

ORDINANCE NO. ORD-

AN ORDINANCE OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH AMENDING AND RESTATING  
PD-30 (DOWNTOWN PLAN)

WHEREAS, on June 13, 2000, the Long Beach City Council adopted Ordinance No. C-7694 amending and restating the Downtown Planned Development District (PD-30). Ordinance No. C-7694 was amended by Ordinance No. C-7719 adopted on November 28, 2000, and thereafter, PD-30 was amended by the following ordinances adopted as follows: C-7830 on October 22, 2002; C-7884 on November 4, 2003; C-7950 on October 5, 2004; ORD-05-0009 on June 7, 2005; ORD-05-0042 on November 22, 2005; ORD-06-0033 on September 12, 2006; ORD-06-0043 on October 3, 2006; ORD-06-0049 on October 24, 2006; and Ordinance No. ORD-07-0018 adopted on April 24, 2007;

WHEREAS, the Planning Commission, at its hearings on November 10, 2011, and December 1, 2011, reviewed the proposal to amend and restate PD-30 and designate it as the Downtown Plan and, thereafter, voted to recommend to the City Council that PD-30 be amended as proposed;

WHEREAS, the City Council, hereby finds that the proposed amendments to PD-30 will not adversely affect the character, livability or appropriate development of the surrounding properties and that the proposed amendments are consistent with the goals, objectives and provisions of the General Plan.

NOW, THEREFORE, the City Council of the City of Long Beach ordains as follows:

Section 1. PD-30 shall be designated as the Downtown Plan and is hereby adopted and restated in its entirety as set forth in Exhibit "A", which exhibit is attached

OFFICE OF THE CITY ATTORNEY  
ROBERT E. SHANNON, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

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hereto and incorporated herein by this reference.

Sec. 2. The area encompassing PD-30 is depicted on the map as set forth in Exhibit "B" which exhibit is attached hereto and incorporated herein by this reference.

Sec. 3. The City Clerk shall certify to the passage of this ordinance by the City Council of the City of Long Beach and cause the same to be posted in three conspicuous places in the City of Long Beach, and it shall take effect on the thirty-first day after it is approved by the Mayor.

I hereby certify that the foregoing ordinance was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 20\_\_, by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
City Clerk

Approved: \_\_\_\_\_  
(Date)

\_\_\_\_\_  
Mayor

ST. LOUIS, MISSOURI

# DOWNTOWN PLAN



January 2012

# **ACKNOWLEDGEMENTS**

## **Mayor and City Council**

Honorable Mayor Bob Foster  
Vice Mayor Suja Lowenthal, Councilmember, 2nd District  
Robert Garcia, Councilmember, 1st District  
Gary DeLong, Councilmember, 3rd District  
Patrick O'Donnell, Councilmember, 4th District  
Gerrie Schipske, Councilwoman, 5th District  
Dee Andrews, Councilman, 6th District  
James Johnson, Councilmember, 7th District  
Rae Gabelich, Councilwoman, 8th District  
Steven Neal, Councilmember, 9th District

## **City of Long Beach Planning Commission**

Becky Blair, Chair  
Alan Fox, Vice Chair  
Charles Durnin  
Leslie Gentile  
Philip Saumur  
Melani Smith  
Donita Van Horik

## **City of Long Beach Redevelopment Agency Board**

John Thomas, Chair  
Diane Arnold, Vice-Chair  
John Cross  
Julie Heggeness  
Teer Strickland  
Vivian Tobias

## **City of Long Beach Development Services Staff**

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Redevelopment Bureau  
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Pear Utrapiromsuk  
Erika Martin

Planning Bureau  
Derek Burnham  
Jill Griffiths  
Steve Gerhardt  
Angie Zetterquist  
Scott Kinsey  
Mark Hungerford

## **Special Recognition**

Downtown Visioning Committee Members  
Downtown Steering Committee Members

## **Consultant Team**

AECOM, Cityworks Design, Iteris, Strategic Economics, and ICF Jones and Stokes  
with Patricia Smith, Contributing

CITY OF LONG BEACH

# DOWNTOWN PLAN

January 2012

Prepared for City of Long Beach Development Services Department  
AECOM, Cityworks Design, Iteris, Strategic Economics, and ICF Jones and Stokes

