged here, creating the atmosphere so that investment can occur in the future is essential. Meanwhile, increased policing of the area is recommended. Health inspections, police patrols and property maintenance code enforcement should all continue with regularity to keep the problems of this conversion to a minimum. Moderate to high residential densities should be predominate within the strip between 3rd Street and Broadway.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Design is important in this urban village and will be controlled by the PD and the Design Guidelines for Downtown.

West End (cont.)

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood is lacking any kind of community cohesion and focus. Creation of a neighborhood park is essential and will help to provide this cohesion. New residential developments are required to provide useable private recreation spaces. Neighborhood retail commercial activities should be provided to residents in the West End. Encouraging the location of a much needed grocery or supermarket in the area is recommended. Day care, including large facilities, should be encouraged.



- 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



West Village
Willmore City

WESTSIDE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The Westside neighborhood has very strong physical edges. On the west it is delineated by the Union Pacific Railroad lines and the Edison Right-of-way; on the north it is bounded by Willow Street; to the east is the Los Angeles River Channel; and the south, Pacific Coast Highway and 20th Street. A moderate income area was developed here in the post World War II housing boom. Most of the housing is single-family. California State University at Long Beach (CSULB) proposes to develop 32 acres of the former Navy housing site, located northwest of Santa Fe and Pacific Coast Highway, with a light industrial business and technology center. Maintenance of the housing stock ranges from fair to good. Commercial uses located along Santa Fe Avenue and Willow Street are marginal or dilapidated, with much tenancy turnover. More intensive use of the Southern California Edison (SCE) right-of-way has been proposed under the high voltage power lines. The Westside Long Beach Association represents area residents and is a strong organization. Crime, drug trafficking and gang activity plague the area.

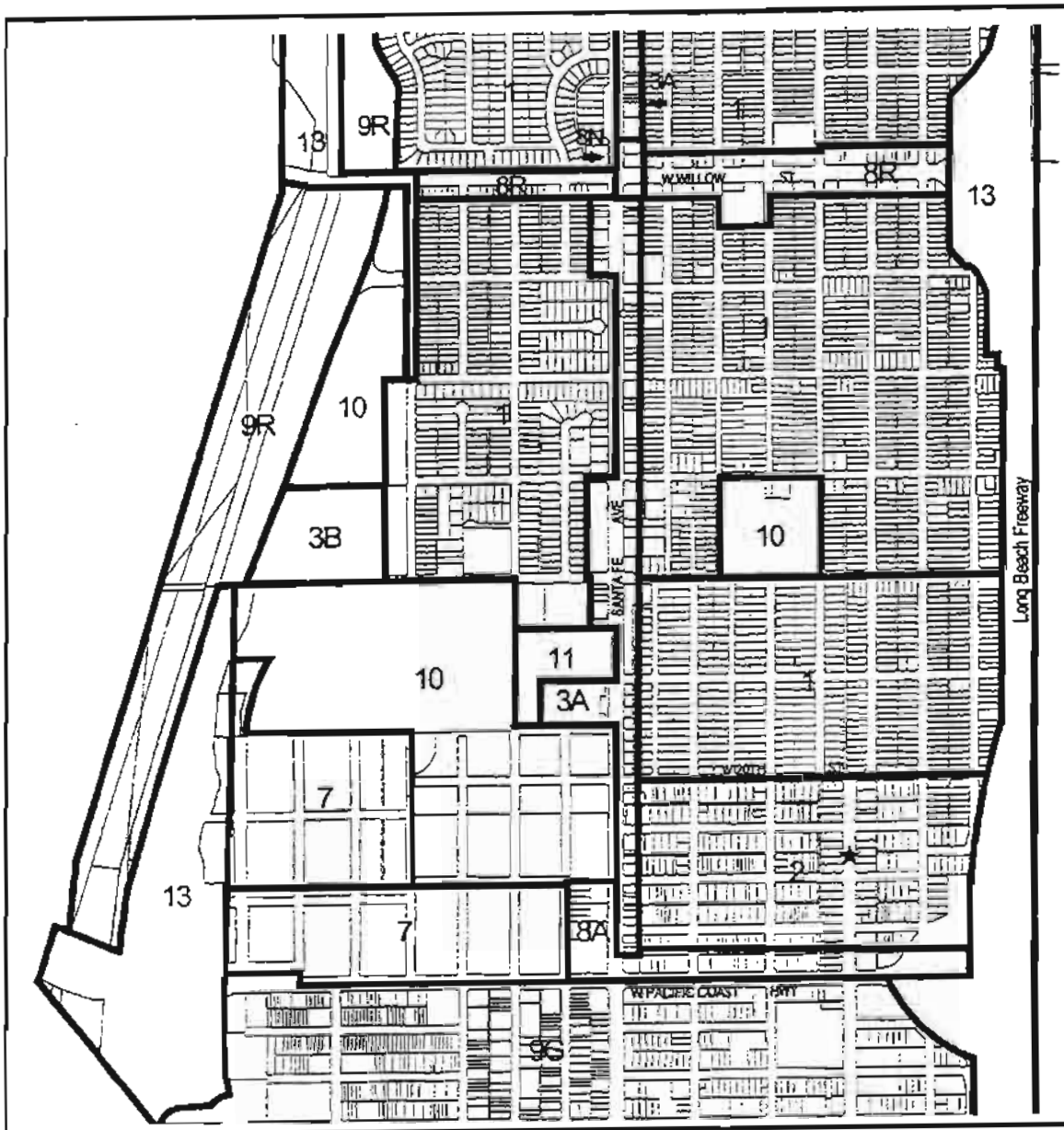
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Maintaining the largely residential character of the area is recommended. Single family homes should retain their prominent position in composing this character. Deteriorated commercial strips should be rehabilitated or recycled depending on the market interest. Recycled commercial areas should be used for housing, as shown on the map. The former Navy housing site may be redeveloped with a research and technology center, to include research and development businesses, light industrial, and commercial uses, with the possibility of University-related residential and institutional uses consistent with an approved Master Plan and compatible with surrounding uses.

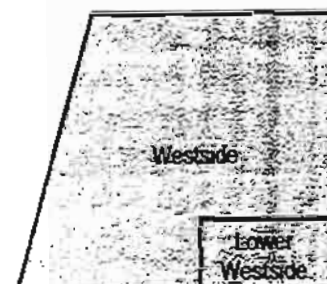
The Southern California Edison (SCE) right-of-way between Pacific Coast Highway and Sepulveda/Willow Street may be used for outdoor truck parking to support nearby multi-modal transport facilities. The truck parking must meet all safety requirements imposed by SCE to protect the high voltage overhead wires, and the property shall be surfaced to minimize dust.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural conformance in the Westside is considered critical with regards to scale. The small, low profile of existing single-family homes must be respected. New multiple-family structures, where allowed should be designed to conform to the guidelines recently adopted. The proposed business and technology park should be master planned with consideration given to both internal design consistency and the project's relationship with adjacent uses regarding scale. New uses in the Southern California Edison right-of-way should be designed as to have minimal dust, noise, traffic, visual and other nuisance impacts on residential areas.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood has sufficient neighborhood retail businesses but many are in a state of disrepair and need upgrading. Neighborhood schools include Garfield and Hudson Elementary Schools. Admiral Kidd and Hudson Parks serve the area, and Admiral Kidd has been expanded. A proposed Police Substation would be a positive addition to the neighborhood by serving neighborhood needs and assisting in reducing criminal activity.



- 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



Westside
Lower Westside

LOWER WESTSIDE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Sandwiched between Santa Fe Avenue, the Long Beach Freeway, Pacific Coast Highway and 20th Street, the principal function of the Lower Westside is that of a family-oriented residential area. Generally its appearance is that of a low to lower-middle income area with more single-family homes located north of 19th Street and a mix of single-family and multiple-family building along Parade Street, some of which are very overcrowded and quite deteriorated. Commercial activities are found along Santa Fe Avenue and Pacific Coast Highway. However, Santa Fe Avenue has been rezoned to phase out marginal commercial uses and some new residential development has occurred. Drugs, gangs, crime and graffiti are problems within this neighborhood.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The Lower Westside east of Santa Fe Avenue should continue to be primarily residential in character. Non-conforming and marginal commercial uses along Santa Fe should continue to be phased out. Low to medium densities should prevail. Overcrowding should be eradicated. Multiple family housing which is deteriorated should be recycled or rehabilitated, whichever may be more appropriate to the particular site.

The former Navy Housing site west of Santa Fe should be redeveloped with a variety of light industrial, commercial and institutional uses. In addition, neighborhood-serving uses, including the proposed Police substation and a grocery store, should be encouraged.

The Southern California Edison right-of-way between Pacific Coast Highway and Sepulveda/Willow Street may be used for outdoor truck parking. Additional truck parking will be required in the future to support the growth of the Ports of Long Beach and Los Angeles, and their related industries. Other light industrial uses which support the functions of the Port, and which do not have unmitigated negative impacts on nearby neighborhoods and land uses, may also be permitted.

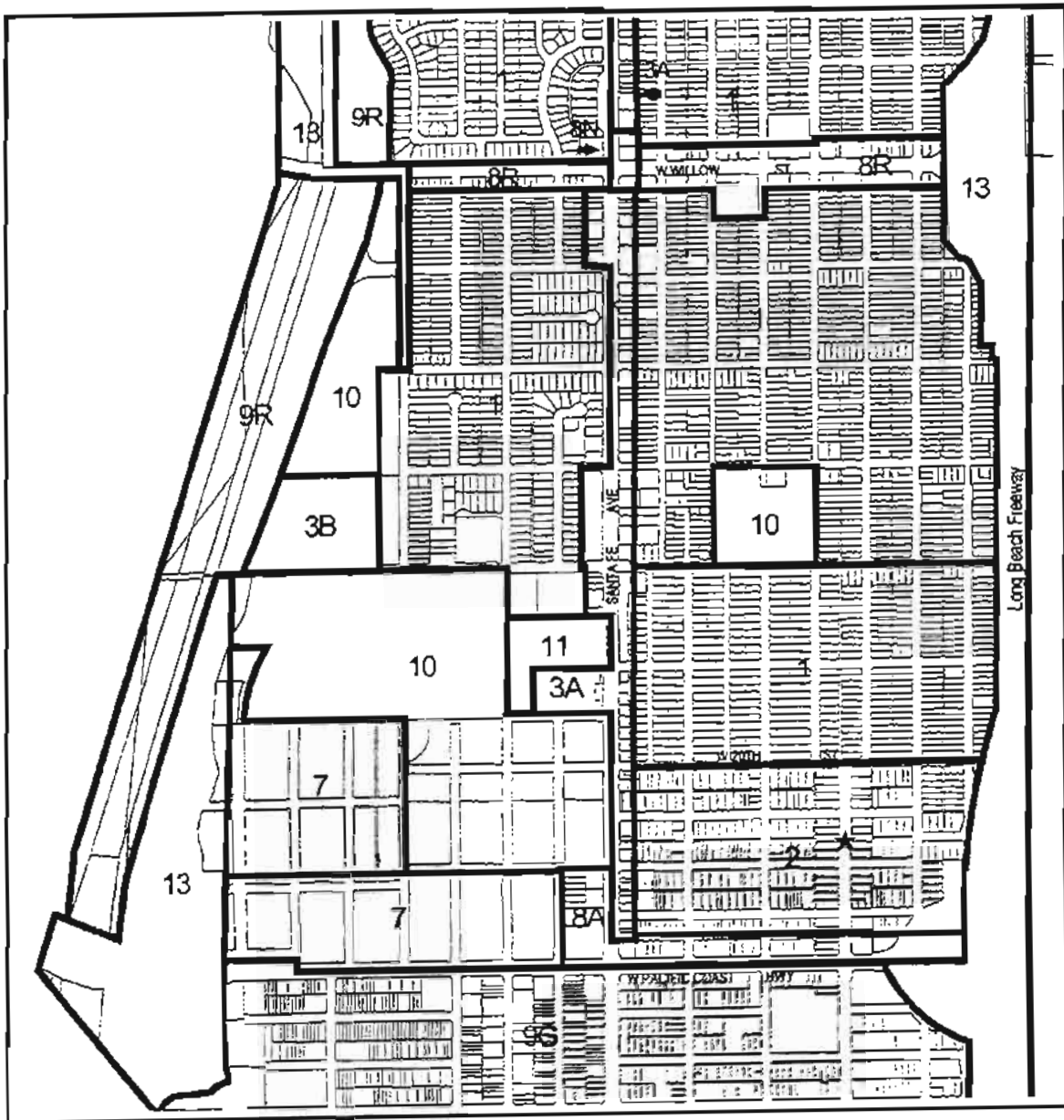
DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. It is recommended that north of 19th Street the scale of single-family dwellings be respected. South of 19th Street, infill development should respect the scale of neighboring existing buildings. Buffers should be provided between industrial uses and other less intensive uses, where appropriate.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Nearby Admiral Kidd Park has been expanded. Street trees are needed, as is a viable neighborhood supermarket. School facilities are proposed to be enhanced with the development of a middle school and a high school on the northern portion of the former Navy Housing site.

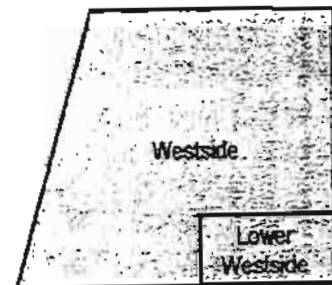
DEVELOPMENT OPPORTUNITY. The multiple residential properties (two units and above) east of Santa Fe which are dilapidated present a development opportunity for an extensive single-family home subdivision. It can be developed now because there is a demand for low density, moderate-priced homes. Also, the cost and possibility of land acquisition are promising since many properties are close to becoming economic liabilities and are recycling candidates. In addition, market potential is strong, (if cost of purchase can be low).

The Navy Housing site west of Santa Fe is proposed to be redeveloped with a light industrial business and technology park for 32 acres along Pacific Coast Highway. A variety of institutional uses have been proposed for the remainder of the site, including a high school and middle school.

The land under the transmission lines on the Southern California Edison right-of-way offers an opportunity for more intensive, outdoor usage of this prime property which is in close proximity to the Terminal Island Freeway, the Union Pacific Railroad, and the proposed high speed, high capacity Alameda Corridor, which is planned to link the Ports of Long Beach and Los Angeles with the regional highway and railway system. Truck parking in conjunction with the adjacent multi-modal transport facility has been proposed.



- 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



Westside
Lower Westside
 (PCH to 20th, Santa Fe to LB Freeway)

UPPER WESTSIDE

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

The Los Angeles River Channel and the Long Beach Freeway form strong boundaries along the east side of the Upper Westside neighborhood. The Southern California Edison easement adjacent to the Union Pacific Railroad Right-of-way creates an equally strong border to the west and north. The southern boundary is Willow Street.

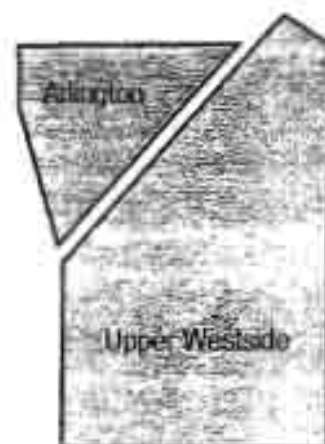
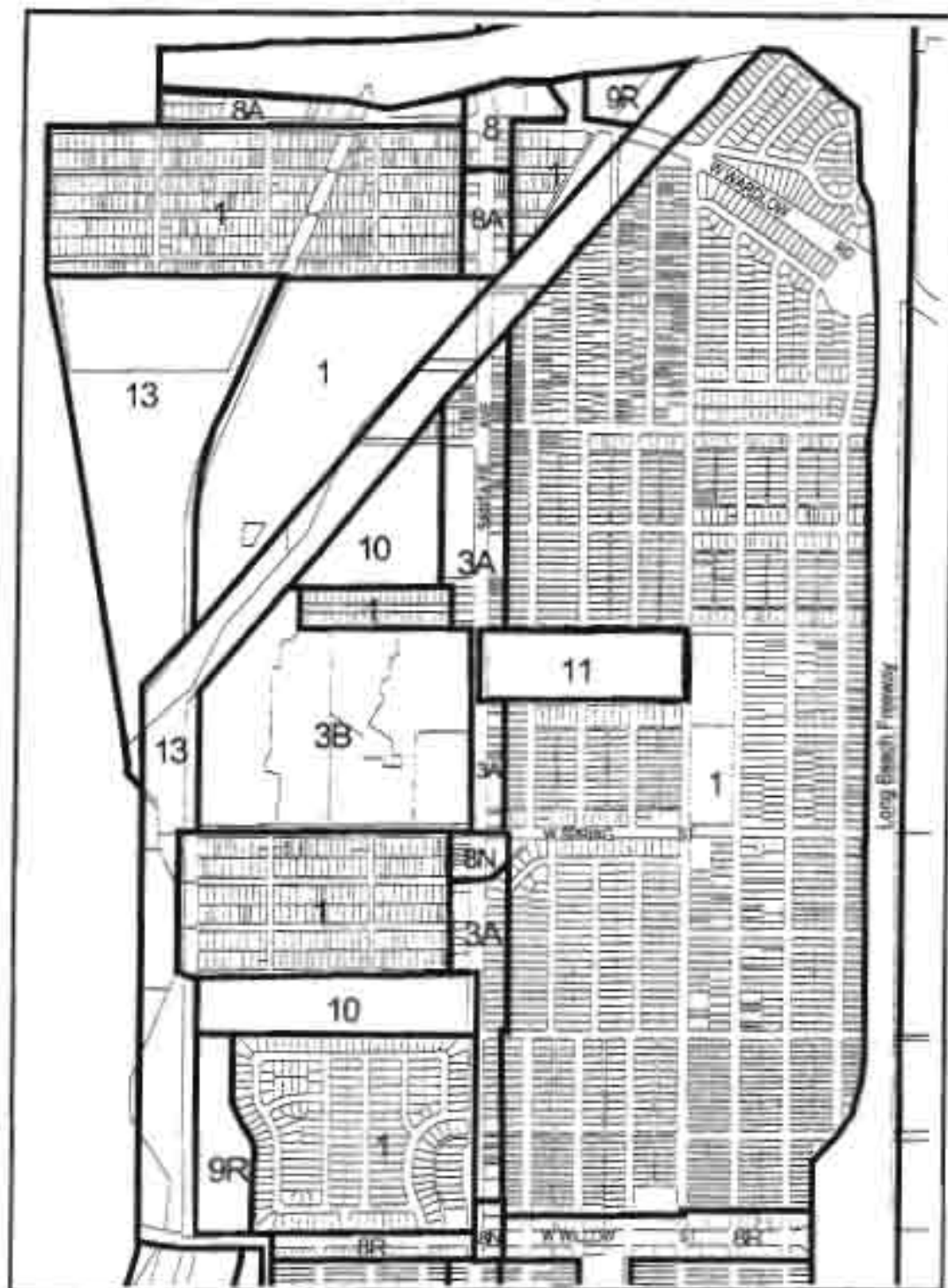
The Upper Westside is a moderate income residential neighborhood of mostly single-family homes with some limited multi-family structures. Primarily developed during the 1940's, small lots with small modest houses are generally found to be in fair to good condition. Owner occupancy is about 15 percentage points above the Citywide average, but overcrowding is a problem in some spots. The area is heavily populated by minorities, and female heads-of-households are on the rise. Gang activity is a problem here.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. The principal type of land use should remain low density residential. Preserving and maintaining the largely single-family character of the area is recommended. Continuance of vigorous enforcement of building and property maintenance provisions of the Long Beach Municipal Code to protect the housing stock and to prevent deterioration of the neighborhood is also recommended. Sporadic pockets of deterioration must not be allowed to become widespread. Density should be low. In 1980, 16% of the units in the Upper Westside were overcrowded as compared to the Citywide average of 6%. Overcrowding should be eliminated. Recycling of dilapidated apartments along the 3400 block of Santa Fe Avenue to lower density (4 units per lot) residential is recommended.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural uniqueness or style is not an important factor here. Mainly, architectural conformance to scale is critical. The small scale single-family home should be respected with regards to infill development in the area.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood has sufficient on-street and off-street parking, schools, park space and tree lined streets and avenues throughout. The City should encourage the private sector to locate a supermarket in the northern part of the 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 | |

Arlington
Upper Westside

WILLMORE CITY

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Clearly defined by the Los Angeles River Channel, Anaheim Avenue, 7th Street and Pacific Avenue, the Willmore City area is developed with a mixture of residential structures of various types and sizes ranging from single-family homes to dense multi-family apartments.

No discernible housing pattern is evident. Some of the oldest housing stock in the City is here. Some original and historic structures have been restored; some demolished and replaced by prematurely dilapidating, overcrowded, apartment buildings. Owner-occupancy is extremely low. Commercial uses are located along the major arteries of Anaheim and Pacific Avenues. A small, inadequate commercial node is located at 10th Street and Daisy Avenue. Industrial uses are well separated from residential by changes in topography. Drake Park serves as the open space for the area and is heavily utilized. An historic district known as Drake Park is located within the Willmore City neighborhood.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Willmore City homeowners are struggling to rehabilitate and preserve historic single-family homes and duplexes in a neighborhood of mixed densities and deteriorated conditions. For those structures with architectural or historic interest, rehabilitation is the proper policy. Recycling of the remaining structures is also needed in order to upgrade the area. Health and property maintenance codes should receive more emphasis and enforcement. Police patrols should be increased and neighborhood organization encouraged. The Planned Development District Ordinance should be amended to list specific commercial uses best suited to the area. Existing densities need to be reduced. Amending the Planned Development District Ordinance to eliminate incentives and replacement clauses is also recommended. Reducing overall density permitted to that of duplex zoning will help to reduce overcrowding tendencies, relieve the severe parking shortage and encourage a higher rate of owner-occupied housing.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Architectural design guidelines should be adopted for the Willmore City area. With respect to historic structures, conformance to architectural style, quality and design is assured by the Cultural Heritage Commission's review of all proposals in the historic district.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. Providing additional park space and recreational opportunities is necessary. Efforts to locate a neighborhood supermarket or grocery store in the area should be supported. Alleviating overcrowding at local schools is recommended as well. Day care should be encouraged.