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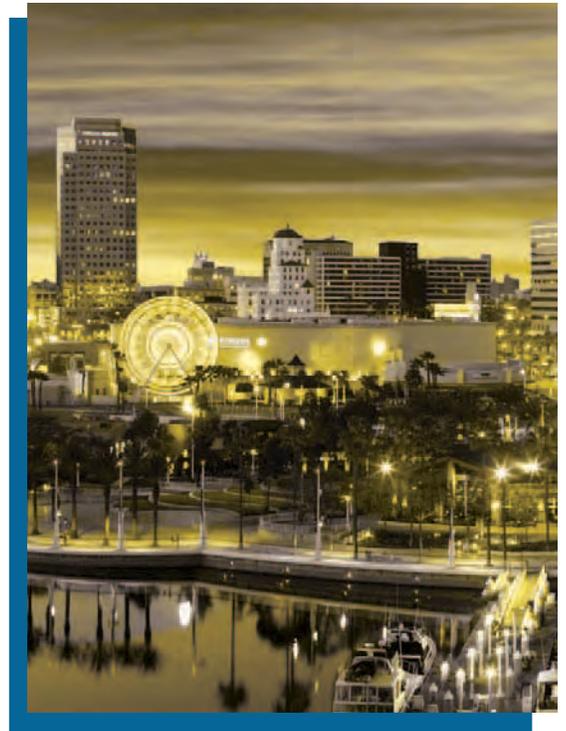
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# VISION + INTRODUCTION

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## CREATING A PLAN FOR DOWNTOWN

### THE IMPORTANCE OF A DOWNTOWN PLAN

For most successful American cities, the downtown represents the symbolic center of commerce, trade, culture and social life. The area that now comprises Downtown Long Beach (Downtown) emerged when Wilmore City was incorporated in 1887. Prior to that, the area was platted into small blocks to serve a growing population that was initially attracted by agricultural opportunities. Later, the discovery and extraction of oil, the development of the Port and the ascent of Southern California's defense industry provided the economic engines for Long Beach to attain its status as one of California's largest cities (today it ranks as fifth largest in the state).

Downtown Long Beach has a relatively compact geographic footprint located atop a bluff overlooking the Pacific Ocean. It is also where the Los Angeles River and the various business activities associated with the Port of Long Beach meet the pleasure activities of the waterfront, beach and marinas. All of these factors provide both challenges and opportunities that require sound planning and design guidance as Downtown Long Beach continues to mature.

Since Downtown's inception over a hundred years ago, much has changed. In the 1960s–70s rapid suburban growth led to a reduced Downtown population and less emphasis on Downtown as the focal point of commerce and public life. More recent effects include globalized trade that brought significant changes in leading industries and job types, combined with a renewed interest in creating livable communities that are less reliant on the automobile.

As a Pacific Rim city, Long Beach has many influences economically and culturally. Downtown continues to be the hub of tourism, business and transit for the entire city. It is also home to a growing population of residents who want, within a livable urban core, convenient amenities and services. Today there are many unique features and treasures within the 1-square-mile Downtown, and when conceived as a whole, they each contribute to making Downtown and the City of Long Beach a memorable place. The Long Beach Downtown Plan (Downtown Plan) was written with a fundamental recognition of what is "quintessentially Long Beach" and seeks to guide how new private and public development can build on existing strengths and enhance the whole.



Build on Downtown Long Beach's historical roots



Downtown Long Beach is a memorable place

FIGURE 1-1

# Regional Context



## CREATING A PLAN FOR DOWNTOWN

There are many facets that contribute to Downtown's unique sense of place: It has a social heart (Pine Avenue and the waterfront), a civic core (Civic Center; City Hall, Courthouse), and major attractions (Convention Center, aquarium and major hotels, restaurants and beaches). It has areas with rich architectural identity (Ocean Boulevard, Villa Riviera, Willmore Historic District, East Village, Museum of Latin American Art) and areas that are emerging and redefining themselves (North Pine, Promenade). Importantly, most of Downtown's treasures are a short walk from each other; they would not be as meaningful on their own, or if they were located in another part of Long Beach.

Any vision of the future must respect Downtown's rich architectural legacy, which includes outstanding building examples of Art Deco, Streamline Moderne and Spanish International Style, as well as other styles. To make Downtown Long Beach a more complete place, this Plan strives to enhance what is currently great and to encourage even greater contributions from all new development. The Plan is therefore predicated on the preservation of historic structures and the introduction of new innovative buildings—both are essential to a thriving metropolis.

As a magnet for investment, office and residential towers, and civic institutions, Downtown will always experience more large-scale development activity than the City's surrounding residential neighborhoods. However, because of the magnitude of that financial investment, and the desire to attract jobs and businesses, it is vital that Long Beach keep current a plan describing what is wanted for Downtown today and in the future.

Some have felt that the fast pace of development funding and construction in Long Beach and all across the West Coast, over the last 10 years, resulted in a reactive planning process. This Downtown Plan encourages a proactive planning process with developers and institutions. This proactive process is critical for Long Beach to be well positioned when the pace of design and construction activity increases. In recent years, the approach used for the Downtown Plan has become known as a "form-based code." This means the focus is on the design and character of the building and how it contributes to defining and activating the nearby public realm. Less focus is on traditional regulation characterized by a list of uses permitted or not permitted within the building. Having such an adopted plan may make Downtown Long Beach more attractive to developers, who can see, clearly codified, what the residents and stakeholders want, what they see as good design, and more importantly what is right for Downtown, a key component of the larger City.

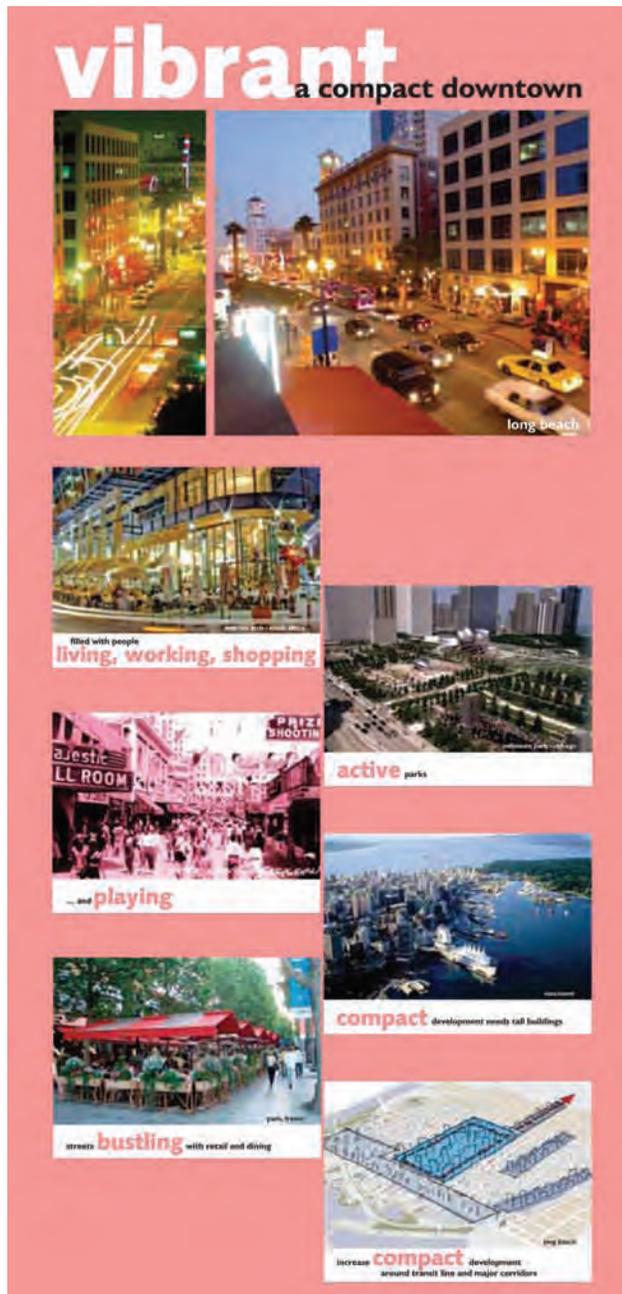


Enhance what is great



Retain the architectural legacy

# CREATING A PLAN FOR DOWNTOWN



Thirteen posters were created during the Downtown visioning process

## THE VISIONING PROCESS

The roots of this document were formed in a highly social “visioning process” that began in 2006 with the volunteer efforts of a Visioning Committee and input received through public workshops. This initial process resulted in a message that combined words and imagery to convey what the future might look like. This visioning provided a necessary foundation for the Downtown Plan and, as a reference to that important foundational work, some of these images are included throughout this chapter. Going forward, the document will exist as the formal policy document to be used by City Staff on a daily basis to (1) keep true to the community’s vision, and (2) provide specific standards and guidelines to reference when working with developers.

The more specific content of this Plan was developed with the contributions of a Downtown Steering Committee. Their mission was to advise Staff and the design consultants as the Plan evolved, to provide continuity with the prior visioning process, progress the thinking on focused topics through subcommittees, and to review and comment on draft versions of the document. A public workshop attended by Downtown residents and stakeholders provided additional insights and suggestions that were critical to the text and graphic content.