- 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



West Village
Willmore City

WILSON HIGH

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

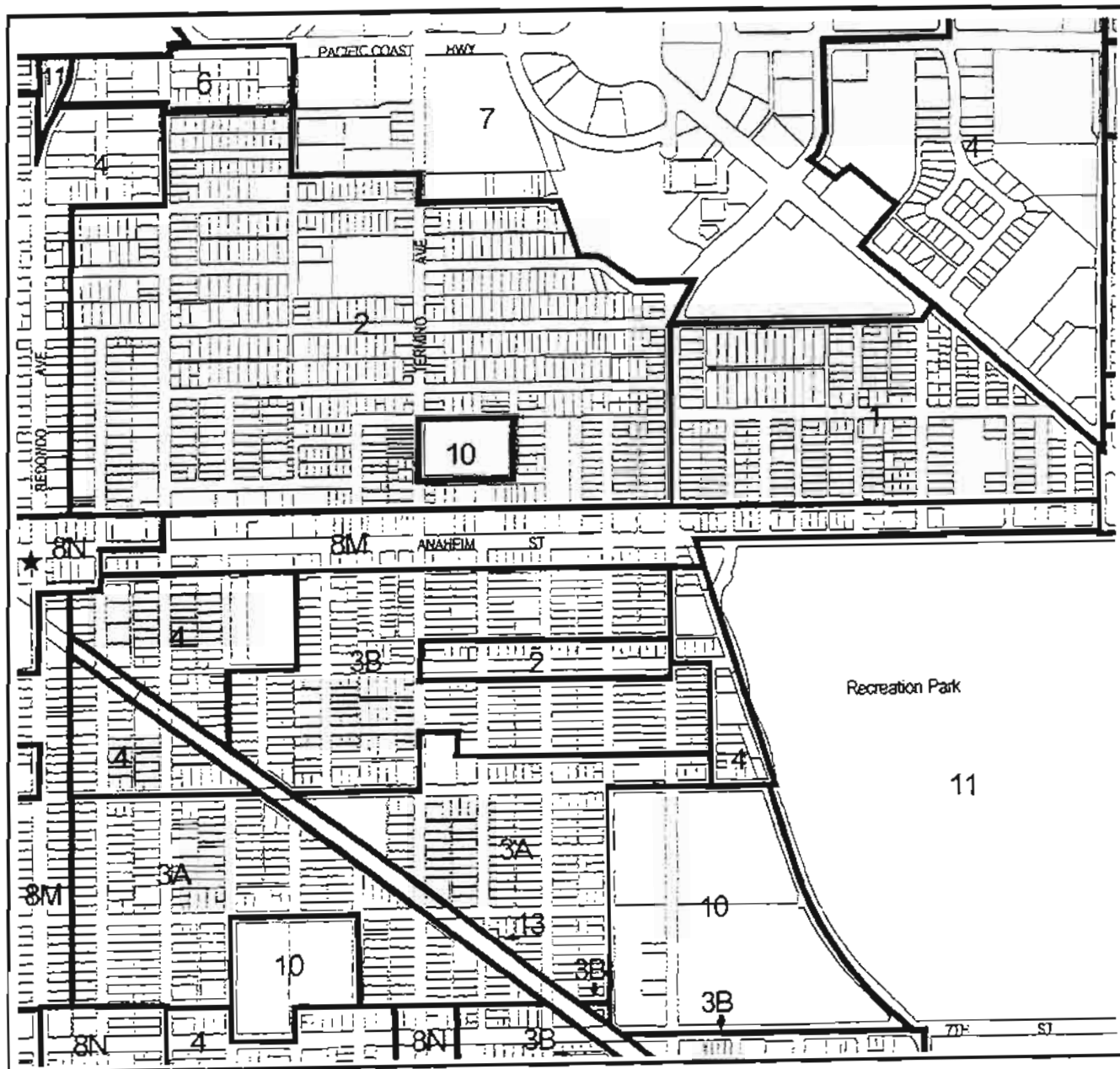
The Wilson High neighborhood is bordered on three sides by busy commercial and traffic corridors: Redondo Avenue, 7th Street and Anaheim Street. To the east, Recreation Park is a strong green edge/boundary and an amenity that increases the value of this neighborhood. The vacant Pacific Electric Right-of-way diagonally bisects this neighborhood. This is basically a low to moderately dense residential neighborhood with single-family, duplex and apartment buildings built here. Historically, this area has had a moderately low density texture, most structures being one to two stories high. However, recently Wilson High has experienced higher density infill development. Old homes were cleared and single lot 8-9 unit apartment buildings rose up. These new developments are three stories high, too dense, of mediocre design quality, and largely incompatible with the surrounding context, and inconsistent in scale and texture. Still, a good portion of the remaining single-family houses, (34% built before 1940 and another 20% built during the 40's), are in good condition despite their age. Property maintenance is also good, in spite of a very low owner-occupancy rate (23% in 1980). The Pacific Electric Right-of-way, which has been vacant for nearly 30 years, breaks up the grid pattern here and creates dead end streets and quiet sub-neighborhoods. Commercial businesses exist along the periphery on 7th Street, Redondo Avenue, and Anaheim Street. The Wilson High neighborhood serves as a quality neighborhood for renters and property owners of middle income. With close proximity to schools, Wilson High could be the ideal neighborhood for young middle income families who rent or own. Because of an absence of student parking, however, the school adversely affects curb-side parking during school hours.

SUMMARY OF NEIGHBORHOOD POLICIES

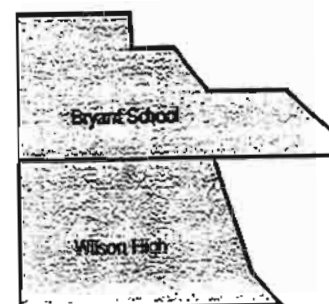
LAND USE. The middle income affordability of the nice, varied housing in Wilson High should be sustained. Well-built, older housing should be enhanced and preserved. Dilapidated housing stock should recycle to appropriate infill housing units. New units must respect appropriate design guidelines and neighborhood context. Mid-density infill development of quality design should be allowed if compatible with the surrounding neighborhood context. Commercial areas should be preserved and enhanced. Seventh Street frontages should be converted to higher density housing. Future potential problems associated with "too high density" have been curbed for the area east of Termino Avenue by downzonings. Still, some population growth is appropriate.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Recent developments of typically California "apartment style" buildings have replaced small Mediterranean and Mission bungalow homes. Yet those two styles of housing have not been respected by these new developments as they should have been. New infill housing stock will be required to follow the guidelines adopted for multi-family units. Scale, bulk, height and compatibility with existing units are critical factors in the architecture of neighborhoods such as Wilson High.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This area has many amenities: close proximity to the coastal beaches, low density, older homes, and the entire east boundary abuts 63 acre Recreation Park. Wilson Senior High School and Jefferson Junior High are located within its boundaries. Neighborhood commercial and retail businesses are located along three major perimeter routes. Expansion of both schools as the young students move up in the system, is probably necessary in the not too distant future and should be a coordinated effort based on school needs, City needs, and neighborhood needs.



- 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



Bryant School
Wilson High

WRIGLEY HEIGHTS

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Wrigley Heights is distinctly separated from adjacent North Wrigley. Wardlow Road is a busy traffic corridor and a strong border between Wrigley Heights and North Wrigley to the south. The topography also changes and the land becomes hilly in Wrigley Heights. Streets and lots curve to fit the topography, but are of standard sizes and widths.

The largest portion of this neighborhood is developed with older, single-family homes. Another portion, along the Los Angeles River Channel, is used for boarding horses, and oil operations can also be found there. A few new townhome developments exist as well. Almost 80% of the homes were built in the 1940's. Eighty-five percent of the housing units are owner-occupied, contributing to the overall stability of the neighborhood. The homes are well maintained and in good condition despite their age. This is a strong, middle income single-family neighborhood. All age groups are represented. Some incompatibilities can be found between the horse properties and the single-family neighborhoods. Oil properties are a less desirable land use near residential uses as well. A limited commercial area exists at the corner of 34th Street and Pacific Place.

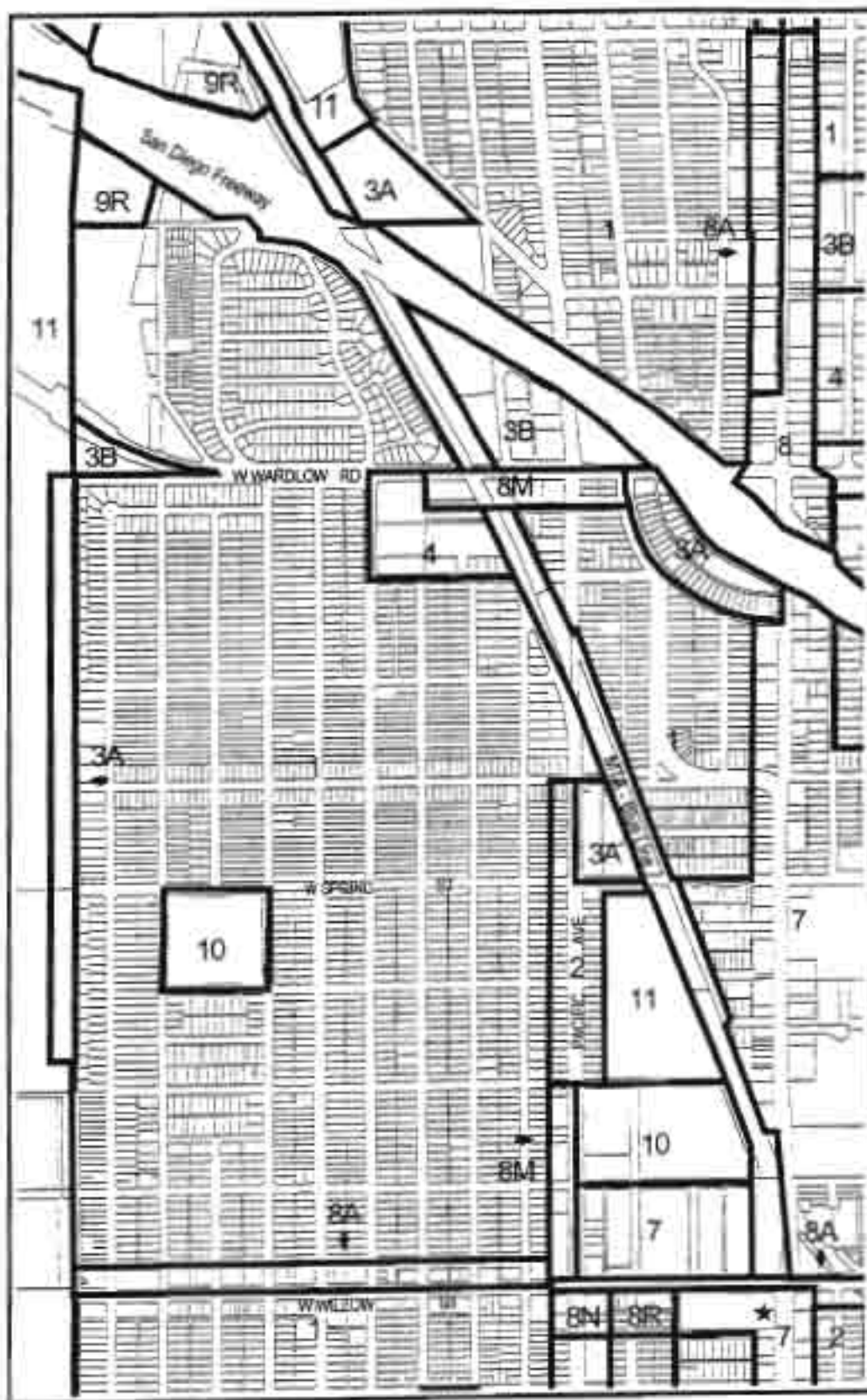
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Protecting and retaining the largely single-family residential uses in Wrigley Heights is of paramount importance. Over time, the horse and oil properties should be recycled to more residentially compatible uses. The quality, affordable housing stock and this unique, hilly landscape must be preserved. Overall density should remain low. Areas of multi-family housing should not be allowed.

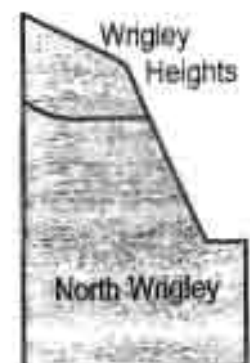
DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Predominantly one-story "classic tract" homes from the 1940's, the small scale and low profile of these quaint, tree lined housing tracts should be preserved. New housing must respect the single-family nature of the area. New structures must conform to zoning and design guidelines as well.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This is a neighborhood with strong physical boundaries. They isolate Wrigley Heights from potentially nearby neighborhood services, educational and recreational opportunities. The dynamic growth that may take place as horse and oil properties are replaced should accommodate this neighborhood's need to acquire some public recreation opportunities. This area lacks a neighborhood elementary school as well. Joint school-City open space and educational uses should be provided, especially if the population begins to swell. Especially needed in the retail sector is a nearby grocery store.

NEIGHBORHOOD DEVELOPMENT OPPORTUNITY. At the northwest corner of Wardlow Road and Golden Avenue a low density, moderately priced single-family subdivision can be developed now because the oil operation is relocating to the north. Market potential is strong for moderately-priced single-family homes. This development opportunity will replace the highly incompatible oil processing and horse exercising facilities with compatible single-family homes.



- 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



North Wrigley
Wrigley Heights

WRIGLEY, NORTH

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

North Wrigley has strong neighborhood boundaries. The Los Angeles River Flood Control Channel and a long, narrow vacant tract of land (now the DeForest Planned Development District) serve as the western edge. Wardlow Road to the north separates Wrigley Heights from North Wrigley where the development pattern changes due to the topographic variation. On the east, again topographic changes play a part where the Pacific Electric Right-of-way, Spring Street and Long Beach Boulevard separate North Wrigley from the Memorial Heights neighborhood. On the south, Willow Street is the boundary.

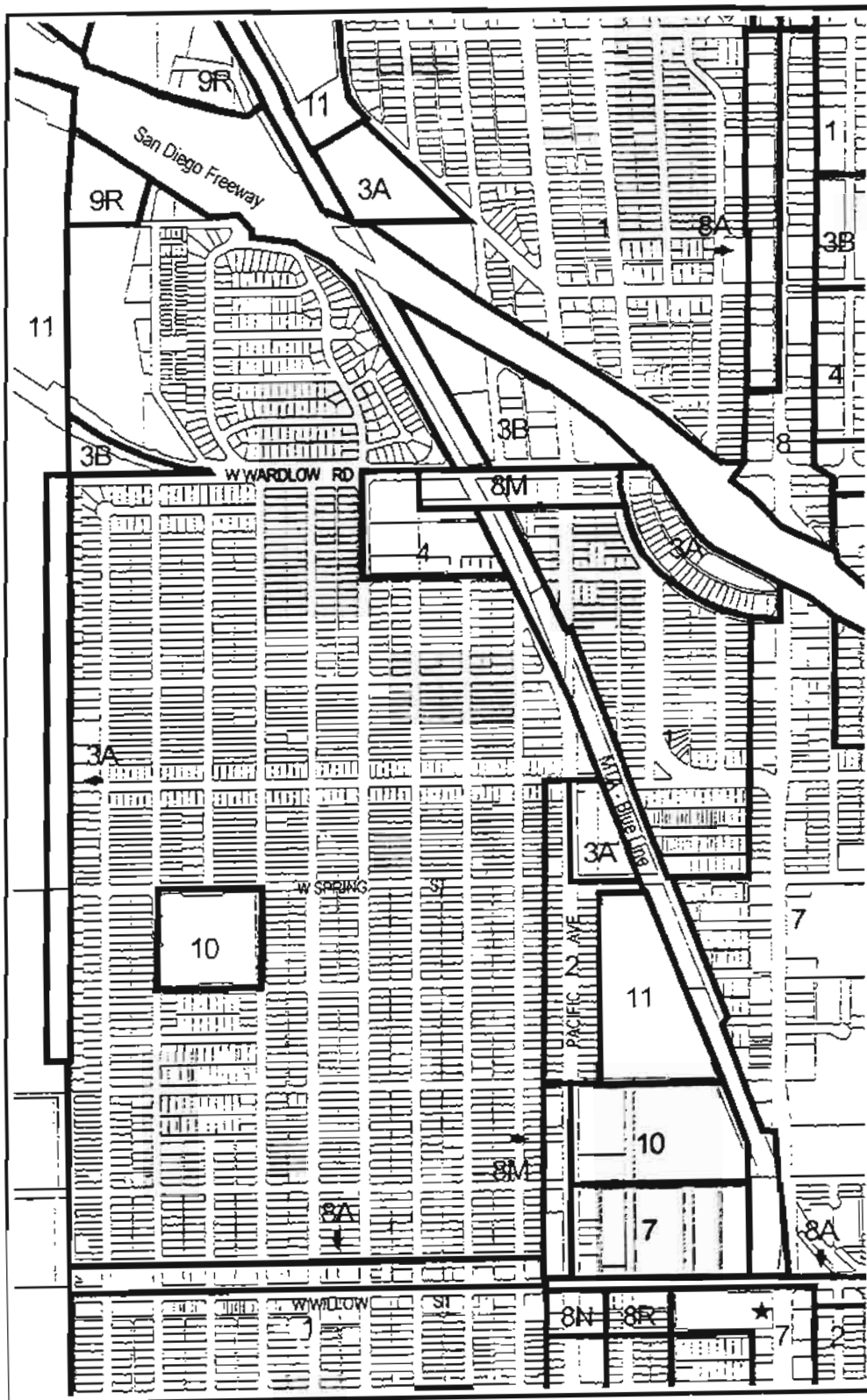
Primarily developed with modest one-story single-family homes, North Wrigley serves as a quality, middle class neighborhood which offers affordable housing to young families and singles. The majority of the existing housing was built during the 1940's, although 13% was constructed prior to 1940. 66% of the units are owner-occupied, a much higher rate than the Citywide figure. Homes are well kept and overall the housing stock has improved over the past few years. A variety of commercial and automobile related uses are located along Long Beach Boulevard and Willow Street.

SUMMARY OF NEIGHBORHOOD POLICIES

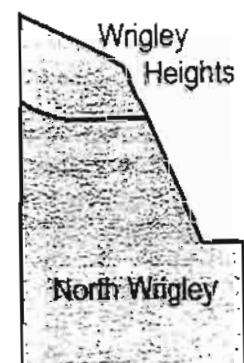
LAND USE. The single-family residential land use which predominates now should be retained in the future. Multiple family and commercial uses should remain restricted to corridors along major arterials. Recycled oil properties and commercial parcels should be examined for potential use as residential and neighborhood retail in conformance with the map. The overall low density character of North Wrigley should be preserved. However, moderate to higher density multi-family units should be allowed along certain major streets.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Except for a small percentage of older, Mediterranean and Spanish style homes, most of the housing found within North Wrigley is nondescript in terms of architectural styling. Thus, architectural conformance (except for the select and distinct styles), is only considered mandatory with regards to respecting the overall small, one-story, residential scale of these homes.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. The variety of land uses in this neighborhood gives residents easy access to recreational opportunities (i.e., Veterans Park), school (Birney Elementary), hospital and medical care (across the right-of-way is the Memorial Medical Center), and some commercial/retail businesses. However, larger scale convenience shopping facilities for this large market area need to be developed nearby.



- 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



North Wrigley
Wrigley Heights

WRIGLEY, SOUTH

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

South Wrigley is an older residential neighborhood bounded by the strong edges of the Los Angeles River Flood Control Channel on the west, Willow Street on the north, Pacific Avenue on the east and Pacific Coast Highway to the south.

It is primarily developed with one-story single-family homes, 35% of which were built prior to 1940. Only 2% were built between 1970 and 1980. In spite of the fact that only 28% of the housing stock was owner-occupied in 1980, most homes are in relatively good condition. The neighborhood serves as an affordable area for low and middle income families and individuals. Commercial, retail and office uses are located along Pacific Avenue, Willow Street and Pacific Coast Highway. LaFayette Elementary School is located here, but no public parks are found within this neighborhood.

SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Single-family dwellings should continue to be the dominant land use in South Wrigley. New uses which are incompatible with a single-family living environment should not be permitted. Subdivisions resulting in smaller lot sizes also should not be allowed. Commercial uses should predominate along Willow Street, Pacific Avenue and Pacific Coast Highway. Existing low densities should be maintained. Substandard lots along Daisy Avenue and fractional lots along Magnolia and Henderson Avenues may require special attention.

DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. South Wrigley has a strong preponderance of older Mediterranean and Mission style single-family homes. Some of these have historical and architectural qualities worth preserving. Encouraging their preservation and protecting them from negative abutting influences is recommended. It is recommended that the City's Cultural Heritage Commission investigate the possibility of declaring the 2000 and 2100 blocks of Eucalyptus Avenue as an historic district.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood lacks park space, recreational facilities and off-street parking in older multiple unit buildings. Consideration should be given to developing the Daisy Avenue median as a linear passive recreation park at some future date. Incentives for developing new day care centers should be provided.

WRIGLEY, SOUTHEAST

SUMMARY OF NEIGHBORHOOD DESCRIPTION AND ANALYSIS

Bordered on the south by Pacific Coast Highway, on the west by Pacific Avenue, on the north by Willow Street and on the east by Long Beach Boulevard, this neighborhood was developed with apartment buildings when the rest of the Wrigley Community was built up with spacious single-family homes. The major arterials around the periphery of this neighborhood, and problems of prostitution, crime and drug dealing negatively affect the area. Consequently, maintenance is kept to a bare minimum, causing further dilapidation. In addition, a severe lack of off-street parking means that residents are forced to park in the street, further increasing congestion problems.

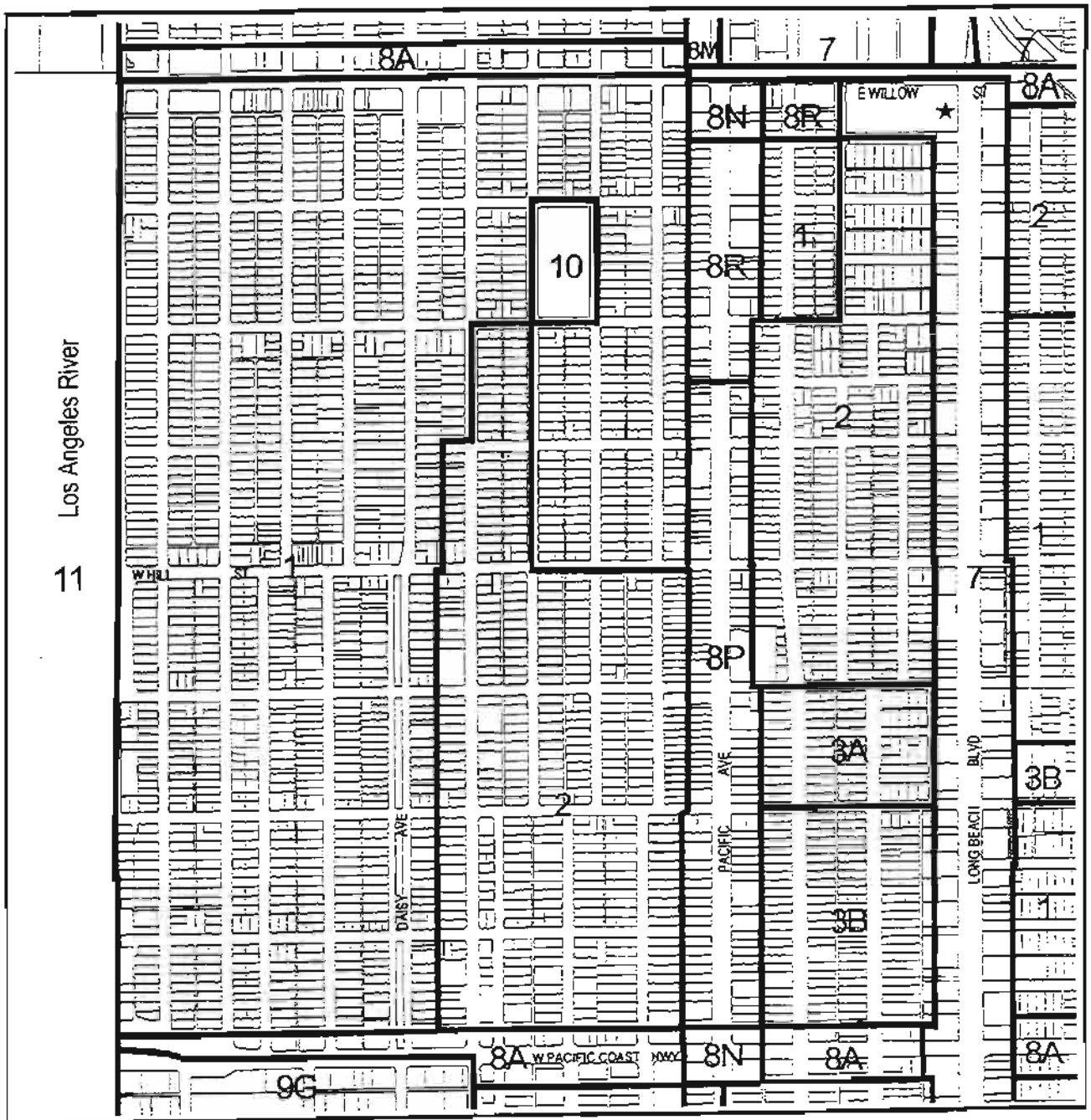
SUMMARY OF NEIGHBORHOOD POLICIES

LAND USE. Deteriorated structures must be rehabilitated or replaced. Maintaining the overall residential character of the area is recommended. Enforcement of property and building maintenance codes is recommended. Encouraging land assembly of lots and recycling of blighted areas is also advised. Overall residential densities for the Southeast Wrigley neighborhood should remain medium to low. Recycling dilapidated apartment buildings with moderate to low density condominium developments is encouraged. Retaining the multi-family development pattern is recommended.

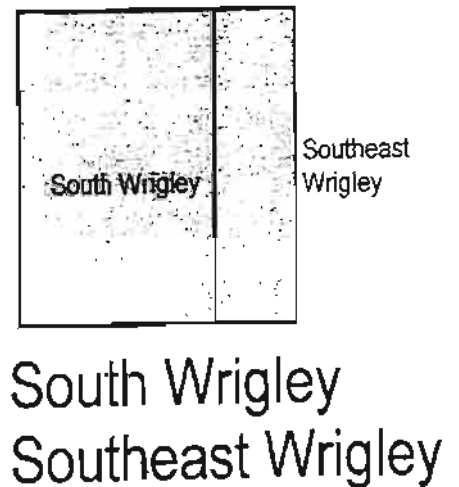
DESIGN CONTROLS/ARCHITECTURAL COMPATIBILITY. Recently adopted design guidelines for multiple-family development will help to ensure quality design in future recycling of multiple-family buildings. Following these guidelines is of paramount importance in the Southeast Wrigley neighborhood.