### Today’s Economic Forces

In conjunction with the Plan, a market analysis of the greater Downtown Long Beach area was prepared for the Redevelopment Agency to evaluate both current conditions and projections for the future buildout. While the pace of Downtown development, as well as



Input received at public workshops

## CREATING A PLAN FOR DOWNTOWN



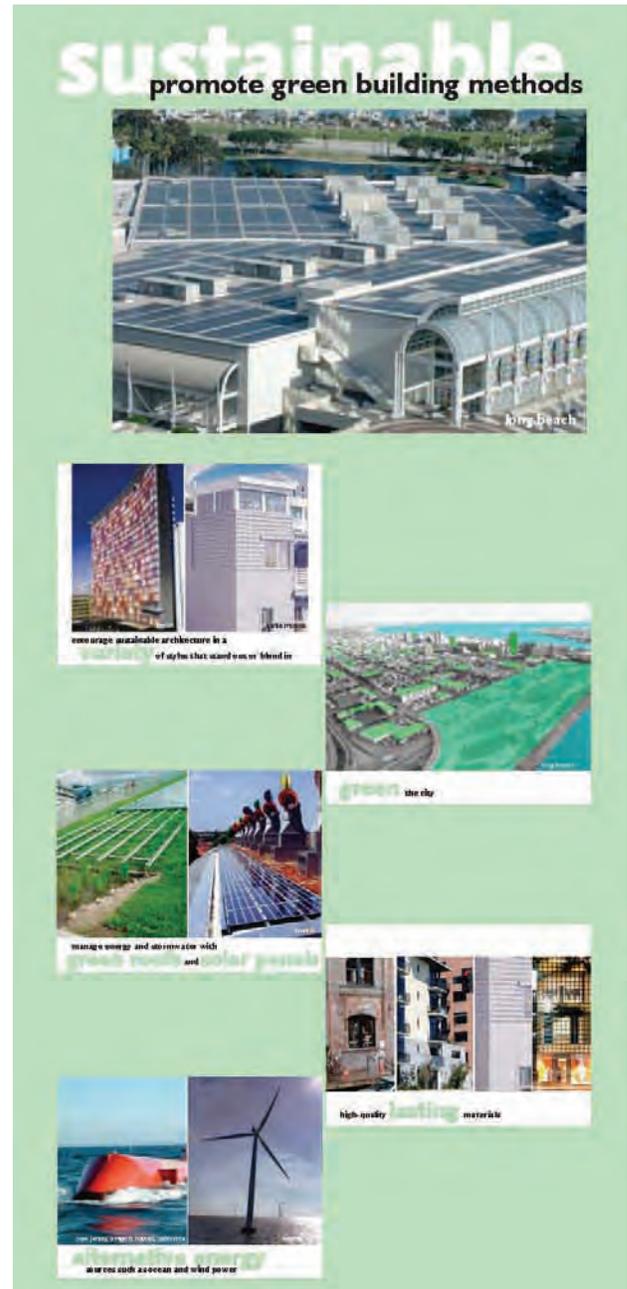
Steering Committee examined height standards on bus tour

development elsewhere, will continue to be impacted by economic cycles, the study concluded that the addition of new housing and the increase in resident population will continue to attract new jobs. The new residents and Downtown employees will increase support for retail businesses. Overall, there are substantive reasons to be optimistic about Downtown's future.

## A SUSTAINABLE FUTURE

As the City embarks on a sustainable path to the future, a *Sustainable City Action Plan* has been adopted that establishes initiatives and goals that will guide future operational and policy decisions for buildings and neighborhoods, energy, transportation, urban nature, waste reduction and water usage. For all issues sustainability seeks consider the environmental, social, and economic components and to maximize benefit with the smallest negative impact.

The Downtown Plan addresses the issues of sustainable design at the most fundamental level of planning and design. These standards reinforce a land use and transportation relationship that supports transit-oriented development nearest the Metro Blue Line stations, walkable streets, a bicycle-friendly environment, and mix of jobs, housing and amenities within a vibrant urban center. Encouraging a balance of transportation modes through good planning, design and development will effectively reduce vehicle miles travelled within Long Beach and, in turn, reduce vehicle emissions that contribute the greatest share of our region's greenhouse gases.