NEIGHBORHOOD SERVICES, FACILITIES AND AMENITIES. This neighborhood is currently served by Veteran's Memorial Park, but more park and recreation facilities could be provided in the future. Neighborhood retail commercial businesses are abundant along Pacific Avenue and Long Beach Boulevard. Nearby Lafayette and Washington Schools may need to be expanded to accommodate more students. Public health services are readily available as the City's Health Department is located nearby.

DEVELOPMENT OPPORTUNITY. The Southeast Wrigley area has a development opportunity. Through a General Plan amendment and rezoning, the large site at the southwest corner of Long Beach Boulevard and Willow Street with a high rise residential and/or office building.



- 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



**AREAS OF THE CITY NOT INCLUDED
IN THE NEIGHBORHOODS,
ARTERIALS, OR ACTIVITY CENTERS**

For areas of the City not shown on maps in this Land Use Element, please refer to the set of 29 City section maps showing land use districts throughout Long Beach.

These maps are available at the Planning and Building Department, City Hall, Long Beach.

ACTIVITY CENTERS

Activity centers were defined in the Urban Design section of this report as places where concentrations of human activities are found. Included among the activities in the definition are employment, shopping and recreation.

These areas provide identification, character, interest, vitality, and economic health to the City and its many parts. They represent one of the two sides of urban life in Long Beach. One is the residential side, wherein people seek comfort, tranquility, safety, and repose. The other side, represented by the activity centers, provides stimulation, interaction, and social fulfillment.

They are the means for the coming together of human activities in an organized and pleasant manner. But they must carry out this mission without causing land use, architectural, functional, or traffic incompatibilities which would have the effect of degrading the environment of the City's residential communities. The more complex the functions of the activity center, the more care must be taken to assure its compatibility with its surroundings. This is the most pronounced at centers which have a high degree of human activity, such as downtown or port and the airport. Concern on the part of the citizens that the downtown become a quality environment which would attract people positively while functioning compatibly with its surroundings* was one of the reasons for the Downtown Urban Design Plan for this complex activity center. Arts and cultural activities should be emphasized at the activity centers as important elements of the successful functioning of these areas.

There are several objectives of this section of the Land Use Element.

First is to identify those centers which are of significant importance to surrounding neighborhoods and to the City at large; second is to

* In the Strategic Plan: Long Beach 2000 report.

summarize the problems and opportunities which currently characterize the centers; and third is to recommend methods for correcting problems and enhancing the ability of the centers to contribute positively to the future of Long Beach.

Finally, land use district assignments are made which provide general guidance for the future. These will be detailed in the zoning regulations.

In several cases, the centers discussed in this section are smaller in area and influence than their counterparts in the Urban Design section. The reasons for this difference is that this section deals only with land use controls, whereas the Urban Design deals with the larger sphere of influence questions. These larger areas have more complex controls, many of which are outlined in the Residential Neighborhood or Arterial Corridor sections of the report.

DOWNTOWN

INTRODUCTION

Downtowns are special places in a city's fabric. Their presence indicates the heart of activity in a community. The hustle and bustle of vehicles and pedestrians creates excitement and a truly urban experience. Downtowns are special places.

Long Beach has a unique downtown; there is a "shoreline" downtown and a "downtown proper" above the bluff. Over the years Long Beach's downtown has changed significantly in not just its land use composition but in its actual physical form. Where the downtown waterfront once sported an entertainment attraction, the very popular Pike Amusement Park, it now features a park, lagoon, retail shopping village, boat landings, a large marina, and an abundance of undeveloped land (directly across from the recently expanded Convention and Entertainment Center). However, several of these elements are expected to change in the near future. Under the recently adopted Queensway Bay Development Plan for the downtown shoreline a more urban waterfront experience is being promulgated. A new world class aquarium sited on an inner harbor with a double-tiered esplanade will kick off this redevelopment effort. Additional plans include more retail and entertainment offerings as well as new parks, marinas and hotels. All of this is occurring on State tidelands, i.e., the landfill that "recreated" the downtown shoreline after the Pike closed. In addition, the former Pike site itself has remained largely undeveloped over the years. It is anticipated that the redevelopment of the downtown shoreline and the downtown above Ocean Boulevard (the "downtown proper") will be a catalyst to the redevelopment of the former Pike site and the upper tidelands areas.

ANALYSIS

Although perhaps not to the same extent as the downtown shoreline, the downtown proper (north of Ocean Boulevard) is also in a state of transition. Ocean Boulevard now features a new highrise office activity area, a tourist and hotel activity district and new highrise residential condominiums. Pine Avenue is enjoying a rebirth of retail and restaurant activity, and The Promenade is being considered for retail, cultural and mixed use development along its edges. Over the past ten years, the westside residential community, commonly referred to as the West End, has seen significant private sector recycling of residential properties. The Downtown West Planned Development District Ordinance promoted total recycling of the most deteriorated areas in the West End.

In contrast, the East Village residential and commercial community area differs from the West End primarily in that it has much less blight, and, redevelopment policies in the East Village promote projects of "sensitive infill" as opposed to more grand scale recycling. Recently, this community has begun the process of exploring its redevelopment potential. The East Village has many more public buildings than the West End and as a consequence it seems to have significant options for cultural uses to be incorporated into its community fabric.

In spite of these transitional times an underlying framework of land use and transportation patterns does exist in the current downtown. There are one-way street couplets on Broadway and Third, and Sixth and Seventh Streets. Long Beach Boulevard and

Alamitos, Atlantic and Pacific Avenues are the major north-south arterial streets. A new light rail passenger train operates on a downtown street loop and features a mass transit mall on First Street between Long Beach Boulevard and Pacific Avenue. A tram runs up and down the length of the North and South Promenades, and a downtown/shoreline shuttle bus, the "Runabout", runs every few minutes. The tram, promenades and shuttle bus help link the developments on the City's downtown plateau with the developments below along the downtown shoreline.

The land use patterns in Long Beach's downtown are largely defined by the placement of public and private uses. The Civic and World Trade Centers, together with the State office building at Broadway and Pacific Avenue, and the University Chancellor's Headquarters office building in the Catalina Landing area, comprise the City's public administration/government offices sector. Religious buildings, i.e., the numerous, large, old churches and temples, reside throughout the residential and central business district. Other historic structures, both large and small, are found throughout the area; this is of course the historic downtown. A portion of the historic Willmore City District also lies within this community.

The downtown retail and shopping district has undergone drastic changes over the years, but Pine Avenue is still where this activity is centered. Although commercial uses have dispersed themselves onto many streets, primarily in the central business and East Village areas, a mix of both regional and neighborhood-serving commercial business are provided. Better organizing the location of these uses, however, could greatly facilitate the development of a more desirable land use pattern.

In Long Beach's downtown existing land use patterns are easily identified in their respective activity zones or districts. There is an office district, a hotel and tourist district, and residential and retail/restaurant districts. The challenge for the revitalized downtown is to connect these districts into a cohesive and functional whole; a whole that coordinates the activities of the downtown proper not only amongst themselves but in conjunction with the redevelopment of the downtown shoreline. The policies which follow are established to specifically guide the redevelopment of the downtown above Ocean Boulevard, however their guidance is also intended to complement and enhance the development of the entire area surrounding the downtown proper.

POLICIES

Downtown Long Beach has been developed over time and in fact most new development activities are a form of redevelopment. The following policies, while they may appear somewhat general in nature, are very specific in intent. Taken together they constitute the policy direction of the General Plan for guiding the future development of the downtown.

- Long Beach will build its downtown into a multi-purpose activity center of regional significance, with physical and functional integrity - offering a wide variety of activities which result in an overall environment that is attractive and exciting during both the daylight and evening hours.
- Long Beach intends to strengthen the visitor-serving and convention segments of her economy and the City will coordinate the marketing and planning activities of the

entire downtown and downtown shoreline area, capitalizing on the downtown's locational strength and its maritime and coastal character.

- Long Beach will support efforts aimed at preserving its significant historic and cultural places and buildings, and especially supports the development of cultural and artistic offerings in the downtown.
- Quality design and materials are of paramount importance in the downtown. Although the City encourages a wide variety of architectural styles, design quality must be demonstrated. Architectural continuity within the downtown shall be achieved through consistency in the quality of design, workmanship, and materials utilized. New buildings must respect and complement existing historic and significant structures.
- Long Beach accepts the population growth anticipated in the downtown and supports the development of more park/recreation open space, new quality residential units, added commercial/retail goods and services, and additional space for educational facilities required to support a growing downtown population.
- In the immediate future, Long Beach will focus on adding quality residential, entertainment and specialty retail uses downtown. Regional-serving commercial uses will be concentrated in the City Center area and neighborhood-serving commercial uses shall be allowed in the residential villages.
- Long Beach will create safe, attractive and comfortable downtown streetscapes emphasizing a pedestrian focus and a quality physical environment. Long Beach will clearly define vehicular and pedestrian roles for each downtown street. Well defined routes will create a clear linkage pattern between the various activity centers of the downtown proper and the downtown shoreline. In addition the City will implement specific traffic, transit, signage, street tree, landscaping and parking measures for the downtown.

IMPLEMENTATION

Long Beach will adopt a planned development ordinance to regulate basic land uses and street functions within the downtown proper. This ordinance may be supplemented with specific design guidelines to further promulgate the policies as outlined herein.

PORT OF LONG BEACH

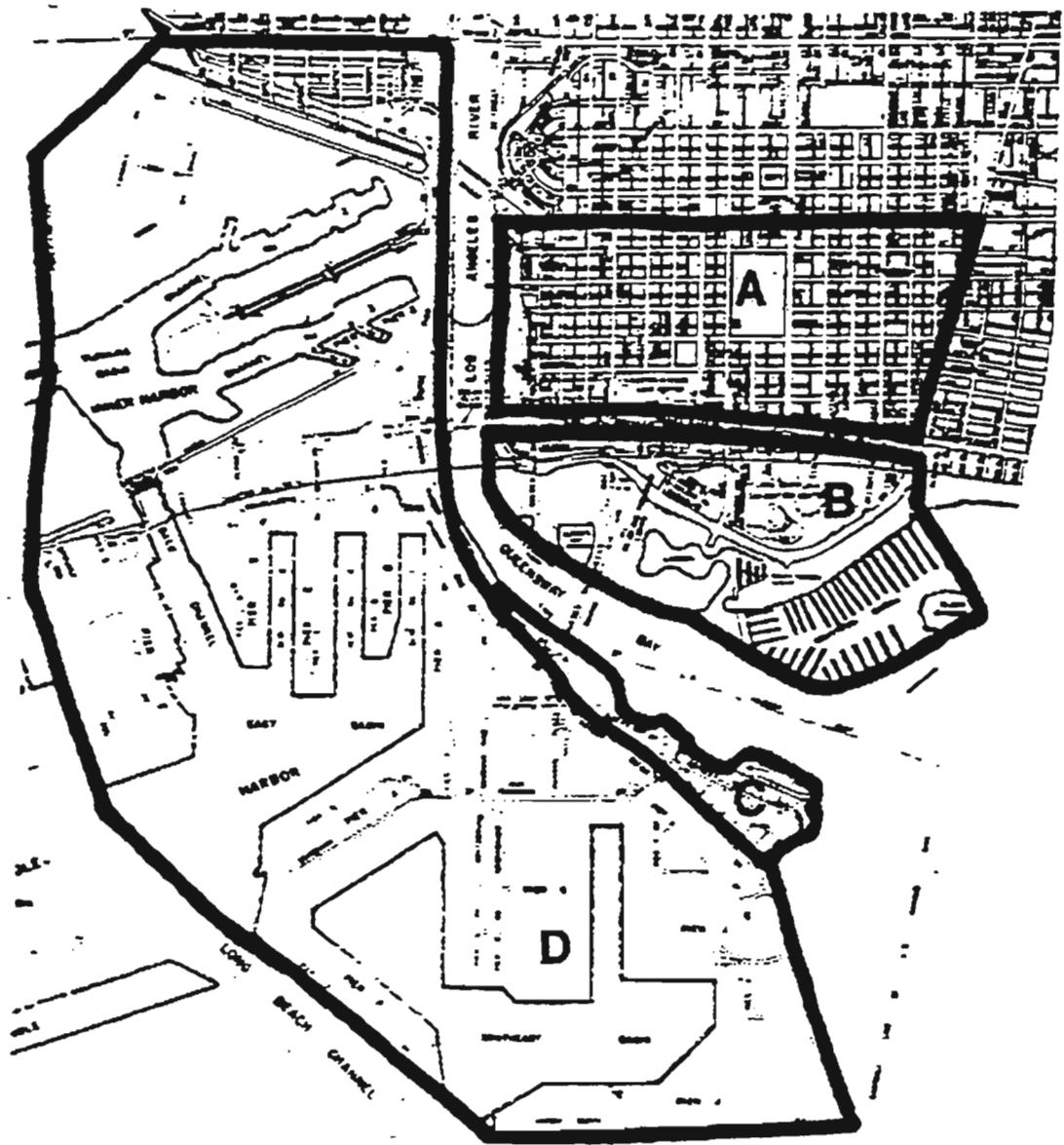
PORT. The Port, together with the Port of Los Angeles, is the largest on the West Coast and is, therefore, one of the City's vital assets. Solutions to the Port's transportation problems are being resolved on a regional level. These solutions will also benefit access to the downtown and the Queen Mary Sea Port complex.

POLICIES

PORT. Continue with efforts to expand the potential of the Port. Work toward real solutions to the land side transportation problems, such as the Alameda Rail-Truck Corridor. Cooperate in efforts to make the Queen Mary Sea Port complex, and additional areas around it, a successful tourist destination area. Work on means to connect the complex with downtown more directly and quickly. Maintain the planning principle that downtown and the Port's tourist area are essentially different and should develop to support rather than compete with each other. Carefully monitor and influence any studies which emanate from County, regional, State, or federal agencies relevant to the future possibilities of an off-shore airport, changes to the breakwater, or other landfill and use questions in San Pedro Bay.

IMPLEMENTATION. Port properties are regulated by the Port Master Plan.

DOWNTOWN AND PORT OF LONG BEACH



LAND USE CONTROLS

- ° Area A Downtown Planned Development Plan and Ordinance, based on the Urban Design Concept Plan and Design Guidelines (retail, offices, higher density residential, visitor-serving uses).
- ° Area B Long Beach Local Coastal Program and Downtown Shoreline Planned Development Plan and Ordinance (visitor-serving, entertainment, open space, offices, and high density residential).
- ° Area C Queensway Bay Planned Development Plan and Ordinance (visitor-serving uses).
- ° Area D Port of Long Beach Local Coastal Program (Port facilities and supporting uses).

LONG BEACH AIRPORT

ANALYSIS

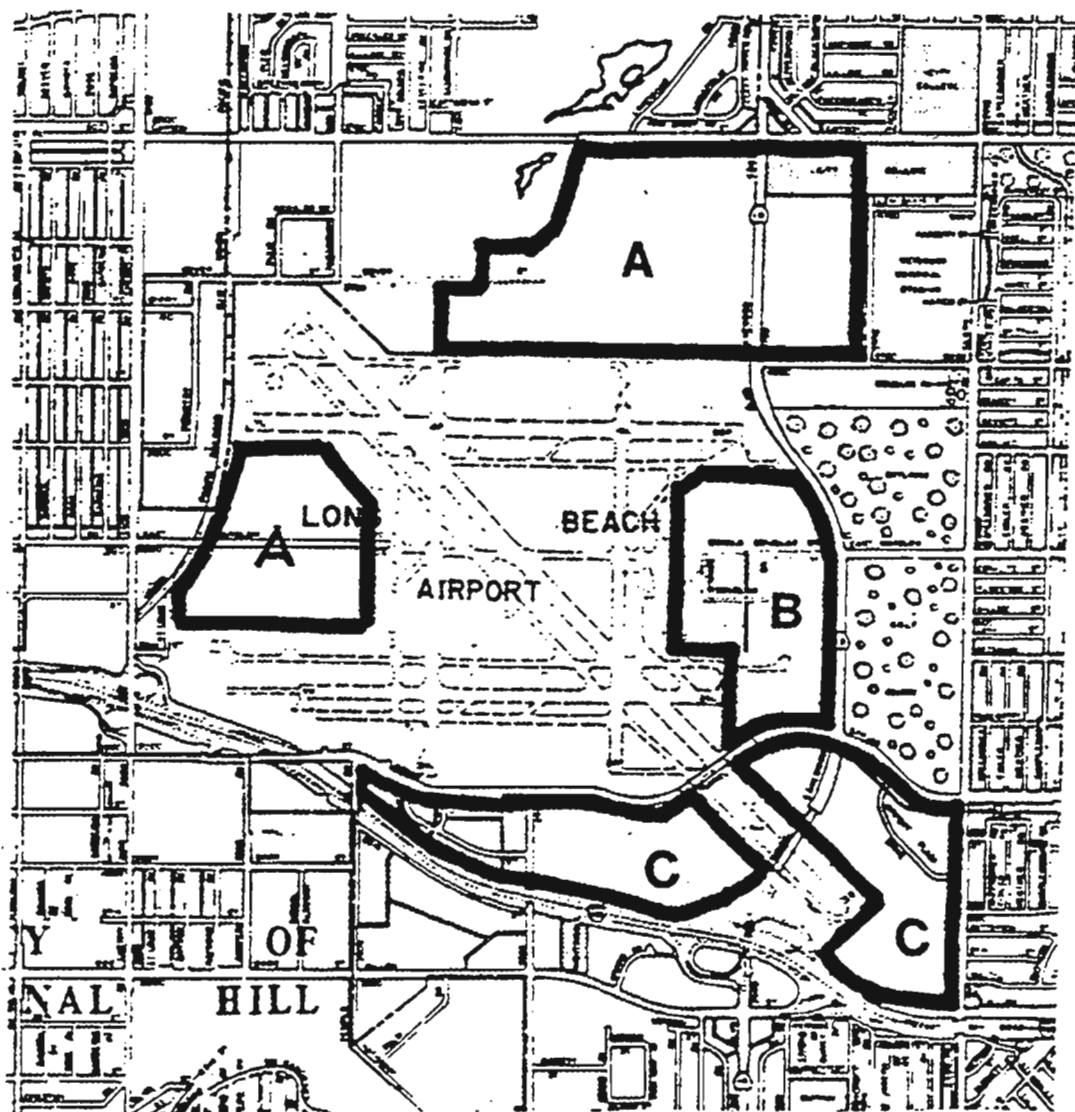
This complex center combines employment, commercial office, manufacturing, and recreational uses, as well as commercial and private flying activities. The largest land user is the Airport itself, but the dominant land use is McDonnell Douglas Corporation. It is not only the largest employer in the City, but also is the largest traffic generator. During peak hours, all streets in and around this center are crowded. Nearby office developments help satisfy the demands of McDonnell Douglas for working space, and contribute as well to the employment base and to the traffic demands. Some visitor-serving uses, particularly hotels, have developed or are on-line. The immediate area near the terminal has not reached its economic potential. Conflicts exist between the manufacturing/commercial uses and the nearby residential neighborhoods, especially along Clark Avenue. Because of the great spaces between the many parts of this center, only auto circulation is feasible. The presence of the San Diego Freeway, and its elevation above grade, provide a good advertising opportunity for the future.

POLICIES

Continue to expand high tech, research and development uses, hotels, restaurants, and offices. Retain airport orientation as much as possible. Do not permit local retail or services into the center, or regional shopping uses without solving the mixed traffic problems which would result. Require architectural and design compatibility with the newer structures. Emphasize visual compatibility, good design, landscaping, traffic generation and management.

Implement recommendations of area-wide traffic analysis.

LONG BEACH AIRPORT ACTIVITY CENTER



LAND USE CONTROLS

- ° Area A Douglas Aircraft Planned Development Plan and Ordinance (aerospace/airframe manufacture, offices, supporting facilities).
- ° Area B Airport Planned Development Plan and Ordinance (airport-related commercial uses, offices, restaurants, terminal facilities hotels, supporting uses).
- ° Area C Airport Business Park Planned Development Plan and Ordinance (airport-related R/D, offices, fixed base operations, hotels, related developments).

ALAMITOS TRAFFIC CIRCLE

ANALYSIS

The area immediately around the Traffic Circle has seen considerable growth in the last two decades. Dense apartment and condo developments increased the population and altered the demographics toward younger people and smaller households. Dense residential development continues north of the Circle. These populations contribute to a strong retail market in this area. Existing retail uses are well planned with adequate parking. Auto circulation is good, except for businesses which front on the Circle. The area could probably use a greater variety of smaller shops and personal service uses. Incompatibilities with neighboring residential areas should not be permitted to develop. Community Hospital Medical Center is a potent force and large land user in this center. It will probably require more area for future expansion.

The traffic circle itself is responsible for reducing the potential flow on Pacific Coast Highway. It is a safety hazard and a psychological barrier to free flow of traffic.

The large vacant parcel in the retail section is an opportunity for the future.

POLICIES

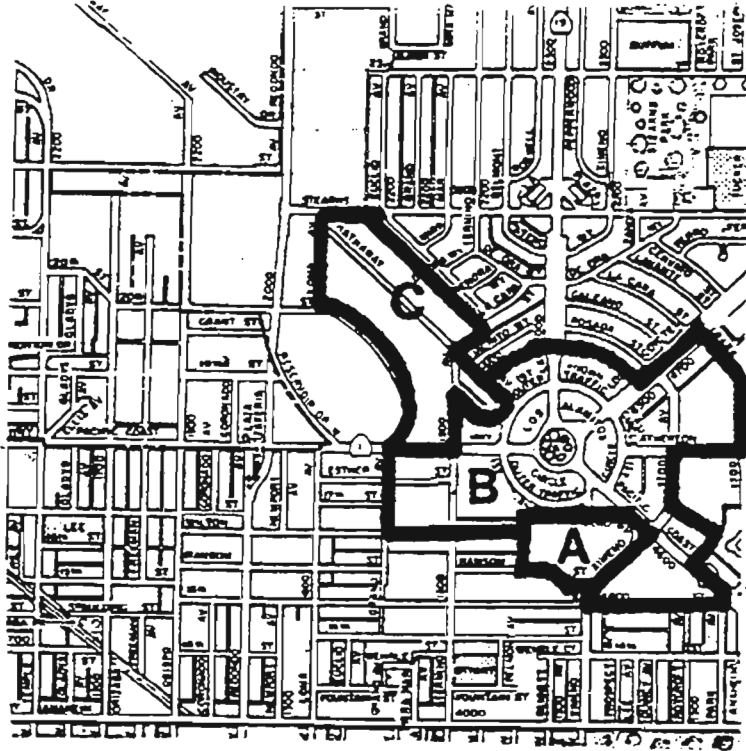
Retain and strengthen the current mix of retail, commercial, office, and high density residential uses. Some entertainment uses should be considered for the future. These might be good uses for the large vacant parcel.

Allow high rise residential, office, or hotel uses to expand east along Pacific Coast Highway toward Community Hospital facilities.

Make continuing efforts to secure funding to construct a grade separation at the Circle to improve free traffic flow on Pacific Coast Highway.

Existing auto dealers may wish to relocate to the Long Beach Auto Mall. If so, the land they now occupy should be utilized for more development-intensive projects which would not contribute to traffic friction. Consider the creation of a planned development plan and ordinance for the entire center (IDM development is now covered by a PD) so that design and development standards appropriate to the area can be implemented.

ALAMITOS TRAFFIC CIRCLE ACTIVITY CENTER



LAND USE CONTROLS

- ° Area A Traffic Circle Planned Development Plan and Ordinance (moderate density residential, offices, supporting uses).
- ° Area B Land Use District No. 7, Mixed Uses.
Emphasis: Medical facilities and offices, retail and service commercial, visitor-serving, such as hotels, automobile sales, offices)
- ° Area C Alamos Land Company Planned Development District, Sub-area 1 (moderate density residential projects). Area between Euclid and Hathaway Avenues - Land Use District No. 3, Townhomes, to assure compatibility with adjacent lower density residential uses.