## THE VISION FOR DOWNTOWN

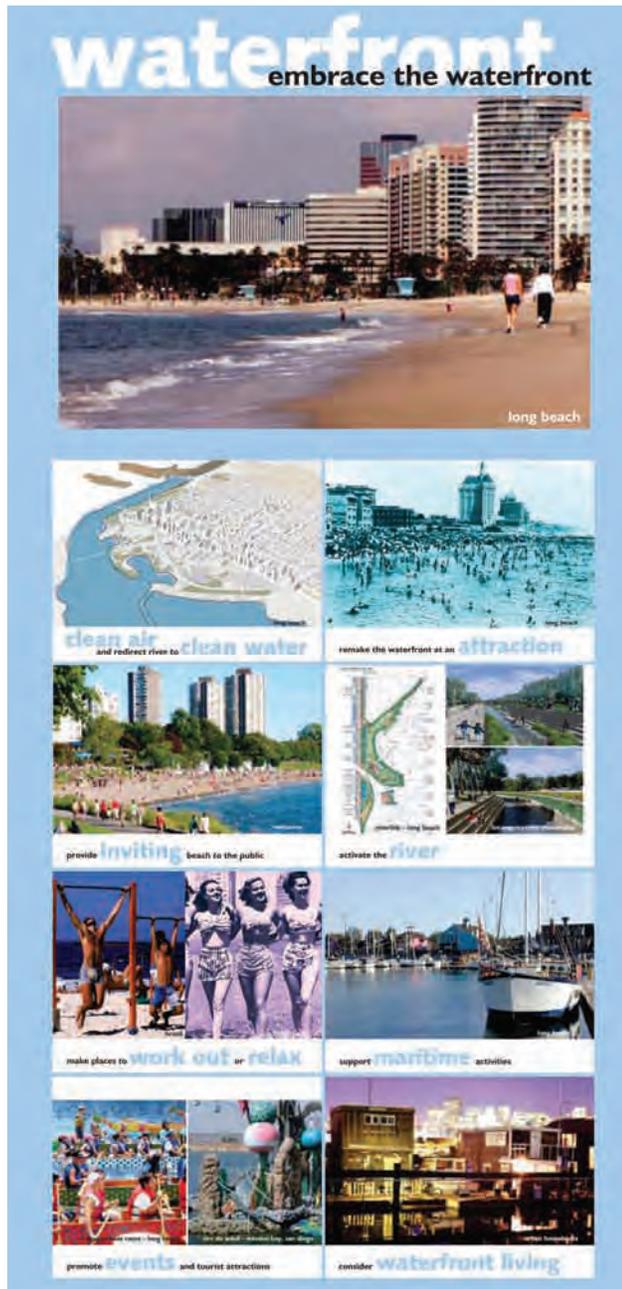
### VISIONING STATEMENT

Long Beach is a **WATERFRONT METROPOLIS** with a feel for the past and anticipation for the future. We are a model of international living and distinguish ourselves through a unique vision: progressive, diverse, cultured. Fueled by a vibrant City center, Long Beach is a place where residents are proud to live, work, and play.

With this clear vision and lofty but attainable goals, Downtown Long Beach is positioned to remain a model for metropolitan growth and a location of international importance. In achieving that model, the Downtown Plan acts as a comprehensive spatial development plan to implement strategies that both preserve and enhance the ideals that have contributed to Downtown's successes while seamlessly instilling new principles of sound urban development. Such strategies will keep Downtown home to the highest concentrations of residential and economic activity in the City, as well as the hub of arts and culture. Long Beach is a place where residents are proud to live, work, and play, and the Downtown Plan is designed to shape the future development of this vibrant City center in a way that is both visionary and sustainable.

### GUIDING PRINCIPLES

The Visioning Committee also developed a set of nine guiding principles, which are meant to shape the outcome during the Downtown Plan's implementation. These represent the culmination of the visioning and outreach process and also serve as a basis of the Plan.



Major attractions are adjacent to Downtown

## THE VISION FOR DOWNTOWN

### WHAT WILL BE THE OUTCOME?

In the near term, a number of projects are underway that promote the principle of improving Downtown's public realm infrastructure. For example, the Pine Avenue Streetscape Improvement Project between Shoreline Drive and 8th Street will contribute to the ongoing betterment of walkability and connectivity. Similarly, the completion of the Metro Blue Line Bicycle and Pedestrian Access Plan will assist in acquiring funding to realize a range of improvements that will encourage bicycling and walking to all the Metro Blue Line Stations.

The Guiding Principles described on this page and the development standards and incentives contained in this Downtown Plan aim to create a world-class City center, and a vibrant and energetic Downtown that will be home to a diverse mix of people, businesses, and attractions. The Plan will provide for more and expanded urban choices for living, working, and shopping in the Downtown in a true mixed-use City center. The Plan will ensure that Long Beach remains highly livable, with interconnected open space and transit, and a range of community services and cultural opportunities.