LOS ALTOS SHOPPING CENTER

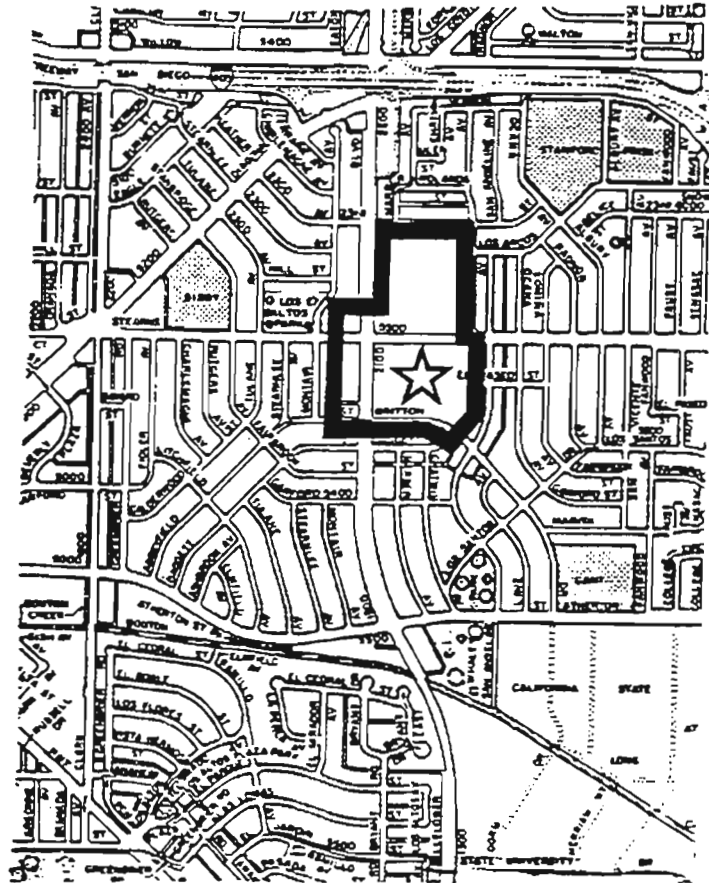
ANALYSIS

This center is in a nearly ideal location for a community shopping center which provides comparison goods for a large and fairly affluent market area. Its success, however, has been limited owing to competition from several nearby regional shopping centers. Many of Los Altos' stores cater to an income range that is lower than that which actually exists in the area. The center is also somewhat hampered by being divided into two halves, and designed in such a way to discourage much pedestrian-based shopping. Parking appears to be ample, but much of it is perceived by shoppers to be too far from the stores. New control and management of the center should emphasize improved store design, external beautification of the buildings and grounds, and restructuring of the relationships between parking and the stores. These will result in a very positive market improvement.

POLICIES

The entire center should be redone to create a cohesive, contemporary sub-regional center which will draw from the market area through good shops and merchandise. Some solution to the fragmented ownership must be found before this redesign can take place. Points to emphasize are good architecture, unified design of frontages, and good tenants offering quality merchandise. Additional restaurants might help the center by creating active spots and resting spaces among the shops.

LOS ALTOS SHOPPING CENTER



LAND USE CONTROLS

- ° Land Use District No. 7, Mixed Uses (retail, services, offices)
- ° Design, facade, signage, and landscaping controls recommended to assure viability of center and compatibility with neighborhoods.
- ° Implementation by Planned Development Plan and ordinance to be prepared.

BIXBY KNOLLS SHOPPING CENTER

ANALYSIS

This Center occupies a site which is well-located in a strong market area. Yet it could become an even stronger retail force in the City. Competition from Lakewood Center has constrained the full potential of Bixby Knolls Center. It appears to need stronger anchor stores, better tenant mix, and redesign to encourage more pedestrian shopping opportunities. As parts of the Center are located quite distant from Atlantic Avenue, potential shoppers may be discouraged from entering because they can't see the stores properly. Beautification of parts of the Center would help to attract shoppers. A department store and supermarket are needed in the neighborhood and would help to improve the market potential of the Center.

The strip retail uses along both sides of Atlantic Avenue south to Bixby Road are not considered a part of this Center, but certainly have a positive influence on the success of Bixby Knolls as a shopping district. This strip is generally in good condition.

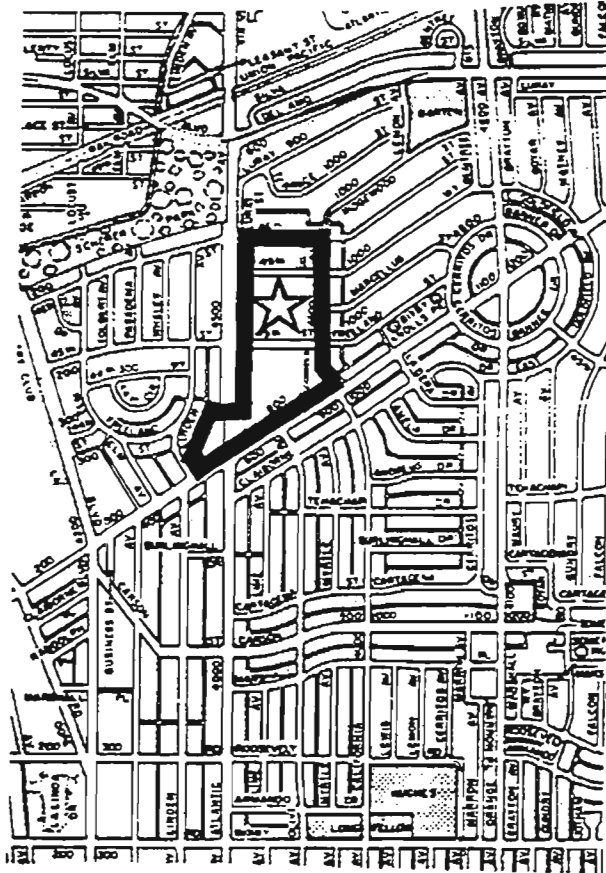
POLICIES

The existing layout and architecture of the center will be very difficult to retrofit satisfactorily. Therefore, the center should be completely reconstructed to improve design, parking, circulation, tenant mix possibilities, visibility, and appearance. Future tenants should be more relevant to the extant strong market.

Plans to make such dramatic changes should be implemented through the creation of a planned development plan and ordinance to be certain that the marketing objectives can be achieved.

Future marketing plans and tenant selection should take into account the retail dynamics of the shopping strip on Atlantic south to Bixby Road. Competing outlets should be avoided.

BIXBY KNOLLS SHOPPING CENTER



LAND USE CONTROLS

- ° Land Use District No. 7, Mixed Uses (retail, services, offices)
- ° Design, facade, signage, and landscape controls recommended to assure viability of center and compatibility with neighborhoods.
- ° Implementation by Planned Development Plan and ordinance to be prepared.

ALAMITOS BAY RETAIL CENTERS

ANALYSIS

MARINA PACIFICA. This center is in a strong retail market area but customer responses to the center have been weak, resulting in near failure of the center. Problems are split ownership, confusing architecture which frustrates access, lack of parking during peak use hours, lack of access from Second Street, and poor visibility to the shops.

THE MARKET PLACE. Also in a strong market area but with mixed retail successes. Design, aesthetics, and access are better than at Marina Pacifica, but parking is difficult at peak use hours. Stores in the rear of the center are hard to rent. Common charges are high, but the landscape amenities paid for by these charges are excellent. The center is somewhat hard to understand and find one's way around in, but familiarity dispels that problem.

BELMONT SHORE SHOPPING DISTRICT. Retail responses to the very strong market area have created a great success here, but there is continual pressure to upgrade the shops to more regional uses, such as large restaurants and bars. Lack of parking adequate to the needs of the regional uses is the most pressing problem.

POLICIES

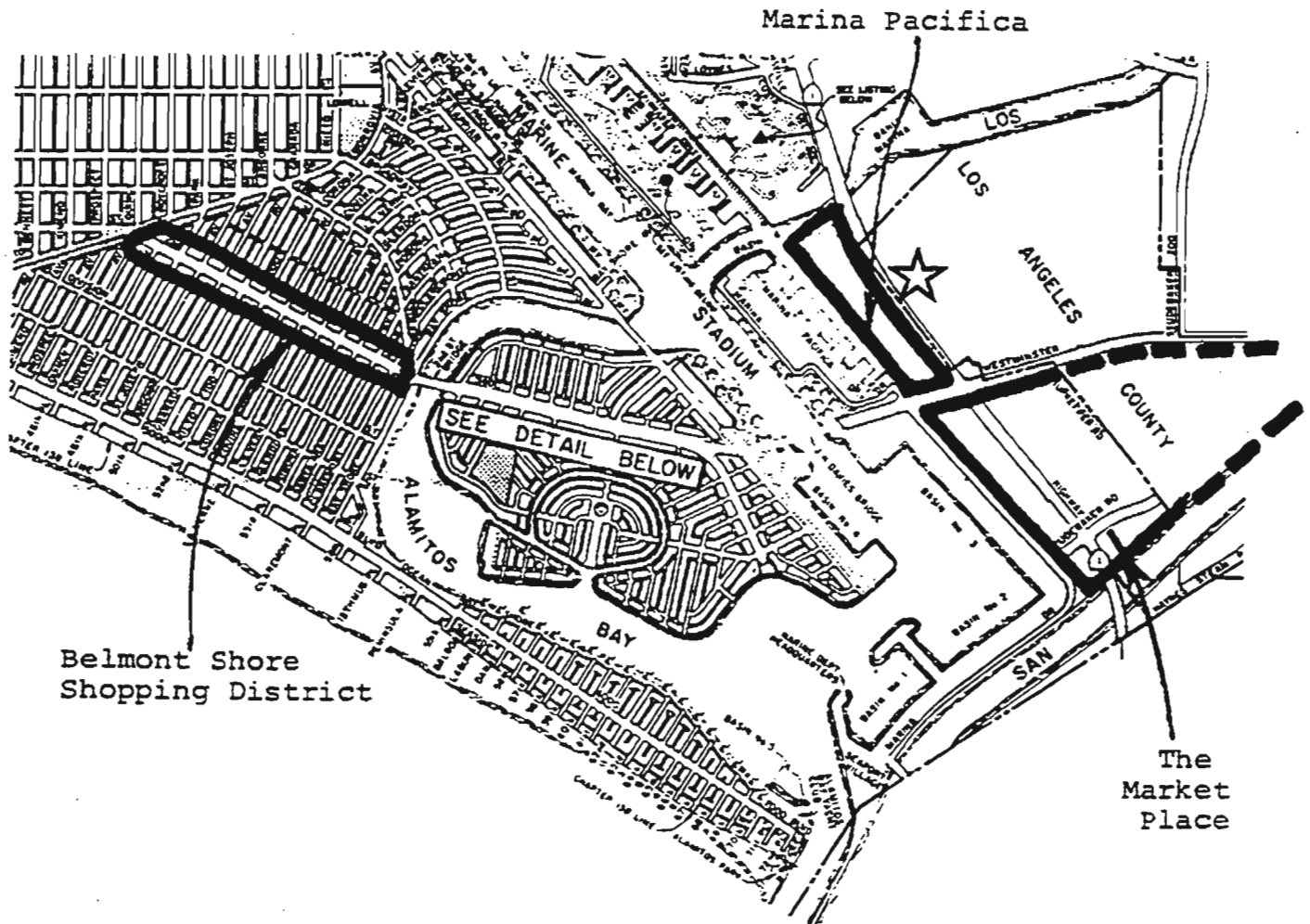
MARINA PACIFICA. Major redesign is imperative, one which resolves the problems listed above. The center's frontage along the waterway should be emphasized in any new store planning. Implementation of a new plan for the center may require its being removed from SEADIP plan and made the subject of a special planned development plan and ordinance.

THE MARKET PLACE. The future success of this center may rest with new developments on the property to the east. Center uses should be integrated with uses west of Pacific Coast Highway. Another hotel in this center or nearby may be appropriate. A parking structure may ultimately be required.

BELMONT SHORE SHOPPING DISTRICT. Limit as much as possible any further development of regional uses. Additional parking should only be developed very cautiously, as it could mean more shoppers having a greater negative impact on the surrounding residential communities. Use residential parking management solutions, such as garage clean-ups, and sticker programs. This area is very fragile owing to traffic and parking, crowding, neighborhood incompatibilities, etc. Care must be taken not to upset the very positive but delicate balance presently characteristic of this district.

DEVELOPMENT OPPORTUNITY, MARINA PACIFICA CENTER. Future re-use of this center for housing or visitor-serving uses may prove more financially feasible than continued retail use.

ALAMITOS BAY RETAIL CENTERS



LAND USE CONTROLS

- ° Marina Pacifica SEADIP Planned Development Plan and Ordinance (retail, restaurants, and theatres). Plan for future revitalization may require revised PD or separation from SEADIP controls.
- ° The Market Place SEADIP Planned Development Plan and Ordinance (retail, restaurants, and theatres. Offices and hotels in other parts). Incorporate County land in planning for the future. Amend SEADIP plan/ordinance.
- ° Belmont Shore Shopping District Controlled by Local Coastal Program. Implement with vigor to prevent potentially harmful changes. Designate in district No. 8P, Pedestrian oriented retail.

MEMORIAL HOSPITAL MEDICAL CENTER

ANALYSIS

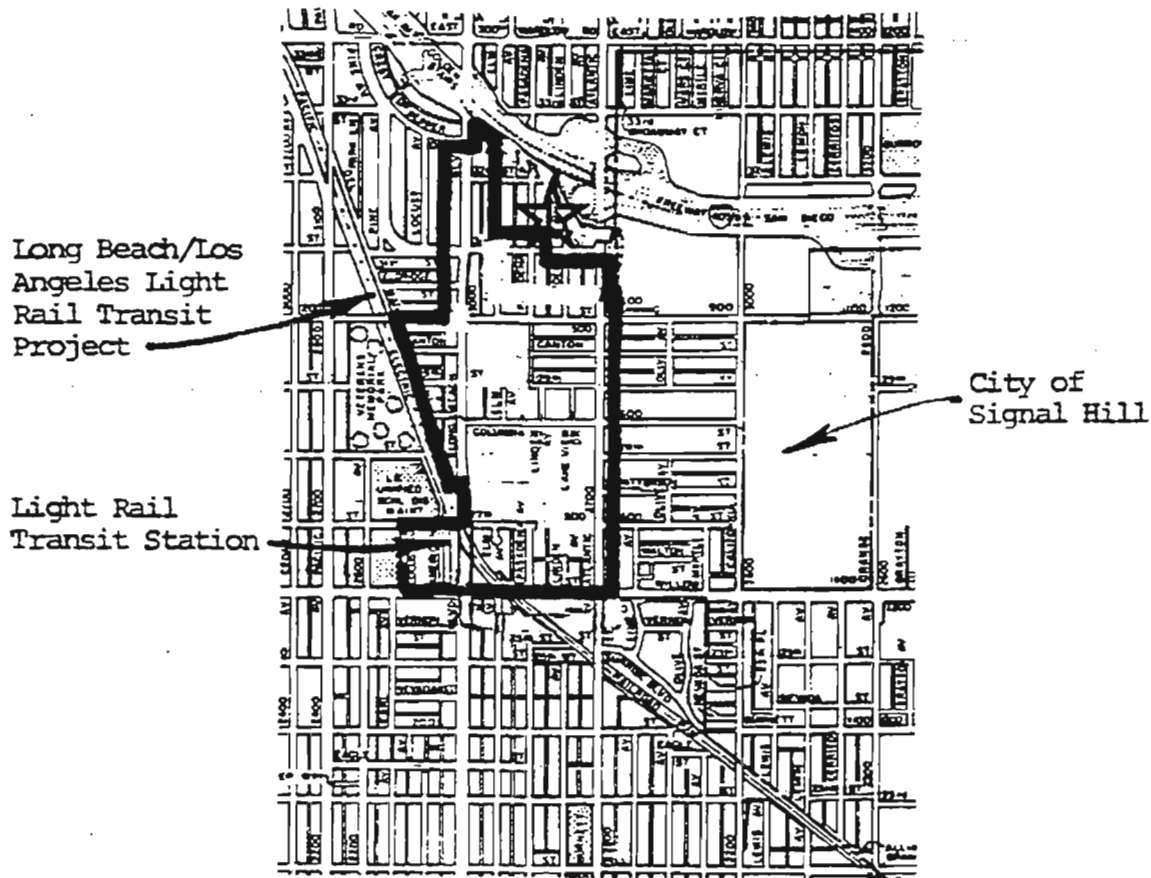
This amorphous area, bounded by Willow Street, Long Beach Boulevard, Spring Street, and Atlantic Avenue (and some areas beyond these boundaries), is dominated by the Medical Center. It is located in one of the best served parts of the City, surrounded as it is by major traffic arteries, and having the Long Beach-Los Angeles Light Rail transit project and station nearby. At present, the surrounding residential neighborhoods are in a very mixed condition. Leap-frog development because of existing oil production uses has created a very spotty development pattern. Long Beach Boulevard frontages are underutilized. Traffic volumes are not too high at present, but parking is at a premium owing to the demands of the Medical Center. Street closures through the center have begun to complicate circulation. Improvements south of the hospital parking lot are not well integrated and difficult to reach by car. Surrounding residential neighborhoods lack convenience shopping and the Medical Center lacks visitor facilities and services. Vacant land is difficult to convert to urban uses because of oil problems or uses, possibly contaminated soil, steep topography in some places, and the presence of a few very nice homes.

POLICIES

This area is shown in this general plan as a future major activity center, the anchor of which is the Medical Center. Future uses should include medical office facilities, bio-medical research opportunities, hotels (related to hospital), restaurants, small shops, and neighborhood uses, such as convenience goods (grocery, drugs, personal services, etc.). Comparison shopping retail uses may be developed along Long Beach Boulevard frontages, but the priority in uses should emphasize those listed above before comparison shopping. Internal auto and pedestrian circulation will be of great importance if the center is to function properly. Structured parking for the Medical Center appears to be of high priority. This center should be the northern end of the revitalization of both Atlantic Avenue and Long Beach Boulevard from here to downtown. Tall buildings in this center would be very appropriate from the urban design perspective, helping to enhance the importance of the area, and providing identification from the street and freeway networks.

The northeast corner of the center is shown on the neighborhood map of Memorial Heights as single-family (LUD No. 1), and as a development opportunity area. In the future, this area could be incorporated into the mixed use center without amending this plan, providing the proposed uses conformed to the uses outlined above for the mixed use portion.

MEMORIAL HOSPITAL MEDICAL CENTER ACTIVITY NODE



LAND USE CONTROLS

- ° Land Use District No. 7, Mixed Use District

Emphasis: Medical facilities and offices; research facilities; visitor-serving uses, such as hotels and restaurants; retail and personal service uses; higher density residential development; high rise permitted.

Implementation: Planned Development Plan and ordinance to be created as a part of zoning implementation of the land use element

Development Opportunity: Possible future inclusion in the mixed use node. Viable uses: high rise housing, offices, hotel.

ARTERIAL CORRIDORS

INTRODUCTION

Future planning for the principal traffic arteries in Long Beach must take into account two fundamental aspects. First is the traffic they carry now and will carry in the future. Second is the land use on both sides of them.

The transportation aspect includes the need to provide service to through traffic, public transit, and neighborhood-bound traffic; the issue of free flow traffic vs. the impediments to free flow caused by numerous driveways, left turns, and curbside parking; and the appearance of the street as it may influence the image of the City and of the local neighborhood.

The land use aspect covers a wider area than the public right-of-way. It includes the frontages on both sides of the thoroughfares. Thus the use of the term "Corridor". Land uses within the corridors have a significant effect upon the transportation requirements and upon the appearance of the routes.

Following is a summary of the specific problems which are the focus of this General Plan revision:

- 1) Traffic volumes on the east-west corridors are heavier than on the north-south corridors owing to the nature of the local travel patterns. Particularly involved are Ocean Boulevard, Seventh Street, and Pacific Coast Highway. Traffic volumes along these corridors are approaching the maximum for relatively free flow.
- 2) Continuing growth in Los Angeles-Orange Counties, particularly in the coastal regions, will exacerbate these traffic demands.
- 3) Few, if any, major corridors in Long Beach can be widened to accommodate the growing demands, owing to the generally intense urbanization which crowds up to the rights-of-ways. The social disruption which would result from attempts at widening (beyond those already required by ordinance) would make any such program unacceptable in any case.

4) The free flow of traffic on a number of important arteries is inhibited by the needs for left and right turns, crossing and parking. There are several causes for these needs, many of which can be traced directly to the land uses which exist along the frontages. In the past, a lack of understanding about the relationship between traffic flows and adjacent land uses, as well as unanticipated traffic increases, has created unfavorable situations.

5) Mixed land uses along some of the major corridors causes the mixing of the traffic functions of the street itself. A major traffic corridor cannot be expected to function properly if its frontages are lined with retail uses (for example) which cry for the driver to stop and shop. This chokes the traffic volume on the street, and has ripple effects up and down the corridor and into the adjoining neighborhoods.

6) Many of the major traffic corridors portray a very poor visual image. There are numerous causes for this, including mixed land uses, poor facade and yard maintenance, sign proliferation, and inadequate setbacks with little or no landscaping.

The importance of this image goes beyond mere appearance. Orderliness, good design, and attractive maintenance contribute significantly to civic pride. This is very often translated into confidence on the part of investors, visitors, business people, and residents. Confidence is very important to the future economic health of Long Beach. Deteriorating major corridors, on the other hand, are like cancers which will eventually spread into adjacent residential neighborhoods.

7) Experience with planning and zoning over the past 40 years in Long Beach shows that there is not enough retail demand to create miles of successful retail frontages along all major traffic corridors. It is, therefore, necessary to examine other land uses as possible substitutes.

A very large volume of traffic does not necessarily make a good neighbor. This fact complicates the choices of alternative land uses. Unfortunately, there is little market for (or financial ability to create) those uses which would be least disturbed by the traffic such as retail, institutional, port, manufacturing, office and similar uses. There is, however, considerable market for residential uses. These are more

sensitive to the negative environmental effects of large traffic volumes. The resolution of this dilemma lies in the creation of acceptable design and development standards for residential uses which are planned for some of the major corridors.

The following objectives are these Corridor recommendations:

- o To improve overall traffic carrying capacity and travel safety, and to reduce traffic conflicts 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 corridors, and therefore help to reduce the pressures for those types of housing in the more stable neighborhoods of the City.
- o To improve the appearance of the corridors in general, recognizing that these streets provide most traveller through our city with their initial, and perhaps lasting, impression of Long Beach.

The revised Land Use Element addresses primarily the land use issues along the corridors, as well as other citywide and neighborhood planning concerns. The Transportation Element addresses the traffic management concerns.

The arterial traffic system in Long Beach serves a variety of functions. These many different functions are not adequately described by the generic terms usually found in general plan documents, such as a major highway, secondary highway, minor highway, and collector street. These are essentially one-dimensional terms that do not address the land use functions of the street. Since the land uses which exist or are planned on each of the arterials have considerable bearing on the traffic carrying functions, a set of descriptive terms which embody both traffic use and land use would be helpful. Efforts to frame such descriptors, however, are frustrated by the reality that no major street in Long Beach has a uniform group of land uses over its entire length. Each has a changing characteristics over different segments.

A satisfactory solution is to recognize that the traffic carrying function is generally uniform over the length of most of the arterials, even though the fronting land uses may vary widely from segment to segment, the objective is to suggest methods for reducing the conflict between the two factors. This is the purpose of this section of the Land Use Element.

The analysis of the land use issues contained herein encompasses a number of factors. These include:

- Market

- Neighborhood concerns

- Traffic friction

- Lot dimensions

- Relationships to frontage

- Existing land uses

- Future widening requirements (from existing ordinances)

- Alley locations

- Sizes of buildings slated for repair or demolition by the Earthquake Hazard Abatement Act

The analysis and recommendations which follow are summarized in an easy-to-read format. Detail design and development standards will be found in the appropriate zoning regulations. Because this analysis of corridors deals specifically with conflicts between transportation requirements and land use frontages of major corridors, and not all of the principal traffic carriers have such conflicts, some are not included here. Future land use requirements along these are found in the Neighborhood Plans sections of the Land Use Element. In the case of Ocean-Livingston-Second Street, those requirements are found in the Local Coastal Program and appropriate implementing regulations.

Arterial corridors included in this section are as follows:

Santa Fe Avenue; Pacific Avenue; Long Beach Boulevard; Atlantic

Avenue; Alamitos Avenue; Redondo Avenue; Fourth Street; Seventh Street; Tenth Street; Anaheim Street; Pacific Coast Highway; Artesia Boulevard.

References to "1991" buildings mean that those structures must be brought up to earthquake code standards or demolished by 1991.