Achieving a high-quality urban realm, bold architecture, and a progressive global city requires a plan that both regulates and stimulates future development. The Downtown Plan provides development standards and guidelines that establish the critical components for future development, while promoting design creativity as a real estate market catalyst. Specifically, the goals of the Plan include the following outcomes:



Development is balanced with open space

### GUIDING PRINCIPLES FOR DOWNTOWN LONG BEACH

- 1 We promote the development of a **DISTINCTIVE DOWNTOWN SKYLINE**, providing a vibrant, compact city core attracting cosmopolitan and creative people.
- 2 Our lively Downtown acts as the **HEART OF THE CITY**, connecting with the neighborhoods and coastline.
- 3 We encourage an **INFRASTRUCTURE** to accommodate a future that is less dependent on fossil fuels and more focused on walking, bicycling, and public transportation.
- 4 We invite and support new industries to invest in our future so that we can continue to **DIVERSIFY OUR ECONOMY** and promote job growth while strengthening our existing backbone of convention, tourism, and port business.
- 5 We endorse **BOLD ARCHITECTURE, PLANNING, AND CONSTRUCTION** that utilize green building technology and incorporate sustainable energy.
- 6 We demand **QUALITY** in building practices in order to ultimately create historical masterpieces.
- 7 We value our buildings of **HISTORIC** merit and seek to preserve or restore them through adaptive reuse.
- 8 We include the best aspects of an innovative **GLOBAL CITY**: dynamic architecture, light-filled public spaces, active recreation, celebration of our unique culture, and respect for the natural environment.
- 9 We work together to ensure the **SUCCESS** of this vision and it is our promise to the City and its residents to invest in the future.

## THE VISION FOR DOWNTOWN

### DESTINATION DOWNTOWN

A Citywide multi-modal transportation network reinforces the role of Downtown as the focal point of the City.

- 1 *Embrace a “park once” philosophy in the Downtown, stressing the utilization of Downtown’s existing surplus of public parking and a renewed emphasis on shared use of parking facilities.*
- 2 *Facilitate walkability using initiatives such as the recent Pine Avenue Streetscape Improvement Project as a model for other pedestrian right-of-way enhancements in Downtown.*
- 3 *Strengthen connectivity between Downtown and areas south of Pine Avenue, such as the convention center, The Pike, Shoreline Village, and the Alamitos Beach bike path, to attract visitors to and from the waterfront.*
- 4 *Introduce standards that allow for future transit innovation—such as the reintroduction of the streetcar—and the necessary infrastructure improvements that would lend to its success.*
- 5 *Encourage high-density, transit-oriented development near existing Blue Line corridors to maximize usage of existing transit systems and support their success through regulations aimed at improved streetscape and building design along routes.*
- 6 *Uphold the title of The Most Bicycle Friendly City in America through the enhancement of existing bicycle amenities, such as the Bikestation; building on the successes of Downtown’s dedicated 3rd Street and Broadway bicycle lanes; and integrating the Downtown’s bicycle-friendly roads and bikeways with the City’s greater bicycle path network.*

### Enhanced Mobility

The vision for Downtown reflects the City’s forward-thinking, unified approach toward alternative transportation methods that operate with efficiency, directness, and speed. This marks a deliberate departure from antiquated suburban models that focus almost exclusively on maximizing the efficiency of vehicular movement and vehicular parking. Once in Downtown, visitors, residents, and employees will enjoy engaging, clean, and safe pedestrian environments, including paseos, pedestrian-oriented lighting, and sidewalks connecting all of the amenities and excitement of a vibrant urban environment. A walkable Downtown is a successful Downtown.

This renewed commitment to improved mobility in Downtown incorporates improvements integrated into the street systems, including upgraded transit and Blue Line facilities; an increase in the number of interlinked bicycle pathways and related accommodations, such as the existing Bikestation; and pedestrian-oriented amenities. Together they will make Downtown a more welcoming environment, regardless of one’s chosen means of travel.

Additionally, a fully balanced multi-modal system can provide benefits beyond transportation. Where implemented, there are typically increases in economic and business activity and recreational opportunities, and increased support—and accompanying demand—for social and cultural institutions. Bicycle and pedestrian travel causes virtually no air or noise pollution and, as a by-product, improves the health of Downtown.