FOURTH STREET

TRAFFIC USES AND PROBLEMS

This street is too narrow to accommodate large amounts of traffic, but has potential for being used by larger volumes owing to its connection with Appian Way on the east (picking up traffic generated in the Alamosa Bay communities) and its termination in the heart of downtown on the west. Improvements to the carrying capacity of Seventh Street will head this off eventually. Fourth should not be considered as part of a one-way pair (with Tenth Street) to relieve traffic volumes on Seventh, as this would seriously damage its potential as a pedestrian-oriented and auto-oriented retail street. The street is served by transit.

LAND USES AND ISSUES FOR THE FUTURE

Fourth Street is developing as a pedestrian and auto-oriented retail strip, serving the needs of the neighborhoods between Seventh and Third Streets. There are a few blocks along the east end of the street which are now exclusively residential, but many on the western end which are almost exclusively retail/commercial.

The major issue, or challenge is to develop a land use control system which will encourage ground floor store fronts as an option in residential buildings, but not along the same lines as the present CL zone, which was designed specifically for the 2nd Street Belmont Shore situation. Residential densities should conform to Sedway Cooke standards, as well as the designs. Buildings may be erected near the property lines, leaving some space for street trees and landscaping. Some areas of the street have parallel lot problems which must be addressed in the land use control regulations.

EARTHQUAKE BUILDINGS

There is a very large number of "1991" buildings along Fourth Street, with a significant cluster between Nebraska and Wisconsin Avenues. These can play an important role in future recycling programs. "1991" buildings are those which must be reinforced for safety in earthquakes by the year 1991.

PUBLIC IMPROVEMENTS

Fourth Street lacks charm and character. This can be improved with landscaping on private property, and with the addition of street trees. A design plan for store fronts would help. With the addition of an extra five feet on each side of the street as new projects are constructed, there may be an opportunity for some public beautification.

LAND USE POLICIES

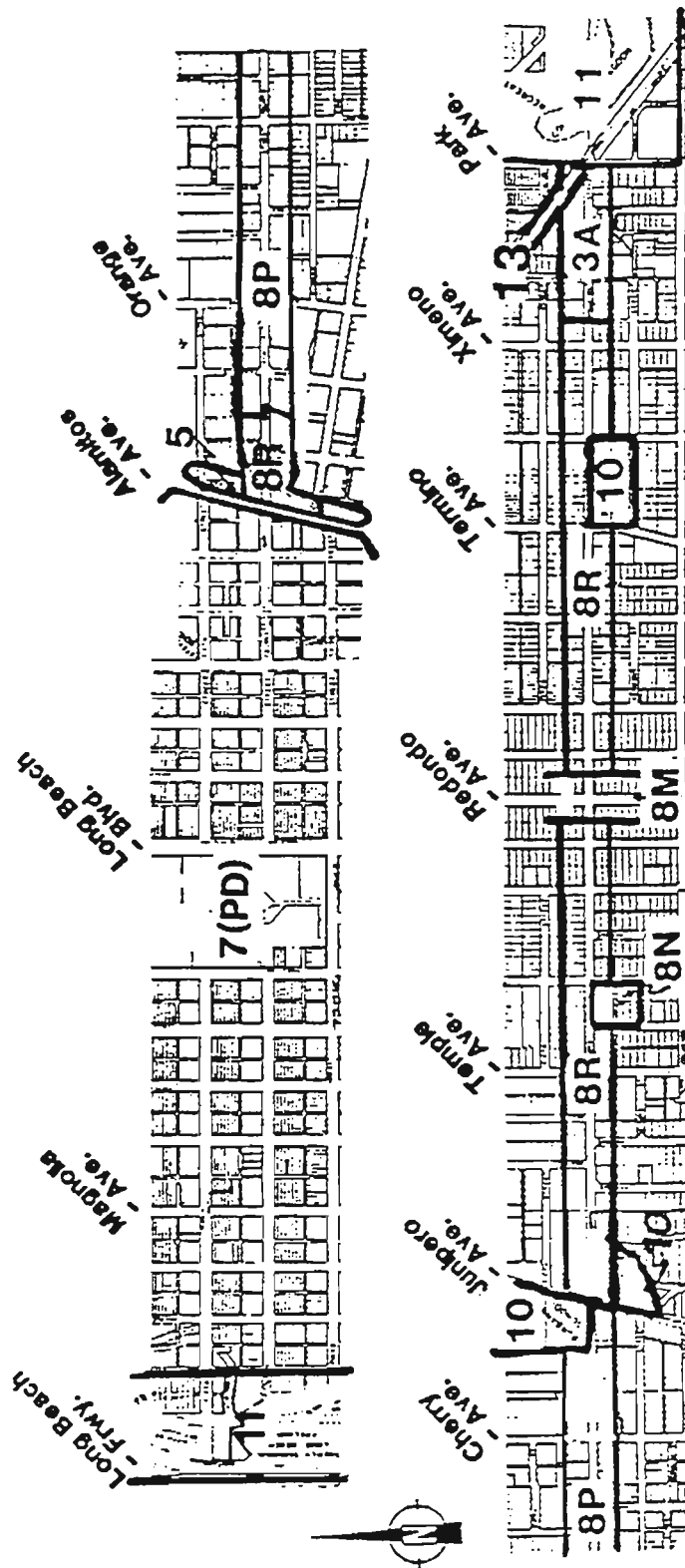
Fourth Street frontages shall be developed with a mixture of residential and pedestrian-oriented retail uses. Some smaller auto-oriented retail uses are also considered appropriate, as long as they do not generate large numbers of vehicle trips, especially from distant places. All retail on Fourth Street should serve primarily the adjoining residential neighborhoods. Wherever feasible,

pedestrian-oriented retail shall be incorporated within a residential building, and shall be the principal ground floor use. The planning objective of the use of Land Use District No. 8R along Fourth Street is to perpetuate and enhance the ground floor shopping opportunities, and to provide medium density residential uses which will help support the economic viability of the retail. Buildings which are exclusively retail or residential are discouraged, except where shown as exclusive uses on the plan.

TRAFFIC POLICIES

Several traffic carrying functions are proposed for Fourth Street. First, it should serve as a limited neighborhood collector street - limited, because that main function is carried out by Seventh and Third Streets in this corridor. Secondly, Fourth Street should provide auto access to the numerous shopping opportunities which now or will exist on its frontages. This is the primary function of the street, a function which would be hindered by the introduction of large amounts of through traffic.

FOURTH STREET



SEVENTH STREET

TRAFFIC USES AND PROBLEMS

This corridor connects the Garden Grove Freeway with the Long Beach Freeway and thus is one of the most important east-west streets in the City. Traffic volumes are heavy, particularly at peak hours. It serves downtown, Wilson High School, Recreation Park, and Cal State Long Beach, and is a feeder into Pacific Coast Highway at Bellflower Boulevard. Widening beyond that now required by ordinance appears impossible, so any increases in capacity and efficiency would have to be made through traffic system management techniques, notably removal of parking and institution of reverse lanes. The latter possibility is enhanced by the lack of a median anywhere on Seventh Street. The street is served by buses, but traffic is not significantly affected by them at this time. Eventually, Pacific Coast Highway must be grade-separated from 7th Street at the Iron Triangle.

LAND USES AND ISSUES FOR THE FUTURE

Land uses between the Los Angeles River and Ximeno Avenue are a mixture of residential and miscellaneous retail with residential predominating. Some old houses have been converted to retail uses. Much of the existing development is in fair to poor condition. Nearly all have an auto-orientation, primarily, but are of a different type from those found on Pacific Coast Highway.

The major issue for the future is: What type of uses are appropriate for a corridor carrying such large volumes of regional traffic? Also: Is it possible to transform Seventh Street into an attractive urban parkway?

EARTHQUAKE BUILDINGS

Although there are a number of "1991" buildings along Seventh Street, there are not clusters significant enough to have much influence on recycling opportunities.

PUBLIC IMPROVEMENTS

Landscaping is very poor along Seventh, owing primarily to the lack of adequate width from curb to building walls. Most buildings were constructed along the property line, severely limiting space for amenities or widening. There is no median, but there are painted left turn pockets. Lighting is adequate.

LAND USE POLICIES

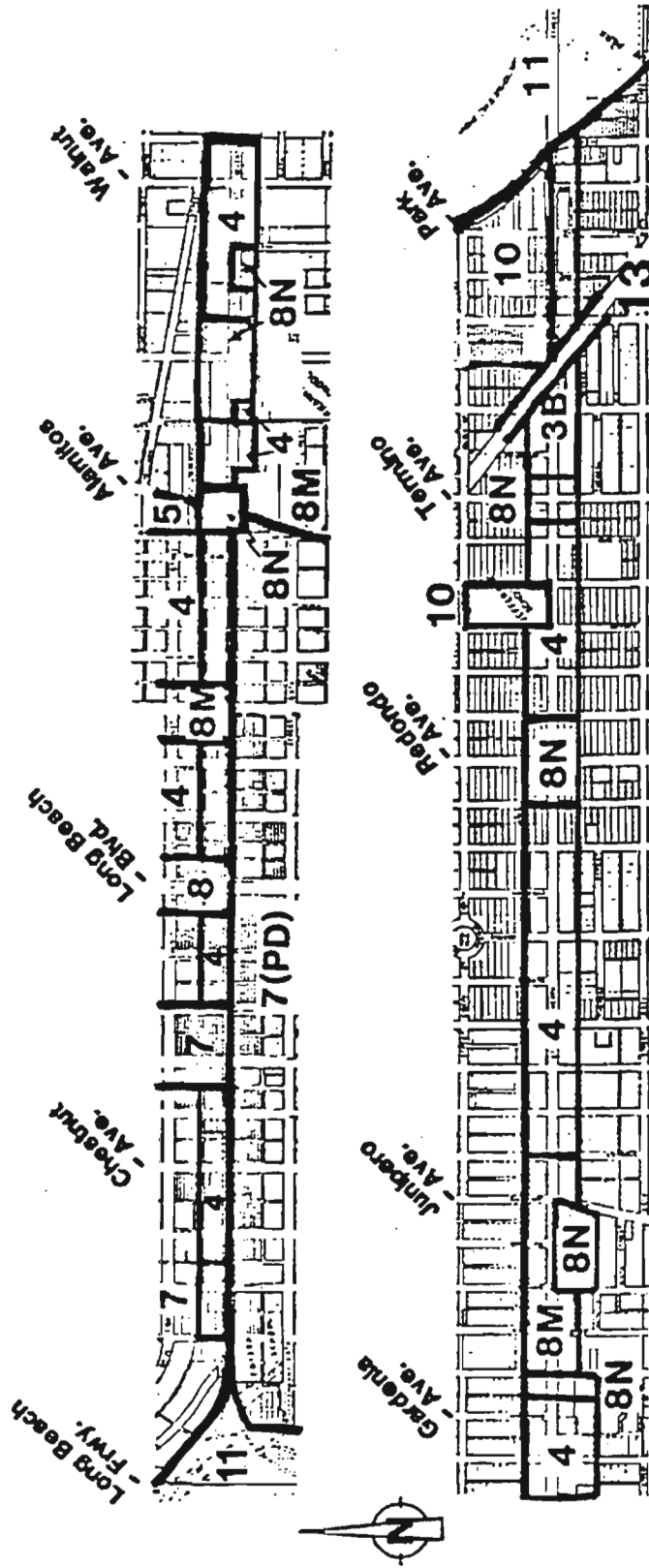
The principal land uses on the frontages of Seventh Street shall be higher density residential uses. These shall be controlled as to design and height to insure that they are compatible with neighboring residential uses, and are appropriate to the urban parkway character of Seventh Street of the future. Large front setbacks and generous landscaping shall be required for all projects having one side on Seventh Street. Retail nodes are established or shall continue at several locations. The south side of the street in the downtown shall be

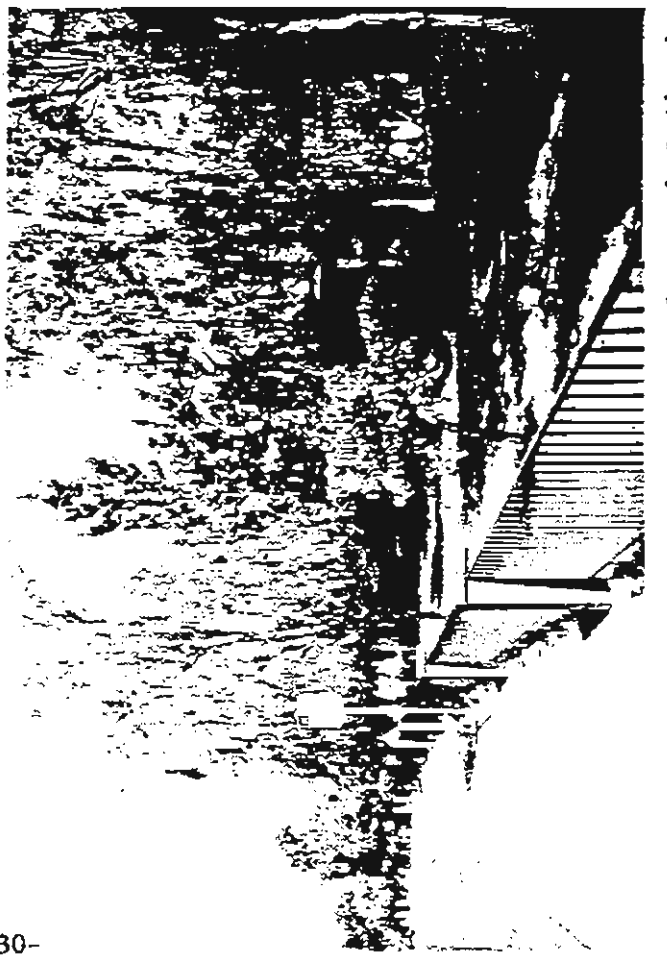
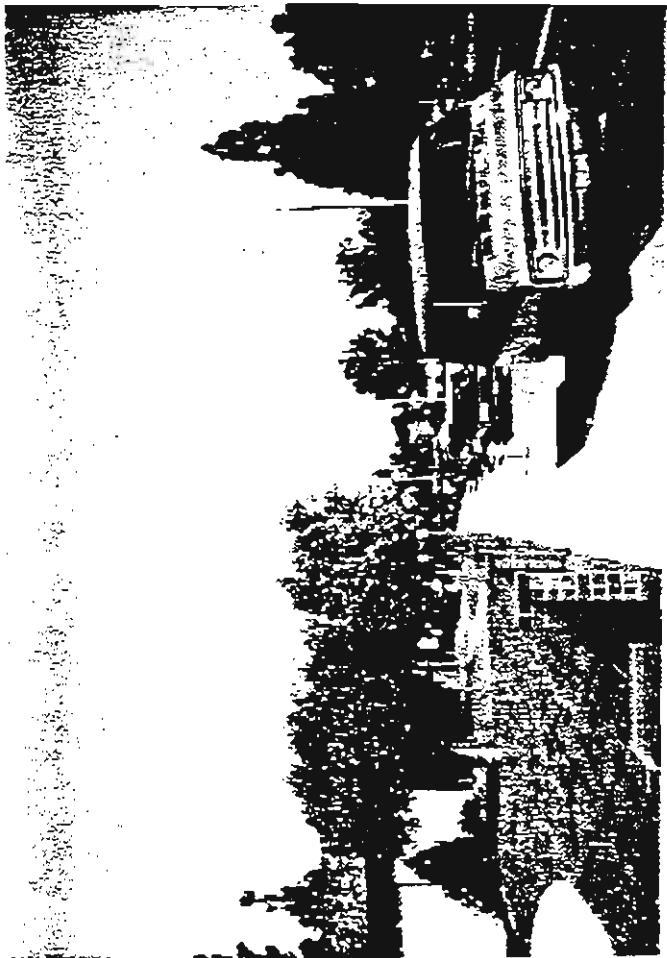
governed by the Downtown Planned Development District (primarily higher density residential), and the north side shall reflect the south.

TRAFFIC POLICIES

Because of its connections with freeways at both ends, Seventh Street will continue in importance as a regional access street. It will also function as a neighborhood traffic collector and distributor. Owing to increasing volumes of traffic, some management techniques will eventually be required. Thus, it will be important that auto-dependent uses, such as highway commercial, be restricted if not eliminated eventually. Efforts to achieve a grade separation at Pacific Coast Highway should continue to be pursued vigorously.

SEVENTH STREET





Landscaped Setbacks Along Major Boulevard

TENTH STREET

TRAFFIC USES AND PROBLEMS

The street is too narrow to accommodate large amounts of traffic, but since Tenth is dead-ended on both ends, through traffic from regional generators is not a problem. Volumes have remained fairly light. Tenth has been mentioned as a possible candidate for being a part of a one-way pair around Seventh Street (the other being Fourth Street) to help reduce volumes on Seventh. This would appear to have several major problems, one the fact that the street is almost entirely residential with the buildings on the property lines, and the other the fact that the street does not now have any smooth connection with Seventh. One would have to be constructed. There is a public transit line on Tenth Street.

LAND USES AND ISSUES FOR THE FUTURE

The uses are now almost entirely residential, and new buildings are being developed there. Much of the older housing is in poor condition. The western end of the street is characterized by considerable overcrowding and a lack of adequate open space and recreation areas to provide relief from the intense development.

Viable retail uses along Tenth are almost non-existent. Continued encouragement of retail should be stopped. Exclusive residential zoning appears the best alternative. Several retail nodes are probably appropriate, but most neighborhood shopping needs can be fulfilled by shops along Anaheim Street.

Most difficult land use issue: Much of the street frontage, especially along the south side, consists of parallel lots. This will require careful thought in restructuring land use control measures.

EARTHQUAKE BUILDINGS

There are few "1991" buildings on Tenth, except for a small cluster at Cherry Avenue. Their effect on recycling will be insignificant.

PUBLIC IMPROVEMENTS

The street is devoid of any real charm or character. Because of the narrow sidewalk areas, it is probably not realistic to expect significant improvements to take place as a result of public actions, but street trees and other landscaping on private lot frontages should be required.

LAND USE POLICIES

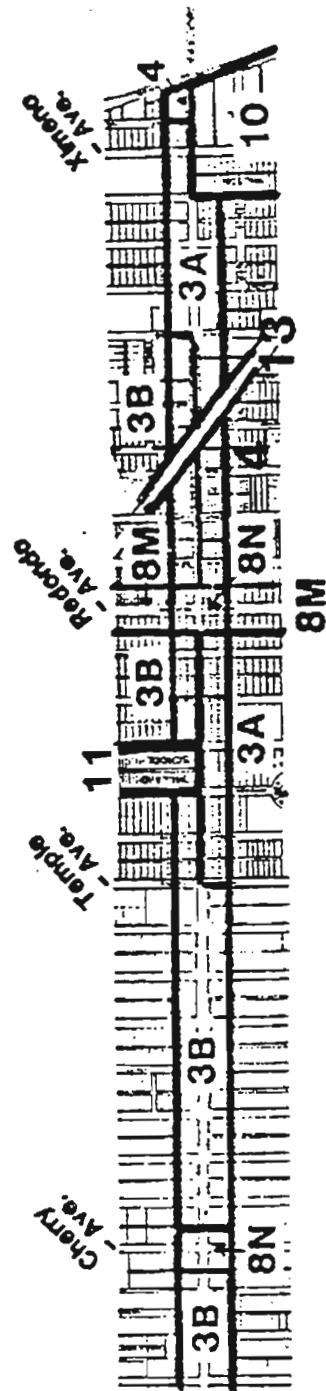
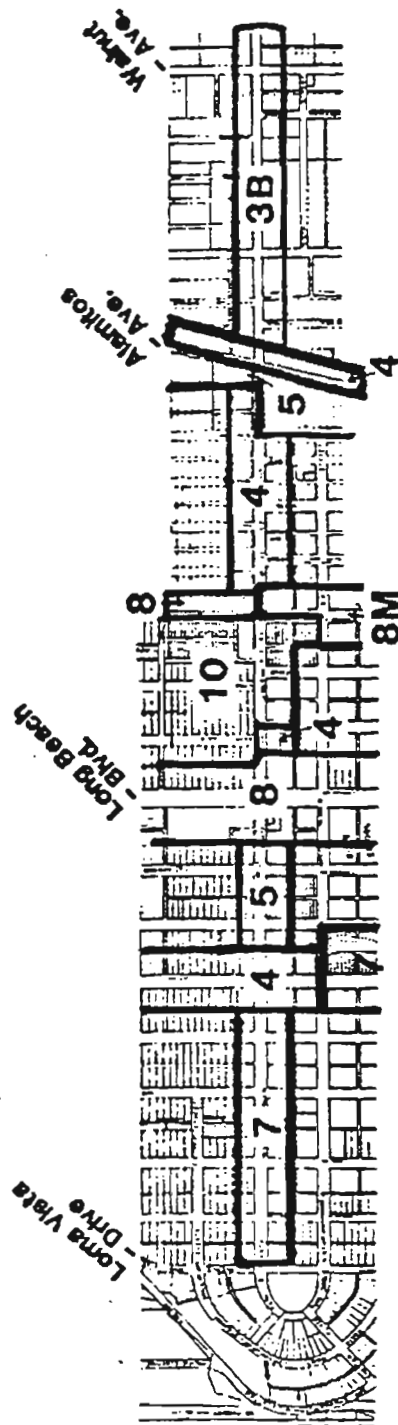
The residential character of Tenth Street is preserved by this plan. Housing types should be fairly low in scale and of a moderate density. High density projects are limited. New developments should re-orient the lots so projects face on Tenth Street. Retail nodes should be established or continued at Cherry and Redondo Avenues. Existing retail uses not located in these nodes should be

permitted to continue as long as economically viable, without specific recognition by this land use plan.

TRAFFIC POLICIES

Tenth Street should be maintained as a collector of neighborhood traffic, and as a distributor of that traffic to major north-south arterials. Impaction of the street by traffic redirected there for regional purposes should not be permitted.

TENTH STREET



ANAHEIM STREET

TRAFFIC USES AND PROBLEMS

Traditionally, a street for east-west access from Palos Verdes-San Pedro-Wilmington to Long Beach. Volumes, however, drop off from west to east, beginning at about Long Beach Boulevard, so there is not actually much through traffic connecting to Pacific Coast Highway and proceeding south to Orange County. Still, it can play a future role as an alternative to Ocean-Seventh, and as an access route to downtown if traffic system management techniques are instituted.

Because of the nature of the street as a shopping district, traffic conflicts are high and must somehow be eased in the future if it is to function effectively.

LAND USES AND ISSUES FOR THE FUTURE

Anaheim is apparently the oldest strip commercial street in the City. Evidence of that is the very large number of "1991" buildings. The street is undergoing a dramatic transformation as a shopping street, primarily auto-oriented. And because of the large number of buildings which will probably be demolished, Anaheim is being re-born as an important shopping street. The street is characterized almost exclusively by perpendicular lots, the majority with alleys in the rear, making new development easier to plan and execute. Even the few areas of parallel lots have been developed as though they were perpendicular. There appears to be a fine opportunity here for good developments.

Very large scale, auto-oriented uses should be avoided because of the negative effect on traffic flow which could result. Residential uses should not be permitted west of Redondo Avenue.

EARTHQUAKE BUILDINGS

As stated above, there are very many "1991" buildings along Anaheim Street, with significant clusters at Gaviota and Freeman Avenues. If most of these are replaced with new structures, it will have a very beneficial effect on the appearance of the streetscape.

PUBLIC IMPROVEMENTS

Very narrow parkway and sidewalk areas make landscaping, and even the siting of power poles and street lights, very difficult. To improve the appearance of the street, wider areas must be obtained and improved.

LAND USE POLICIES

Anaheim Street shall retain its character and function as community-serving, commercial traffic corridor. Its commercial character should be revitalized and strengthened. Auto-oriented retail uses shall prevail as a service to the residents of the southern portion of the City. Very large, high traffic generators are not appropriate along Anaheim Street. Land Use Districts are

shown on the maps above. In the Mixed Use areas (District No.7) west of the river, large scale wholesale and retail uses are encouraged along the major street frontages (Anaheim, Santa Fe, PCH) of this district.

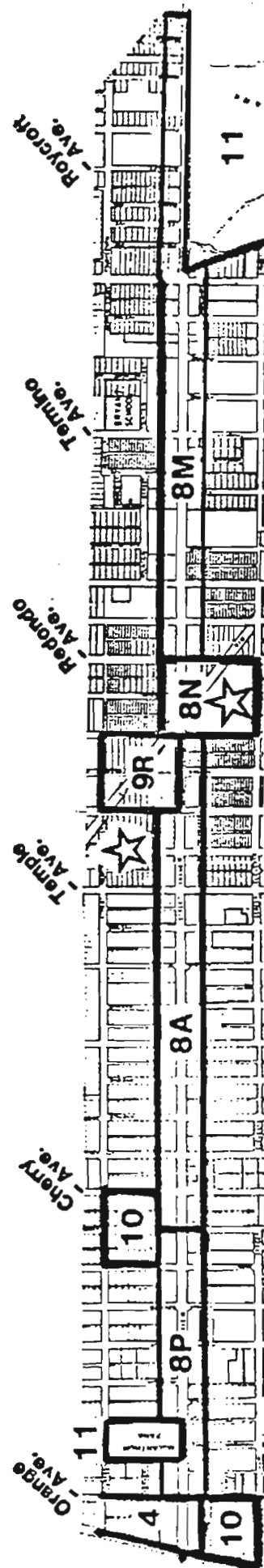
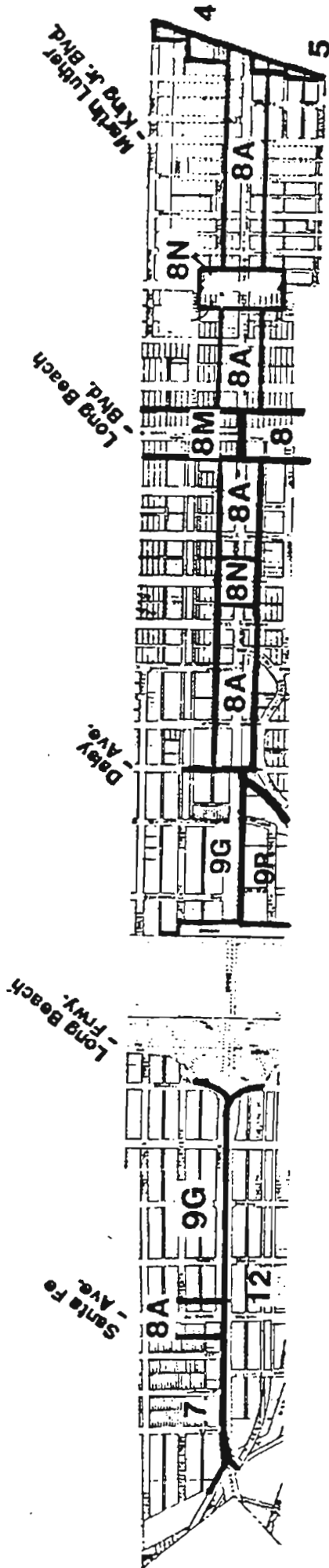
TRAFFIC POLICIES

This street shall serve as a primary carrier of neighborhood-generated traffic, distributing it to other major arterials and to the Long Beach Freeway. It should also function as an alternative to east-west traffic on Pacific Coast Highway.

DEVELOPMENT OPPORTUNITIES

The existing shopping center at Redondo Avenue has the potential for redesign/revitalization to a major retail force in the area. This plan encourages innovative use and design solutions, which could involve a change in use to one which enhances neighborhood vitality and increases amenity.

ANAHEIM STREET



PACIFIC COAST HIGHWAY

TRAFFIC USES AND PROBLEMS

Pacific Coast Highway is a State highway and has regional traffic importance as a local street alternative to the San Diego Freeway. It serves all of the coastal communities of Los Angeles and Orange Counties. It runs at near capacity during peak hours and otherwise is very heavy. There are many traffic conflicts from the multitude of roadside businesses. The Alamitos Traffic Circle is a great impairment to full use of the capacity. The Iron Triangle also detracts from Pacific Coast Highway's traffic capacity and efficiency. Pacific Coast Highway must be grade-separated from 7th Street in the future. Widening would be very difficult due to the lack of adequate space. Buses serve Pacific Coast Highway, but probably do not reduce capacity except during peak hours. Pacific Coast Highway should be developed as a super regional highway carrying very large volumes of traffic.

LAND USES AND ISSUES FOR THE FUTURE

Pacific Coast Highway from the west City boundary to just past Ximeno Avenue is characterized by mixed uses with auto-oriented remaining predominant. The very great number of these cause many traffic conflicts, both from curb cuts and from left turn movements. Much of the strip is unsightly and not well maintained. Signs and power poles are present in great numbers. The street looks very bad and is a poor representation of "life in Long Beach". There is probably not enough market in Long Beach and from commuting drivers to justify the great amount of retail zoning. The major land use issue, then, is how to convert at least part of the frontages to non-retail uses, and what kinds of uses are appropriate along this heavily travelled street. Also posing a problem is the fact that most of the lots parallel the Pacific Coast Highway frontage, and that much of the north side of the street is in the City of Signal Hill. There are numerous public and institutional uses along Pacific Coast Highway.

EARTHQUAKE BUILDINGS

There is an insignificant number of "1991" buildings along Pacific Coast Highway and no clusters. East of Alamitos Avenue, there are no "1991" buildings with Pacific Coast Highway addresses, and none on the side street lots siding on Pacific Coast Highway.

PUBLIC IMPROVEMENTS

There is a notable lack of landscaping, and overhead power lines mar the frontages. Pacific Coast Highway lacks character. Since it is one of the most important streets from the perspective of "this is how many visitors see Long Beach", the right-of-way should be improved by both public and private actions in cooperation with Signal Hill. The Transportation Element will call for major improvements to further the future role of this vital thoroughfare.

LAND USE POLICIES

Pacific Coast Highway is a regional traffic corridor. As such, land uses along its frontages should reflect the importance of its transportation function. Large scale institutional uses are planned, together with office complexes and high density residential projects. Tall residential buildings are appropriate for the area around Redondo Avenue in order to maximize the view opportunities from this elevation. Retail uses, creators of traffic friction, are planned for limited areas only. South of Seventh Street nearly all future development is controlled by Planned Development Districts. West of Alamitos Avenue, large scale auto-oriented commercial uses are appropriate.

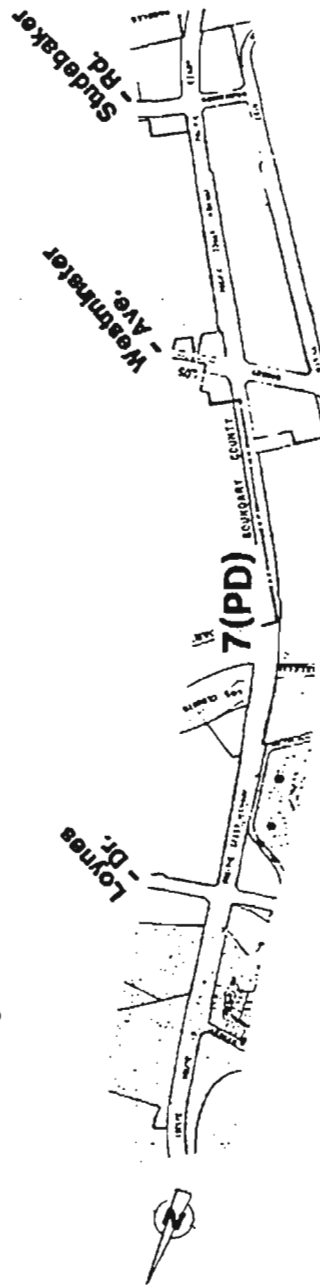
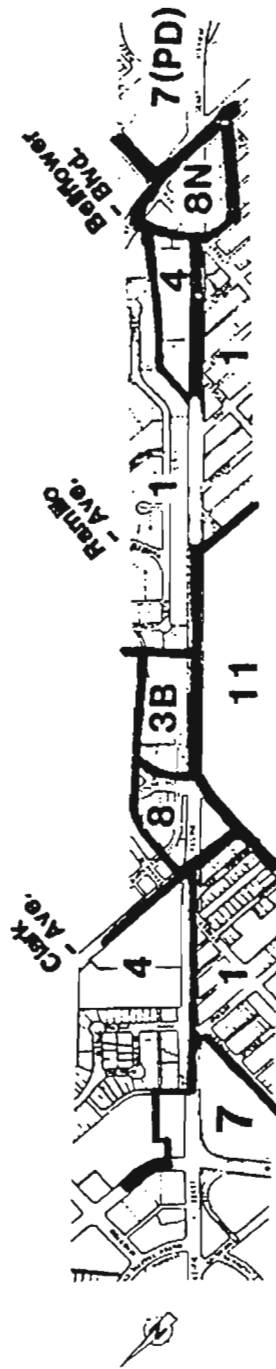
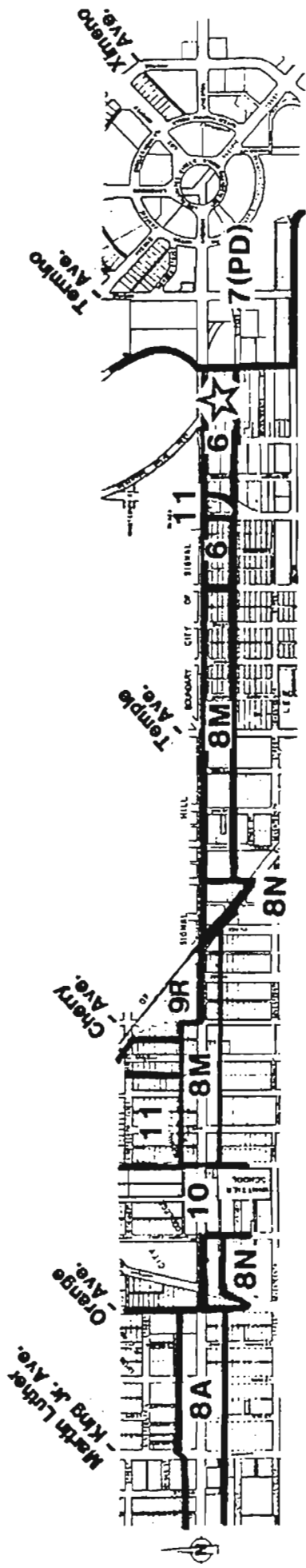
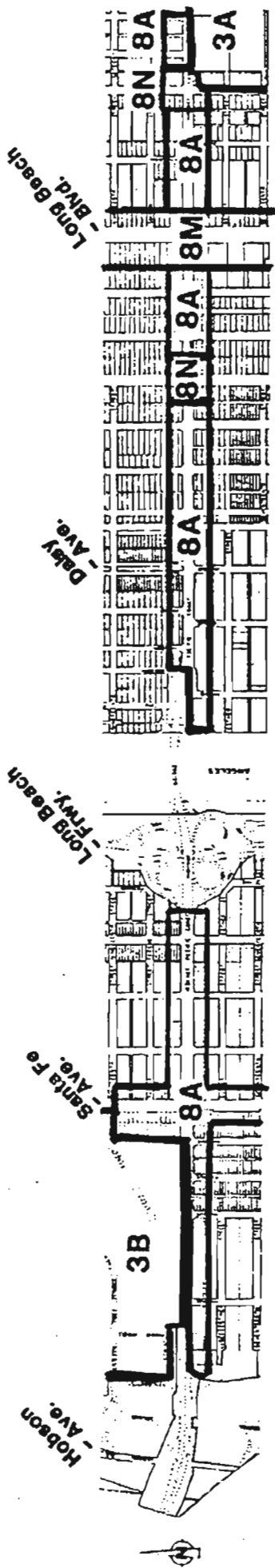
TRAFFIC POLICIES

Required widening should take place incrementally to improve traffic flows. Physical improvements and traffic management techniques should be programmed to enhance the importance of this arterial as the major carrier of east-west traffic in the southern part of the City. Efforts to find means for creating grade separations at Seventh Street and Alamitos Traffic Circle should be continued.

DEVELOPMENT OPPORTUNITIES

The several block faces on the south side of Pacific Coast Highway at Redondo Avenue are among the few in the city nominated for high rise housing. Proposals of exemplary design are encouraged by this plan. The block between Grand and Loma Avenues may also be utilized for a major hotel having at least 100 rooms, without the need for amending this plan.

PACIFIC COAST HIGHWAY



ARTESIA BOULEVARD

TRAFFIC USES AND PROBLEMS

Artesia is a major east-west boulevard linking together many cities and employment centers. It therefore carries very large volumes of traffic, particularly at peak hours. Because it parallels the Artesia Freeway (91) for many miles, it has become an alternate route for travellers on that freeway when it is congested. This practice can have a very bad effect on the frontages and adjacent neighborhoods by interfering with local traffic flows. It also creates perceived market needs for roadside businesses which may or may not be appropriate in this North Long Beach setting. Traffic problems at the on/off ramps to the freeway also create local problems.

LAND USES AND ISSUES FOR THE FUTURE

Many of the frontages on Artesia Boulevard are lined with declining businesses or closed stores. Part of the reason for this is the mixing of traffic along the boulevard, and the fact that the freeway has cut off any appreciable markets to the north. There does not appear to be enough market demand in the served area to justify a considerable amount of retail on the frontages. Additionally, a large, new shopping center is under construction in the City of Bellflower just east of Downey Avenue. This will have an impact on retail uses along Artesia Boulevard.

The very large area between Artesia Boulevard and the freeway appears to offer development opportunities for the future. Large scale office or research and development uses, created under the control of a planned development plan, may be found to conform to this Land Use Element without the need for amendments.

EARTHQUAKE BUILDINGS

There are no buildings on Artesia Boulevard listed as requiring reconstruction by 1991 under the Earthquake Hazard Abatement Ordinance.

PUBLIC IMPROVEMENTS

Beautification of Artesia Boulevard is needed and should be done in conjunction with, or through the efforts of, private enterprise as new projects become realities. The City should consider strategies for reducing the exposure of the Boulevard to traffic from the freeway during peak hours.

LAND USE POLICIES

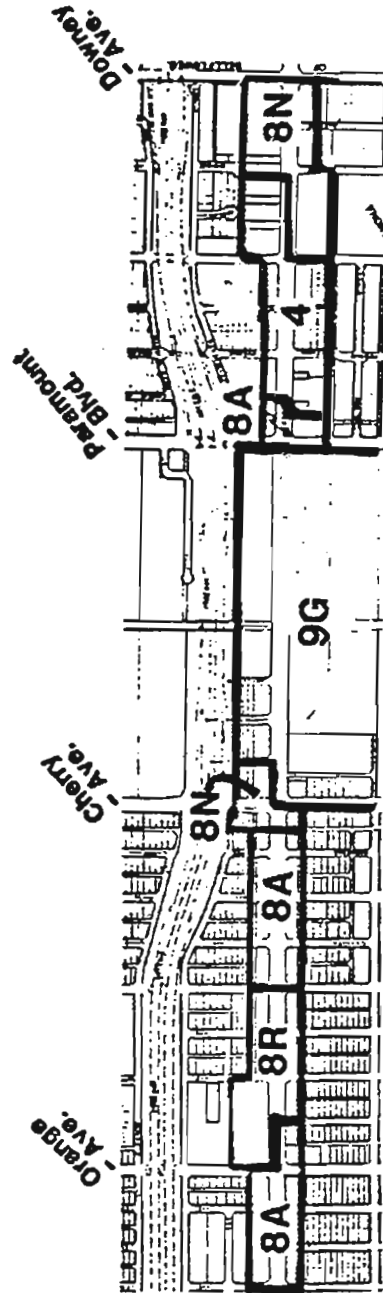
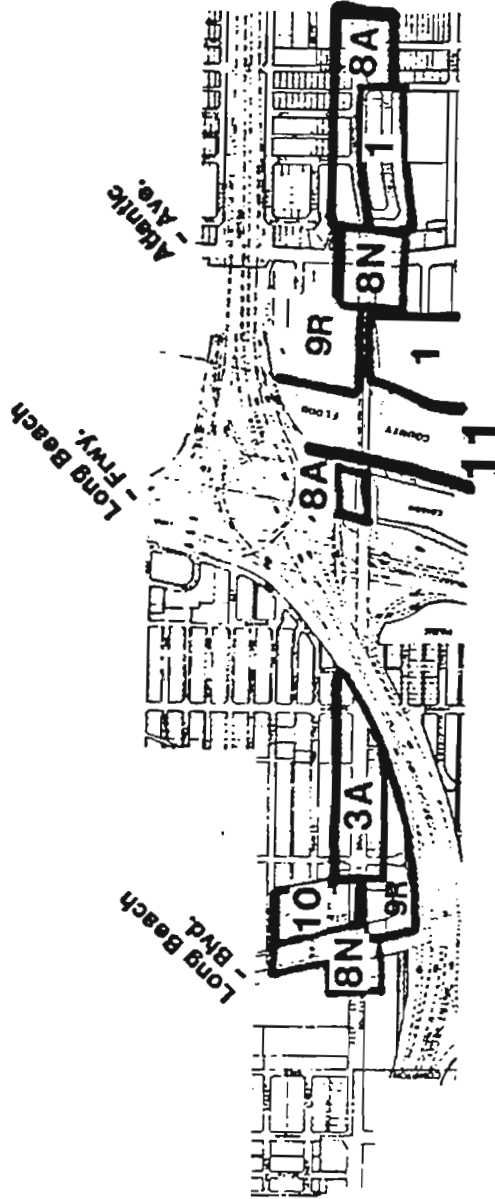
Low to moderate density housing (Districts 1, 2, and 3A) should eventually replace much of the retail emphasis along both frontages in order to help stabilize the general area, to provide better housing opportunities, and to restructure a deteriorating Boulevard. However, this Plan calls for a

continuation of retail uses for the immediate future. Retail convenience nodes are recommended at Long Beach Boulevard, Atlantic Avenue, and between Obispo and Downey Avenues.

TRAFFIC POLICIES

Artesia should be maintained as a major east-west thoroughfare for inter-city movements, while retaining its importance as a major collector of neighborhood traffic. Impaction or the carrying capacity by traffic redirected there from the 91 Freeway should be discouraged.

ARTESIA BOULEVARD



SANTA FE AVENUE

TRAFFIC USES AND PROBLEMS

This arterial is heavily travelled by trucks from the Port and other nearby industrial uses. It is located between the Terminal Island and Long Beach Freeways and acts as an alternate route for those freeways. This situation may be eased with the institution of the Alameda Truck/Rail Corridor in the future.

The intended ultimate right-of-way width is to be 100 feet. However, in some blocks the required rights-of-way have not yet been dedicated or acquired. The driving surface is sufficient to accommodate the traffic loads, and a planted median serves left turn needs.

LAND USES AND ISSUES FOR THE FUTURE

Santa Fe Avenue was formerly lined with declining or closed businesses. The 1978 Land Use Element recommended conversion of much of the frontage to lower density residential uses. This policy proved successful. Many blocks were converted and the Avenue appears much more stable than previously. This Land Use Element revision recommends a continuation of that policy. Several commercial nodes are recommended for neighborhood retail services. As heavy truck traffic is deflected to the Alameda Truck/Rail Corridor, Santa Fe Avenue should become a viable and strong residential street for much of its length.

EARTHQUAKE BUILDINGS

There is not a significant number of "1991" buildings along Santa Fe Avenue. They are not a factor in future planning.

PUBLIC IMPROVEMENTS

Completion of the widening to full 100' width should take place. Maintenance of the public right-of-way and landscaping is essential to provide the environment suitable for continuing residential development.

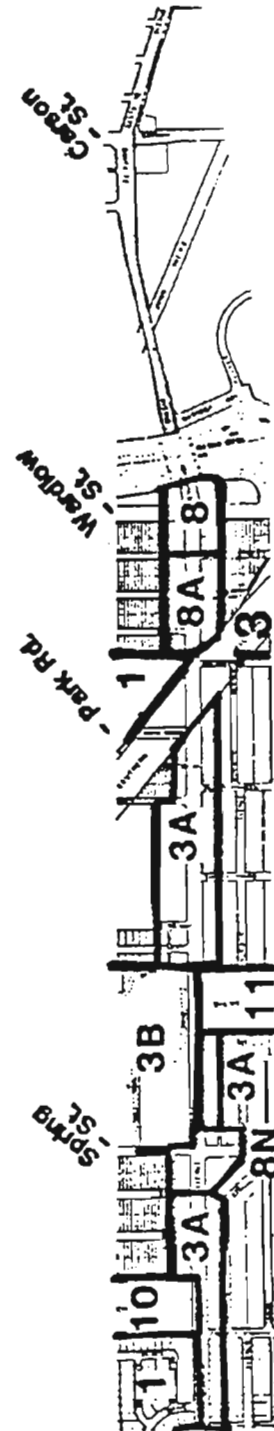
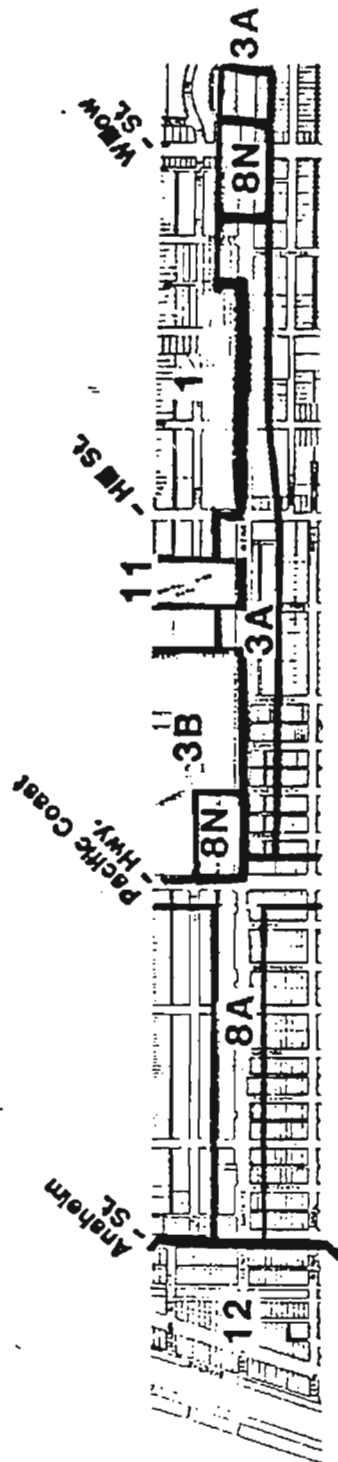
LAND USE POLICIES

Frontages should continue to be converted to moderate density housing. Auto-oriented retail/commercial uses should prevail south of Pacific Coast Highway, and several small retail nodes for local service are recommended at Willow, Spring, and Wardlow Streets.

TRAFFIC POLICIES

Truck traffic should eventually be deflected to the Alameda Corridor and to the Terminal Island Freeway. Santa Fe should become the major north-south street on the western edge of the City, and should provide local access to places of employment as well as to the rest of the city and regional road systems. To fulfill these roles, it is essential that truck traffic be reduced.

SANTA FE AVENUE



PACIFIC AVENUE

TRAFFIC USES AND PROBLEMS

Pacific Avenue has a very wide right-of-way and a large traffic-carrying capacity. Traffic volumes over much of its length, however, are not high owing to several factors: its connection with the San Diego Freeway is at the extreme north end of the street and is not a complete (two-way) connection; much of the frontage is lined with very low density residential development which does not produce many trips; the Long Beach Freeway attracts many of the north-south trips which might otherwise use Pacific Avenue. As development in the downtown area increases, however, Pacific Avenue is expected to be the favored route for many not now traveling along it. This is particularly true of the proposed Pike development, with access (psychologically) from Pacific Avenue. The new Light Rail transit line will run on Pacific from First to Eighth Streets.

LAND USES AND ISSUES FOR THE FUTURE

Pacific Avenue is considered to have the potential to develop into a "grand avenue" with high density residential projects providing housing for new workers in the downtown. Because of its width and potential for beautification, it can become one of the showpieces of Long Beach. See map for high density areas.

The unique shopping district north of Pacific Coast Highway should be preserved as a pedestrian-oriented retail street, as it serves a special function related to the adjacent neighborhoods. Large scale auto-oriented uses and block-long financial institutions should be discouraged as they break up the flow of shops and impair the pedestrian orientation of the shoppers.

EARTHQUAKE BUILDINGS

About 20 building along Pacific Avenue fall into the "1991" category. Most are south of Ninth Street, but several more are elsewhere along the street. Since there are no clusters, they are not considered to be significant in planning for the future.

PUBLIC IMPROVEMENTS

The existing 100' right-of-way appears adequate for the traffic role of Pacific Avenue. Additional trees and other landscaping in the public rights-of-way may be appropriate to enhance the "grand avenue" image.