Dedicated bike paths improve rider safety

## THE VISION FOR DOWNTOWN

A successful downtown is a destination. This is especially true for Long Beach, with its coveted waterfront location and wide range of land uses that draw workers, residents, and visitors into its Downtown. To facilitate the convenient and efficient exploration of Downtown attractions, connectivity between destinations—and the means of such—is a critical outcome of the Plan.

Downtown Long Beach will function as a hub of activity accessible to all through an interconnected transportation network that extends far beyond its borders. Enhanced Blue Line and transit stops will create a welcoming entrance into Downtown, and the reintroduction of the streetcar system may add a appealing, yet efficient, means of traversing through the area's increasingly revitalized corridors. For those who prefer non-motorized transport, enhanced streetscapes—complete with the ample, necessary amenities to make them an attractive, viable option—will provide attractive and safe grounds for both pedestrians and cyclists.

### Interconnected Pedestrian Space

The Downtown Plan identifies standards and guidelines for an interconnected pedestrian network of open spaces, urban parks, plazas, community gardens, courtyards, and paseos. These resources within Downtown offer a range of recreational opportunities and amenities, in addition to their valuable role as a natural aesthetic. The Plan places great importance on streetscape design, a critical aspect of the City's public realm. Quality streetscape design and availability of usable open spaces provide respites from the frenzy of urban life in Downtown, offering places to read, reflect and recharge, or meet and chat with friends and colleagues. In addition to open space requirements contained within the Plan, the City will continue to



Enhanced stations make transit use more comfortable



Multi-modal systems give community members greater choices

## THE VISION FOR DOWNTOWN

pursue development opportunities for public open space in the form of pocket parks, dog parks, and other types of facilities, knitting together an interconnected network of open spaces serving all types of users and offering open space in all neighborhoods of Downtown.

Whether public or private, fully accessible and inviting open spaces are essential to the health and vibrancy of any downtown. It is perhaps from these open spaces that the scale, architecture, and character of the urban realm are best experienced. The interconnected open space network of urban parks, plazas, community gardens, courtyards, and paseos provide pedestrians direct contact with aesthetically pleasing natural features and a path of efficient travel to nearby amenities. A careful, coordinated design of these open space corridors will serve to create safe and suitable walking areas that enhance livability and create a more rewarding Downtown experience.

### Quality Urban Architecture

From both land and sea, the Downtown Long Beach skyline creates a dramatic impression and a statement about the importance of Downtown. Each new building must be a positive addition to this skyline. By incorporating standards and guidelines for site and building design, the Downtown Plan establishes minimum thresholds of quality but allows flexibility by focusing on key elements of design and character of new structures, allowing the marketplace to dictate the details of form and use. This allows for bold new ideas and timeless design principles to shine through and add interest and vitality to the Long Beach skyline over time.

Well-designed buildings are the “building blocks” of great streets and neighborhoods. Good design typically results from projects that are conceived in their total with a “big design idea,” and respond sensitively to their immediate



Successful open space can be either formal or informal

## THE CASE FOR PEDESTRIANS

A walkable Downtown is the cornerstone of a successful urban environment, a proven generator of economic growth, healthier living, and overall sustainability.

- 1 *Promote dense, mixed-use developments that encourage pedestrian travel for access to goods, services, and entertainment.*
- 2 *Emphasize pedestrian safety improvements such as the installation of decorative street lighting, pedestrian crossings, and bulb-outs—such as those recently installed in the Downtown’s East Village—to calm automotive traffic.*
- 3 *Continue parkway landscaping efforts along Downtown streets to create a more attractive, inviting pedestrian realm.*
- 4 *Create plazas, paseos, and walkways that interconnect various Downtown attractions and facilitate pedestrian activity.*
- 5 *Explore pedestrian linkages between Downtown and Alamitos Beach, the City’s largest public open space.*
- 6 *Support residents and visitors with pets with “clean solution” stations and appropriately designed animal-oriented spaces such as K-9 Corner and Downtown Dog Park.*



Open spaces large and small activate Downtown

## THE VISION FOR DOWNTOWN

context while artfully solving the programmatic needs of the owner and building users. This should also be evident at the finer levels of execution—like the selection of materials, windows, doors, details, and the landscaping palette, where all elements combine to realize a larger architectural composition. Additionally, good building design includes active street-level uses with human-scale design features that will enhance the experience of moving through Downtown at street level and contribute to a high level of pedestrian activity.

A world-class Downtown, featuring innovative high-quality design, will attract a new class of commercial and office development and tenants, and more visitors, and contribute to the quality of the urban realm. From human-scale building frontages at the street level to distant views of its balanced, signature skyline, Downtown residents and visitors will continue to see an urban environment characterized by a sensitive blending of carefully preserved older structures, high-quality new construction, architectural gems, and engaging public spaces.