LAND USE POLICIES

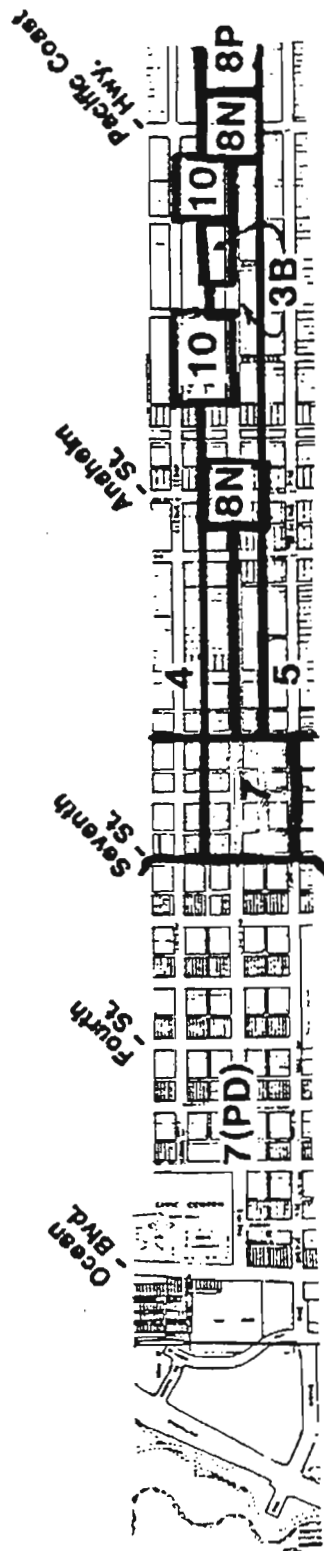
Pacific Avenue is expected to become one of the "grand avenues" of the future Long Beach. The main theme for its frontages is residential, with densities high in the downtown area, and becoming lower toward the north. Moderate rise residential is permitted between Third and Seventh Streets, with opportunities for specialized development at the Light Rail station location around Fifth Street. Along Pacific Avenue, the new Downtown Planned

Development Ordinance will permit high rise buildings between Ocean and Broadway and moderate rise buildings between Broadway and Ninth Street. Nodes of convenience retail are permitted at Anaheim Street, Pacific Coast Highway, and Willow Street. The special shopping districts between Pacific Coast Highway and Burnett Street should retain its pedestrian orientation.

TRAFFIC POLICIES

Traffic capacity between downtown and Pacific Coast Highway should be preserved and enhanced to permit Pacific to become a major entry to/exit from downtown. Special care is needed between First and Eighth Streets owing to the future impacts of the Light Rail Transit Project and the buses of Long Beach Transit on this portion of Pacific Avenue.

PACIFIC AVENUE



LONG BEACH BOULEVARD

TRAFFIC USES AND PROBLEMS

This is the major north-south traffic carrier in the western part of the City, after the Long Beach Freeway. It connects with three of the City's freeways, and is a major access route to downtown. It also serves the Memorial Medical Center node and Bixby Knolls shopping Center (indirectly). Traffic volumes increase from south to north. Traffic is heavy at peak hours. There is little excess capacity, and major physical changes would be needed to improve capacity. There is heavy bus usage. The Light Rail Transit project will have unknown, but possibly serious impact on auto traffic, and will complicate use of traffic system management techniques. It intercepts many important east-west arterials, making for complex intersection problems. The Boulevard's regional significance is lessened by the Long Beach Freeway nearby.

LAND USES AND ISSUES FOR THE FUTURE

The Downtown section is mixed commercial uses. Anaheim to Willow emphasizes auto-oriented uses, particularly car lots and service facilities. North of Willow, office and retail uses are mixed. Most is auto-oriented, but a few areas are pedestrian-oriented. In many areas, lots are shallow, making large frontage projects difficult to design.

One of the major issues involves the transition of land uses after the auto dealers have relocated to the Auto Mall site. With these auto-oriented uses gone, and the "pedestrian-oriented" light rail line in the Boulevard, there is a real question as to the continued viability of auto-oriented commercial enterprises. Many blocks are lined with marginal uses, or underutilize the land on this potentially "grand boulevard". Many buildings are in fair to poor condition, and were developed in haphazard fashion, communicating no meaningful message to users of the Boulevard. This street has little identity from 10th Street north to Wardlow Road.

EARTHQUAKE BUILDINGS

There is a very large number of "1991" buildings located between Seventh and Fifteenth Streets, and lesser numbers north to Nevada Street. The former grouping may provide an opportunity for fairly massive reconstruction of the face of the Boulevard.

PUBLIC IMPROVEMENTS

Public improvements are generally in good condition and abundant, owing to a fairly recent beautification program sponsored by the City. The introduction of the light rail transit project will have the effect of improving further the landscape materials, and will strengthen the linearity of the street. A detailed corridor plan for Long Beach Boulevard is needed.

LAND USE POLICIES

Land uses along the frontages of Long Beach Boulevard between Seventh Street and Willow Street should enhance the image of the Boulevard as one of the most important in the City. The designated uses are retail and offices, both of which should be of fairly large scale and should serve community and regional markets. In this strip, residential projects are also permitted. Those in LUD No. 4, 5, and 6 are appropriate for different locations, as determined and approved by the design review authority as projects are proposed. Initial residential zonings along certain parts of the Boulevard may be for less density than permitted by plan to prevent too-rapid market absorption of all available properties. As the market strengthens, higher density zoning may follow. A new activity center is recommended between Willow and the San Diego Freeway (see Activity Centers). North of Del Amo Boulevard, a transition is recommended from strip commercial uses to mixed retail and residential uses. In this strip, residential densities should be no higher than permitted in LUD No. 3A (Townhomes).

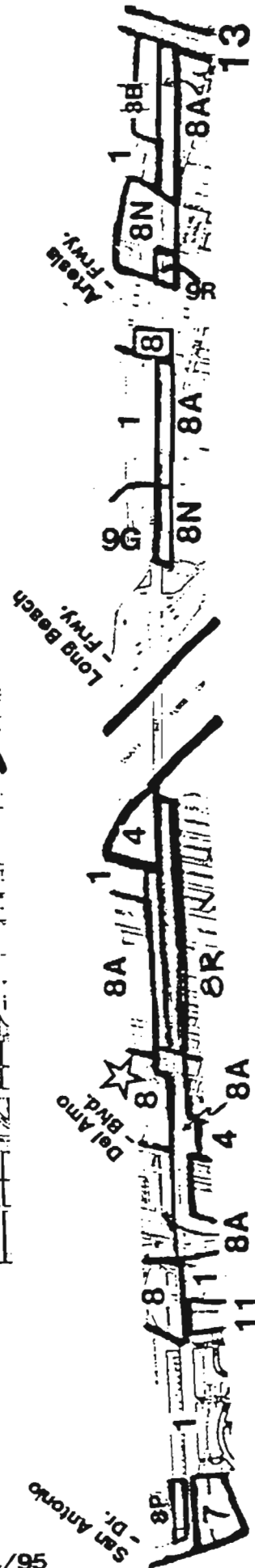
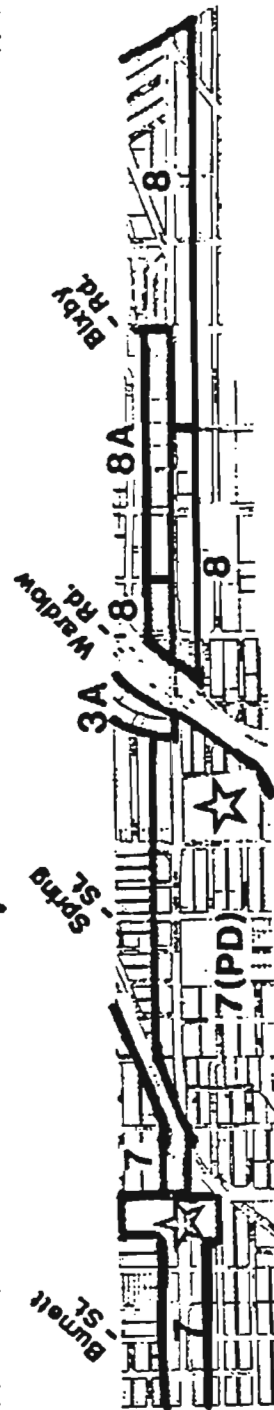
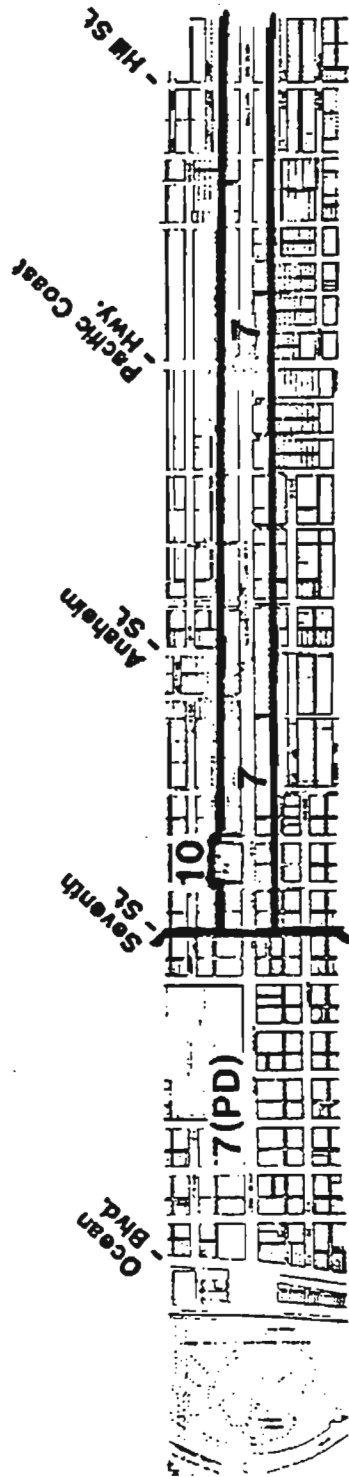
TRAFFIC POLICIES

Long Beach Boulevard should continue to provide downtown-bound traffic from the San Diego Freeway and farther north with free flows and a minimum of interference from fronting land uses. Heavy transit usage (buses and light rail vehicles), however, may make this objective difficult to attain. Transportation systems management techniques may be required in the future, such as parking restrictions during peak hours.

DEVELOPMENT OPPORTUNITIES

The large site at the southwest corner of Willow and Long Beach Boulevard is considered to be particularly suited to future high rise residential or office uses. The Development Opportunity shown in the Memorial Medical Center Activity Node is shown on the neighborhood plan as single family, but could be recycled to a high density, high value use conforming to the design of the Activity Center without the need to amend this land use element. The star north of Del Amo on the west side of the Boulevard indicates the possibility that the present retail uses might convert in the future to residential uses. This is permitted without the need to amend the Land Use Element.

LONG BEACH BOULEVARD



ATLANTIC AVENUE

TRAFFIC USES AND PROBLEMS

Atlantic Avenue acts as a major north-south traffic carrier in the western part of the City, but traffic is less than on Long Beach Boulevard. It intersects with the San Diego and Artesia Freeways, but its regional importance is probably lessened by the Long Beach Freeway. It provides access to downtown, St. Mary Medical Center, Bixby Knolls shopping center, and numerous minor retail nodes. There is heavy traffic during peak hours. It is scheduled to eventually have a wider right-of-way (80' to 100'), but until then, capacity could be increased by the use of traffic and parking management techniques. The many schools along the Avenue increase traffic conflicts and volumes. Atlantic intersects with all the important east-west streets in the City.

LAND USES AND ISSUES FOR THE FUTURE

Downtown portion is a mix of office and residential uses in good condition. From Anaheim to Willow, land uses are primarily decadent and abandoned retail buildings. Conditions are very poor in this area. Immediate market weaknesses make retail uses not very viable economically, though the residents need places nearby to shop. Willow to Del Amo finds mixed office and retail, mostly in good condition. Emphasis is on auto-orientation. Bixby Knolls Center is weak, and frontage uses are less than best uses, except on west side, where buildings and occupants are more attractive to shoppers. Del Amo north is a mix of residential and retail, with some very bad spots, like Atlantic Plaza, which blights much of its surroundings. A small shopping district in far north has a pedestrian-orientation and seems to function well. The major land use issue is what to do with the formerly retail areas between Willow and Anaheim Streets.

EARTHQUAKE BUILDINGS

There are two concentrations of "1991" buildings, one at Anaheim Street, and the other between 20th and Hill Streets. In those areas, the numbers may be large enough to have some importance in changes to the existing land uses.

PUBLIC IMPROVEMENTS

The street eventually needs to be widened to 100'. Presently, there are few amenities along Atlantic until one reaches Willow, where street trees appear. The only median is in the far north shopping district, although some stretches would accommodate medians (such as from San Antonio to Del Amo). Because most of the older buildings exist at the property line, there is no real room for aesthetic improvements.

LAND USE POLICIES

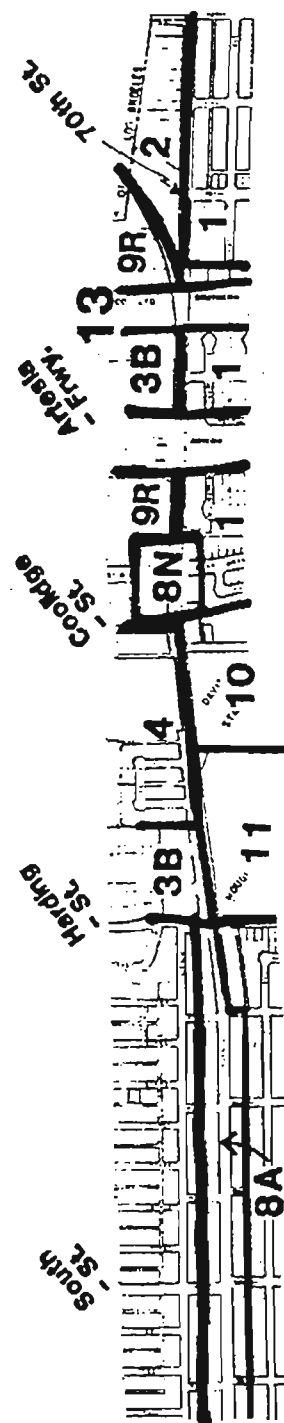
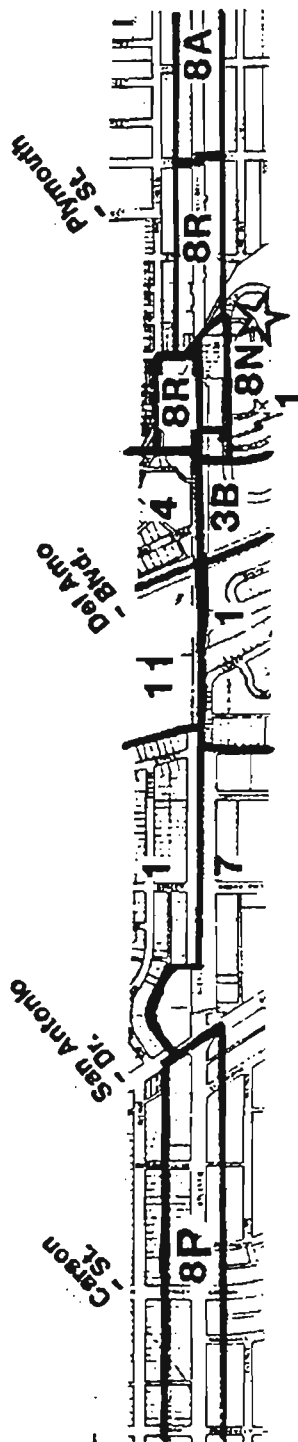
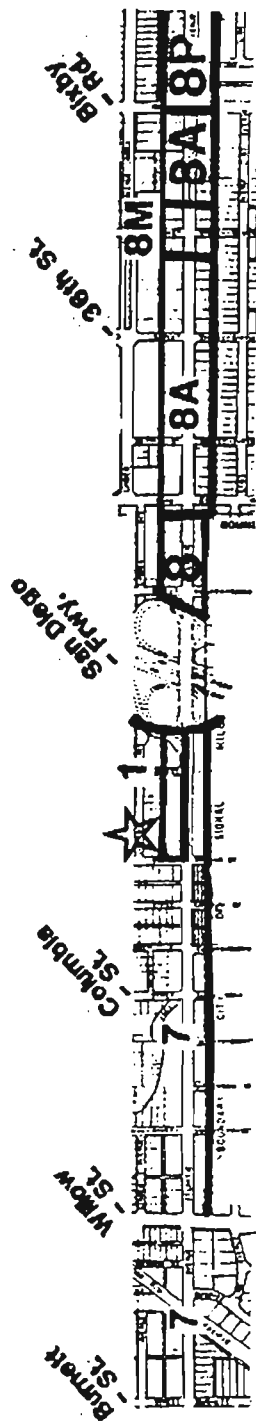
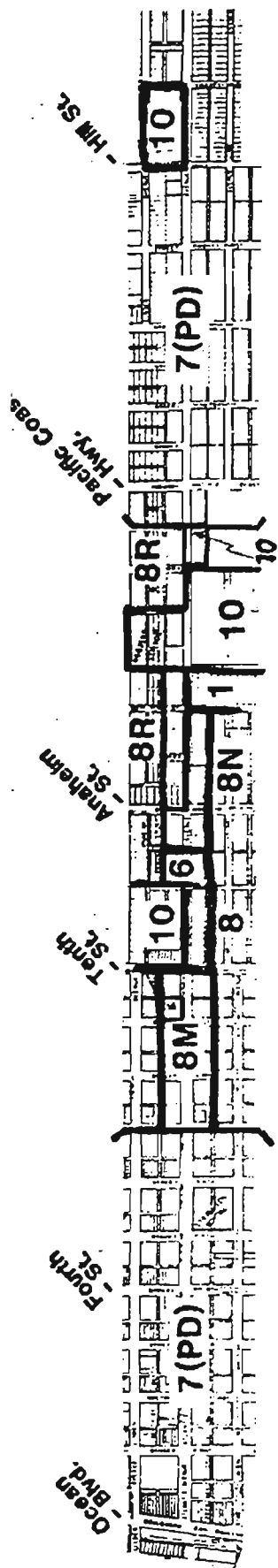
Land uses on the frontages of Atlantic Avenue serve a multitude of purposes, ranging from highly urbanized housing and offices in the downtown area to, a mixture of low density residential with retail uses in the Central Area, to large scale public uses at the northern end of the street. Of primary concern are: The Central Area, where deteriorated and vacant store fronts should be replaced with mixtures of residential and retail. The residential density should be that of Land Use District No. 3A (Townhomes). There is not enough retail market in this part of the City to make solid retail along both Long Beach Boulevard and Atlantic Avenue economically viable; In that portion of the Avenue between Atlantic Plaza and Harding Street, mixed retail/residential is also recommended, with the residential being LUD No. 3A, should help to revitalize this declining strip commercial area.

TRAFFIC POLICIES

Atlantic Avenue will continue to be a major collector and distributor of traffic generated in the neighborhoods which adjoin it, as well as a major access route to downtown. In the future, the section south of Willow Street may be impacted by traffic deflected from Long Beach Boulevard as a result of traffic/rail conflicts on the Boulevard. It is important, therefore, that fronting land uses in that portion be of types which would not be adversely affected by traffic management techniques, such as removal of curbside parking during peak traffic hours.

DEVELOPMENT OPPORTUNITIES

A development opportunity area is identified at the northern end of the proposed activity center south of the San Diego Freeway. High rise office, residential, or hotel development is considered particularly suited to this location. Atlantic Plaza is also considered to be a Development Opportunity of a commercial or office nature, if recycled as one project. Amendment of the plan will not be required if the proposal makes a positive contribution to the social and economic improvement of the neighborhood, without adverse effects.



ALAMITOS AVENUE

TRAFFIC USES AND PROBLEMS

With adoption of the 1991 Transportation Element, Alamitos Avenue has been approved for the future as a major highway with median, having a right-of-way width of 106'. As the roadway is now only 78', considerable extra width would be required of new developments on both sides of the street. In light of the recent addition of a median to reduce traffic speeds along Shoreline Drive, and the proposed lowering of densities in the Downtown, the future widening of Alamitos Avenue and the development intensity of land uses along this corridor are under review.

The future function of Alamitos from Ocean to Pacific Coast Highway is to act as a major interceptor of east-west traffic and a prime access route to the downtown. It is thus viewed as a grand entrance boulevard.

LAND USES AND ISSUES FOR THE FUTURE

There are unique land use/subdivision problems associated with future developments along Alamitos. The subdivision problems stem from the fact that the street runs diagonally across the standard subdivision pattern of this part of the City. Every lot, therefore, has an irregular shape. Most of the improvements are constructed right at the property line, leaving no room for right-of-way taking, or even for beautification.

Because of the unusual subdivision patterns, the land use corridor flanking Alamitos is very irregular in shape, making larger, unified projects difficult to plan. However, the age and poor condition of many of the existing improvements give some hope that private redevelopment of the street may be a possibility in the future. Converting the street land uses to moderate, high or very high density residential uses - one of the few in the City - may also help in its renewal.

EARTHQUAKE BUILDINGS

There are not a large number of "1991" (seismically unstable) buildings on Alamitos. Those which do exist are located between Broadway and Seventh, and between Anaheim and Pacific Coast Highway. Because of their small numbers, they will probably not play a significant role in upgrading this street.

PUBLIC IMPROVEMENTS

Street widening, median and side landscape treatment, and new lighting are proposed projects for the future on Alamitos Avenue. For the present, there is very little that can be done in the narrow right-of-way and along the narrow sidewalk areas.

LAND USE POLICIES

Alamitos Avenue is one of the only streets in Long Beach for which a complete transformation is proposed. The long range objective is to move from a narrow street with crowded, small scale land uses, to a wide beautiful urban boulevard flanked by well-designed

residential developments. To encourage this transformation, moderate and high density housing will be permitted here. The plan indicates the Land Use District designations. Non-residential uses are discouraged except in those locations shown on the plan.

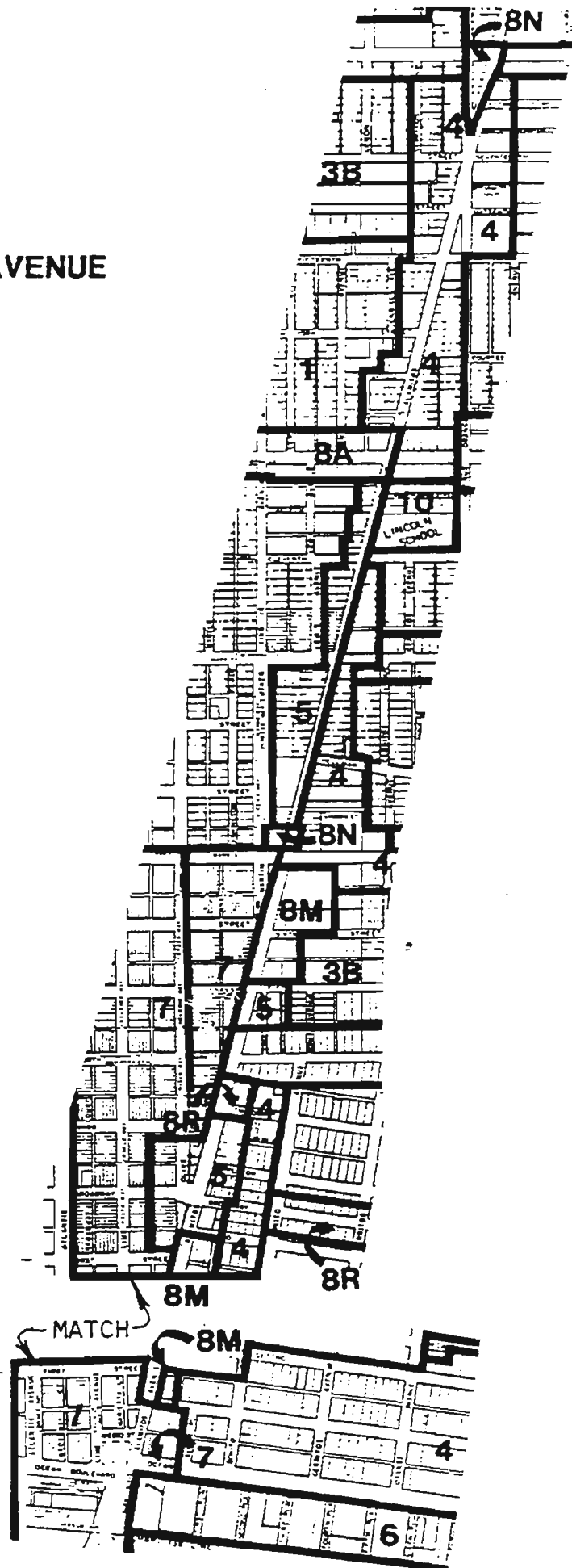
TRAFFIC POLICIES

The long range traffic objective of Alamiots Avenue is to provide an inviting and beautified means of entering the downtown area. It is intended to intercept traffic from the eastern part of the City destined for downtown as an alternative to Long Beach Boulevard and Atlantic Avenue. It will also distribute traffic generated by the Shoreline Drive/Long Beach Freeway linkage, as well as directing traffic toward that linkage.

DEVELOPMENT OPPORTUNITIES

Because of the unique role this street is expected to play in the future success of downtown Long Beach, this plan provides for residential development opportunities not available in many other places in the City. Additionally, there is the opportunity for a large scale "landmark" office or hotel project at the foot of Alamitos Avenue, as designated in the Downtown Urban Design Plan (1987). This project will be one of the center pieces of the revitalized downtown area.

ALAMITOS AVENUE



REDONDO AVENUE

TRAFFIC USES AND PROBLEMS

Redondo Avenue is the only major street east of Cherry Avenue providing through north-south travel possibilities. For this reason, it should be expected to carry large traffic volumes in the future. Its utility, however, is somewhat weakened by the fact that it has no direct connection with the San Diego Freeway. Nevertheless, large tracts of vacant land north of Pacific Coast Highway will fill in the future with residential and industrial developments, affecting Redondo's traffic loads. It will distribute this traffic to the major east-west roads which intersect it, principally Pacific Coast Highway, Willow, and Spring Streets. As more residential development occurs along Redondo Avenue, it will probably be appropriate to institute bus transit service.

LAND USES AND ISSUES FOR THE FUTURE

Land uses along the frontages of this street have undergone major changes in recent years. Formerly a street of many small shops and services, it has recently seen the construction of very large scale residential projects. This is a positive direction for the future. Some retail will always be appropriate on certain parts of the street, but the primary use should be multi-family residential.

Because of the street's importance, good building design and beautification through landscaping are essential. Developments north of Pacific Coast Highway on vacant land should be designed to enhance the character and importance of Redondo Avenue as a major thoroughfare.

EARTHQUAKE BUILDINGS

There is a very small number of "1991" buildings on Redondo Avenue. They are of no importance in planning for the future of this arterial.

PUBLIC IMPROVEMENTS

Landscaping, street lighting, and other street frontage amenities and necessities must be installed north of Pacific Coast Highway as development proceeds in those areas. It is appropriate that private developers be made responsible for these improvements.

LAND USE POLICIES

Redondo Avenue should continue to maintain frontages which blend residential and business (primarily office) uses. Residential densities should be those of Districts No. 4 & 5. High rise housing (No. 6) is recommended at Pacific Coast Highway. Mixed uses are permitted between Pacific Coast Highway and Burnett Street under the control of a planned development ordinance. The large, community-serving shopping center at Anaheim Street should be maintained and improved so that it is better able to appeal to and serve the very broad market in this area.

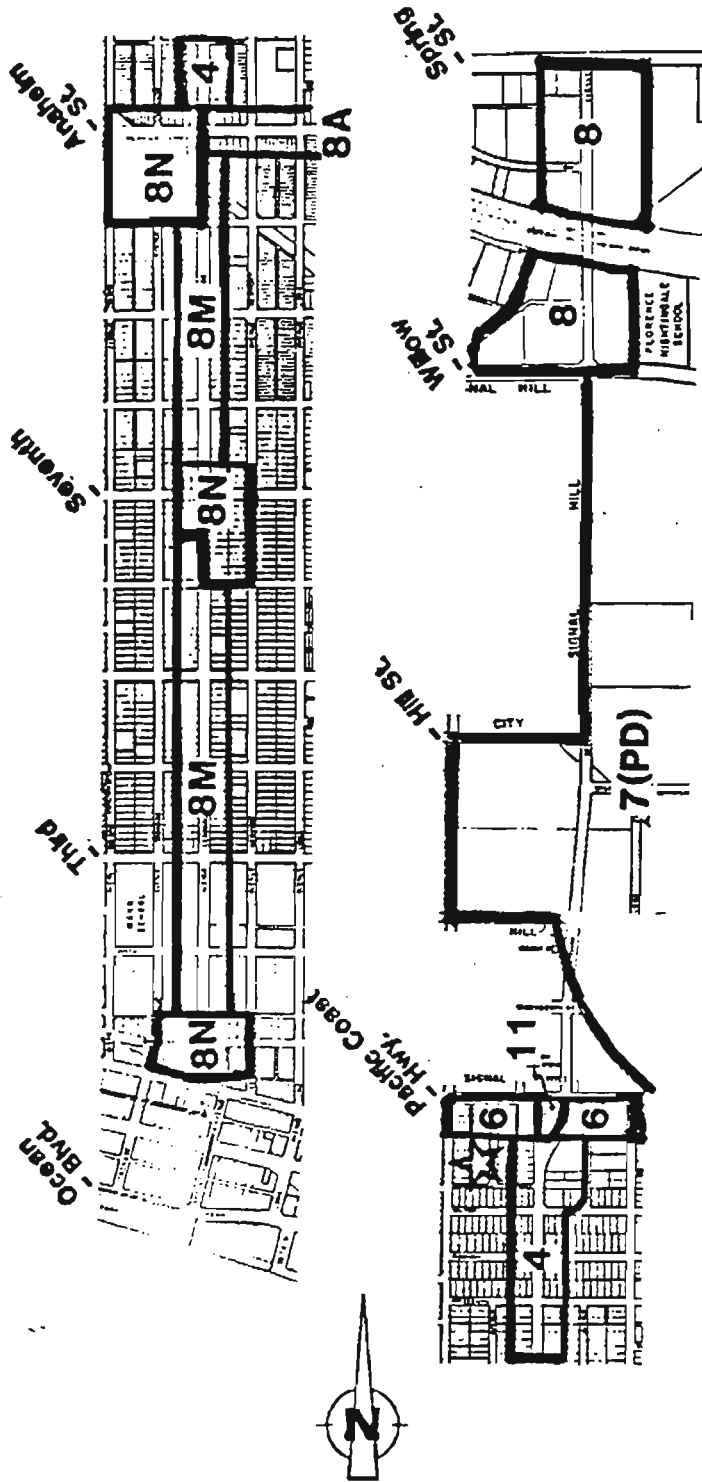
TRAFFIC POLICIES

The importance of the land uses recommended for the frontages is that they are more adaptable to transportation management techniques, such as removal of parking during peak hour flows. Redondo will very likely have to carry much more traffic in the future. Enhancement of its capacity is essential. Local bus service should be established on Redondo Avenue as residential density increases.

DEVELOPMENT OPPORTUNITIES

See Pacific Coast Highway.

REDONDO AVENUE



AREAS OF THE CITY SUBJECT TO FLOODING

The California Government Code (Section 65302a) requires that the Land Use Element of the General Plan "...shall identify areas covered by the plan which are subject to flooding..." The Federal Emergency Management Agency (FEMA) of the United States government is the agency responsible for delineating such areas for flood insurance purposes.

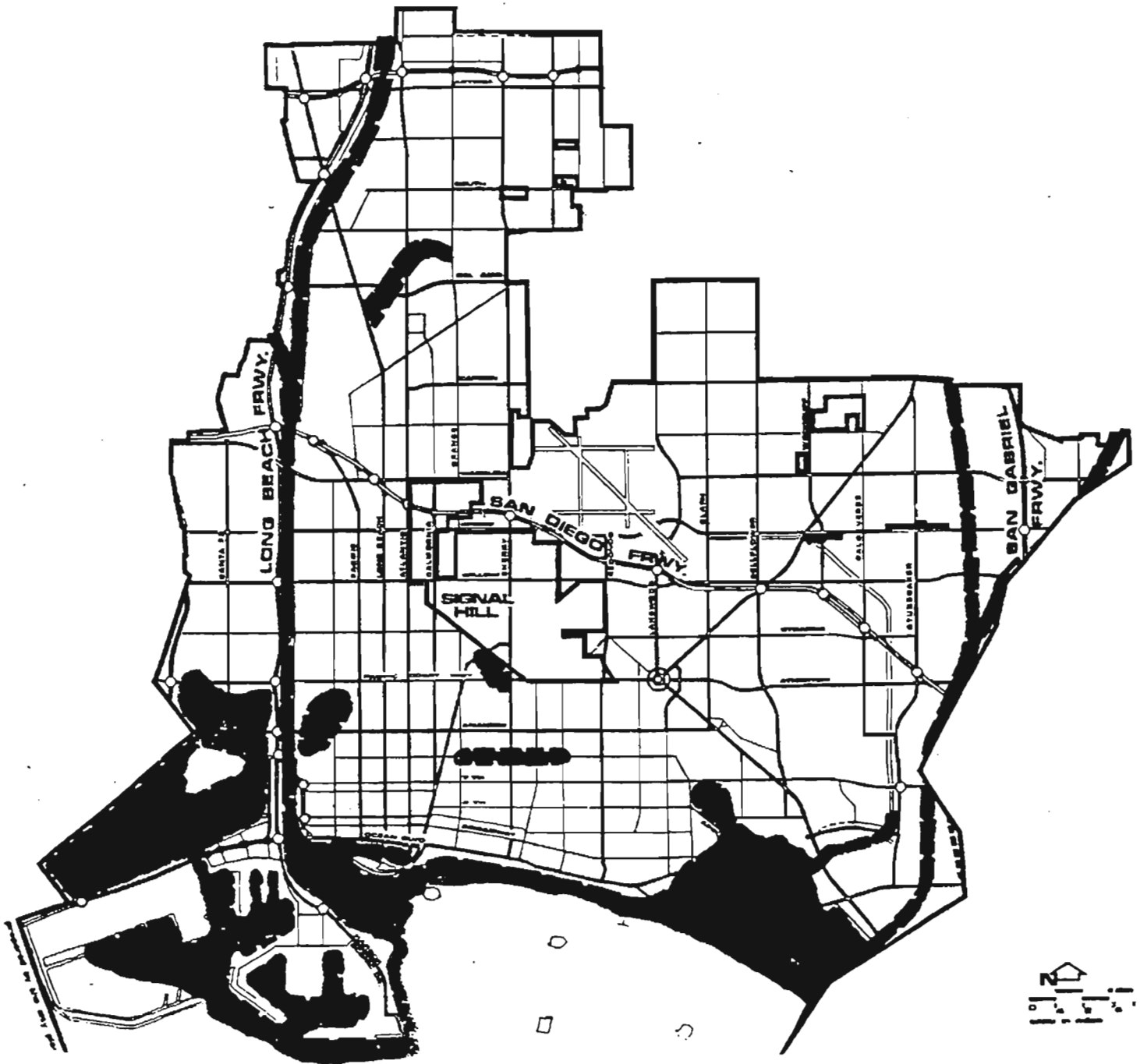
FEMA produced and issued official maps of the areas subject to flooding on September 15, 1983. These are the maps used by the Department of Planning and Building in the issuance of building permits in these areas. They were adopted as an amendment to the Long Beach General Plan on December 6, 1983. On September 13, 1983, the Long Beach City Council adopted Ordinance C-5994, adding Chapter 21.99 to the Municipal Code, relating to flood damage prevention.

The accompanying map opposite is a generalization of the official maps, and is missing the detail needed for making investment and development decisions. The shaded parts of the map combine areas which are subject to flooding in the eventuality of a "100 year design storm" occurrence, and a "500 year design storm". These hypothetical storms are presumed to be credible occurrences during the time periods indicated, and the design of flood control facilities are tailored to manage those eventualities.

Weather records for the past century provide the basic research for these design assumptions. The design model is not a prediction, but rather it provides a rational basis for design of public works. The model assumes that the "design storms" could occur at any time during the 100 or 500 year cycles, not necessarily just once during these time period. It is also possible that the design storms might never occur. This possibility does not diminish the value of the design methodology.

The accompanying map will be revised as a part of this Land Use Element whenever the Federal Emergency Management Agency revises its official maps for Long Beach.

FLOOD HAZARD AREAS



Shading represents those areas which may be subject to flooding during 100 year and 500 year storms. This is not an official map. See Federal Emergency Management Agency FIRM maps on file in the Long Beach Department of Planning and Building.

WASTE DISPOSAL FACILITIES

In 1983, the California Legislature adopted AB 3433 (Kapiloff) requiring "...identification of solid waste storage, transfer, and conversion facilities in the general plans of all municipalities containing such facilities". The Public Safety Element of the Long Beach General Plan was therefore amended on June 7, 1983, to include such facilities.

Subsequently, the Legislature incorporated this requirement into Section 65302(a) of the Government Code as a part of the Land Use Element. Therefore, standards and requirements for the siting of these facilities, formerly shown in the Public Safety Element, are herewith incorporated into the Land Use Element.

Solid Waste Management

The storage, transfer, and processing of solid wastes within the city limits of Long Beach are matters of interest in terms of public safety policy. State legislature requires that such operations be identified in a locality's general plan before a permit can be issued by the State Solid Waste Management Board.

There are three such operations functioning in Long Beach (1988), and one proposed operation, the Southeast Resource Recovery Facility (SERRF). The SERRF was expressly permitted in its location by the general plan and zoning regulations extant at the time of its erection. This section deals expressly with the other three operating facilities and with any others which may be proposed in the future.

This Land Use Element of the General Plan permits solid waste storage, transfer, and conversion facilities within Land Use Districts 9L, 9H, and 12, providing the conditions enumerated herein are met.

Conditions of Approval for New Facilities

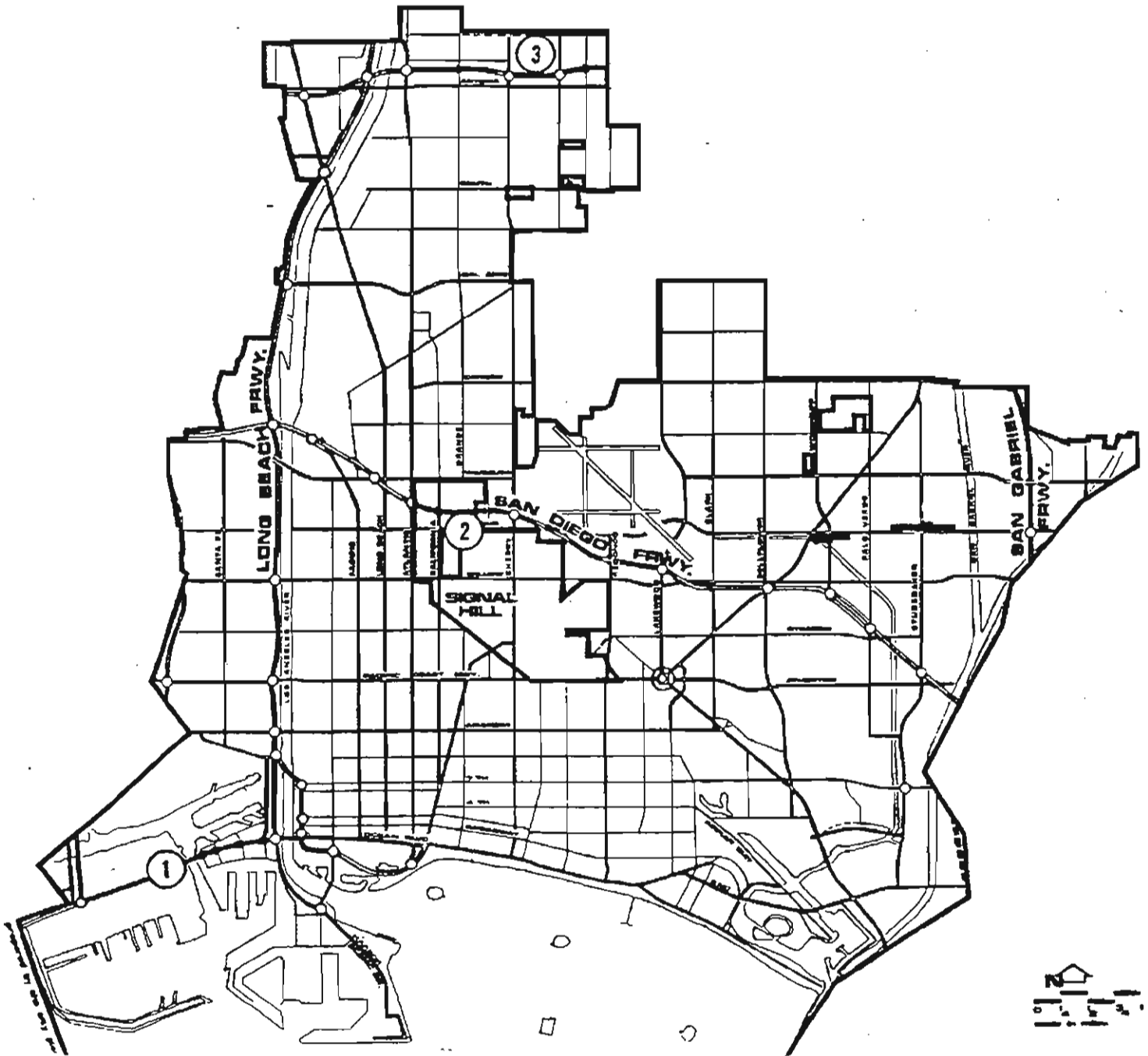
1. The applicant must apply for an amendment to the Land Use Element as the first step in the application process, since only specific locations are recognized by this Element.

2. The site must be shown on the accompanying map, and the address of the facility must be listed in this section of the Land Use Element.
3. The operator must mitigate all adverse impacts identified in the environment impact report prepared as a part of applications.
4. The facility must be operated in a manner consistent with the requirements of the State Solid Waste Management Board and the Long Beach Zoning Regulations.

Addresses of facilities recognized by this Element

1. 2701 W. Seaside Boulevard
2. 1070 E. Spring Street
3. 2501 E. 68th Street

SOLID WASTE MANAGEMENT SITES



Numbers refer to sites listed in the text.

CONSISTENCY TESTS

Upon the adoption of this Land Use Element, specific project proposals, small area plans, and a range of planning and zoning decisions must be found to be consistent with the Land Use Element and other elements of the General Plan.

Consistency cannot always be readily determined by a mere comparison of a proposal with the land use district maps contained herein. Sometimes the maps may be ambiguous, silent, or insufficiently detailed, yet the proposal could be consistent. In other cases, a quick map comparison might imply a consistency which, in reality, does not exist.

In view of such complexities and in the face of the growing importance of consistency requirements in Federal and State mandates, this section outlines some approaches to testing proposed cases for consistency with the General Plan Land Use Element.

1. Generally, if the proposed case conforms to one or more of the maps contained here, and to the types of uses and density limits prescribed in the appropriate sections of this plan, then the proposal is "consistent".
2. The residential neighborhood plans in this Land Use Element may or may not indicate locations for locally needed services, such as retail commercial, new or expanded schools and/or playgrounds and parks, firehouses, libraries, and the like. This plan acknowledges, however, the need for these neighborhood-serving land uses and explicitly makes provision for them without the necessity of amending this plan, as long as each proposal is in harmony with the design and development standards of that particular use and conforms to the development/preservation policies of the neighborhood into which it is to be introduced. If proposals of this nature meet the criteria set forth above, they shall be deemed "consistent" with the plans.

3. Proposal for affordable housing bonuses in residential projects under the terms of the State legislation on this subject shall be deemed "consistent" with this plan, providing the affordable units proposed are of the same housing type and of compatible design with the existing housing bordering the project, or, in the case of proposals in declining neighborhoods, the project is of superior type and design to its surroundings.
4. A proposed subdivision is "consistent" when the proposed use and density of development are within the guidelines set forth herein for that property. Subdivisions of airspace for condominium conversions of the already-erected buildings shall not be "consistent" if the density of development exceeds that which is permitted by this Land Use Element, unless the City Planning Commission makes a finding that the proposed conversion is in the best interest of the involved neighborhood and the City as a whole.

However, proposed subdivisions of incentive density projects which were granted approval prior to the adoption of this Land Use Element, but which have not been granted a building permit, shall be deemed consistent with this Land Use Element as long as their incentive approval remains valid.

5. A conditional use permit is "consistent" when it carries out the intent of the land use district in which it is to be located, and otherwise complies with the required findings of the zoning regulations.
6. A standards variance is "consistent" when it is found not to adversely affect the intent of the land use district in which it is to be located, and otherwise complies with the required findings of the zoning regulations.
7. Zoning is "consistent" with the Land Use element when and where the land use permitted by the zoning fulfills the intent of the land use district in which the zoning/proposed zone change is located.

One of the goals of this Land Use Element is that the land use districts and zoning districts shall be in general conformance with one another. However, since the General Plan is a long range policy for City development, and zoning is sometimes a shorter range means of incrementally reaching the long range goals, there will be instance in which the immediate zoning case appears not to be consistent with the General Plan. In such instances, a finding of consistency may be made by the City Planning Commission providing it determines that the proposed zoning or zoning change is an incremental step toward the ultimate realization of the policies of the General Plan, and that the making of a consistency finding will not foreclose the future possibility of attaining the goals of the Land Use Element.

8. Project proposals contained within the City's Capital Improvement Plan/Program are "consistent" when they conform, explicitly or implicitly, to the land use district policies or other policies of the Land Use Element or other elements of the General Plan. All CIP projects which are intended to maintain/preserve the infrastructure and other capital investments in Long Beach are held to be "consistent" with the policies of the Plan. Proposals for new infrastructures or capital projects shall be examined for consistency on the basis of their ability to implement the goals of the Plan.
9. An environmental impact report on a project shall declare the project "consistent" with the General Plan if the project conforms to and/or furthers the goals and policies of the Plan and complies with any of the reasons stated above (items 1 through 8).
10. A planned development permit application is "consistent" when such application: (1) proposes land uses and densities which conform to the land use district in which it is to be located; (2) proposes mixtures of land uses consistent with the comparable land use districts enclosed; (3) conforms to the standards and criteria of any locally-operative neighborhood or specific plans prepared and adopted in consonance with the General Plan.

11. Government Code Section 65402 requires a finding of general plan conformance by the local planning agency whenever a governmental entity proposes to acquire or dispose of property within the boundaries of the city involved. A finding of "consistency" shall be made when the proposed re-use of the property conforms to the maps and policies of the General Plan. If no re-use is stated by the acquiring or disposing agency, the City Planning Commission may, in lieu of a finding of non-consistency, attach a condition limiting future zoning to that which conforms to the General Plan.
12. Proposals for development/improvements in the area within the boundaries of the Port of Long Beach are "consistent" with this general plan when they conform to the policy intent of the Port's Local Coastal Program and are approved by the California Coastal Commission.
13. "Development Opportunities" identified in maps and texts of this Land Use Element are "consistent" when they conform to the conditions stated in the maps/texts, and otherwise conform to other applicable regulations.

AMENDMENTS

Occasional amendments to the Land Use Element will be necessary to permit the flexibility needed to keep the plan relevant to changing social, economic, and environmental objectives of the community at large. State law permits local governments to amend the general plan up to four times a year as a means to insure responsiveness to changing goals while constraining the frequency of these changes.

Amendments, however, can have a negative impact on the long range goals of the Plan. Numerous amendments may have a significant, cumulative negative effect. This section, therefore, sets forth the guidelines for future amendments to the Land Use Element so that they will have a beneficial rather than a negative effect on the City.

1. Proposals for amendments shall be received and scheduled for public hearings three times each calendar year, at approximately four month intervals;
2. Applicants for amendments must:
 - o File amendments on the form provided by the Department of Planning and Building and pay the fee current at the time of application;
 - o Apply for environmental review and zoning changes as appropriate to the proposal at the time the amendment application is filed;
 - o Make reference on the application form to the land use districts described in this Land Use Element, not to zoning categories;
 - o Make application for amendments for areas no smaller than the equivalent of one city block or block face in size. Applications for single lots or small combinations of lots will not be processed;

- o Show that the proposed amendment conforms to the population, housing, design/architecture, and neighborhood preservation/enhancement goals of the General Plan, as detailed in this Land Use Element and other elements of the general plan current at the time of application;

- o Provide data and maps adequate to fully illustrate the proposed amendment.