Bold ideas and timeless design principles

### ARCHITECTURAL CHARACTER

Building design shall contribute not only to immediate site surroundings, but also enhance the overall Downtown aesthetic.

- 1 *New development shall be designed in such a way as to blend into the overall context of neighboring structures, particularly those with historic significance.*
- 2 *Ensure that the “public realm” of the street is consistent on Downtown’s most identifiable corridors by enforcing minimum building heights.*
- 3 *Require human-scale building frontages—particularly at street level—that appear open and inviting to the public and contain appropriate pedestrian amenities.*
- 4 *Preserve existing view corridors and natural light passages when considering taller structures, and hold new high-rise buildings to the highest standards of design to maintain the Downtown’s legacy of well-detailed, crafted, and timeless buildings.*
- 5 *Create a transition in bulk and scale to maintain a quality and balanced skyline. Enhance new development with significant landscaping, both on-site and within the abutting public right-of-way. Enforce design standards that encourage innovation and design of high-quality architecture and urban form.*
- 6 *Ensure that the individual design elements all contribute in a meaningful way to a complete, coherent design vision.*



## THE VISION FOR DOWNTOWN

### Sustainability

Continuing the City's forward-thinking approach toward sustainable design and development, the Plan advances a number of goals aimed at preserving the area's natural elements and lowering the ecological footprint of Downtown. The current Citywide Sustainable City Action Plan and the green building policy is augmented in the Downtown Plan by development incentives. These are provided for projects that include LEED certification or equivalent, green roofs, use of renewable energy, public open space in excess of the standards, and rehabilitation of historic structures. The Plan's focus on linking density to transit significantly reduces automobile emission levels and lowers the Downtown's heat island effect. These future-oriented policies will specifically direct the City toward more environmentally friendly forms of development and community building.

As home to the highest concentrations of development in Long Beach, Downtown will continue to uphold the City's efforts at being a national leader in the sustainability movement. Quality transit-oriented projects will line upgraded, user-friendly Blue Line and bus routes, and the current infrastructure catering primarily to private automobile access into and around Downtown will be augmented by an upgraded system of bicycle and pedestrian amenities. Together with the implementation of various City policies and regulations aimed at "greening" Downtown, this will help ensure a cleaner, healthier Downtown of the future.



### SUSTAINABILITY FRAMEWORK

A commitment to sustainable practices in both public and private spaces will ensure a healthy, more livable Downtown for future generations.

- 1 *Continue Long Beach's proactive approach to environmental issues by adopting standards that support the existing Sustainable City Action Plan, Green Building Development Standards, Water-Efficient Landscaping Ordinance, and the forthcoming Low Impact Development Ordinance.*
- 2 *Encourage LEED Certified Silver or higher on all new Downtown developments.*
- 3 *Increase the greening of Downtown through right-of-way landscaping enhancements, public parks, and vegetated pathways linking streets with public and private open spaces, such as linkages connecting The Promenade and Pine Avenue.*
- 4 *Incorporate sustainable construction techniques into infrastructure projects to reduce long-term project impacts.*
- 5 *Implement public right-of-way enhancements such as energy-efficient street lights/signs and other amenities.*
- 6 *Support the emergence of Downtown as a center of green jobs through various education and job promotion campaigns.*
- 7 *Continue promotion of alternative transportation as a means to, from, and within Downtown.*



## THE VISION FOR DOWNTOWN

### Activities and Events – Enrichment of Arts and Culture

From summer concerts to trade shows and conventions to a myriad of special events, Downtown truly personifies the heart of the City. Aided by a temperate coastal climate, hundreds of events each year, including community gatherings of all types, art walks, street performances, and festivals, attract visitors from near and far. Art installations and window displays, exterior lighting of buildings, and other similar features create a truly unique urban environment, bringing newcomers and regulars back to Downtown to enjoy their leisure time and the unique architecture and character.

With no other South Bay location boasting such a large mix and concentration of activities and events, Downtown Long Beach is a highly popular regional destination. The Downtown Plan strives to expand this level of activity, encouraging the enrichment of the Downtown environment through the ongoing promotion of large, annual events—running the gamut from athletic competitions (the Long Beach Grand Prix and Long Beach Marathon) to street parades and concerts (the Long Beach Gay & Lesbian Pride celebration, Summer And Music [SAM])—as well as those with a more local flavor, such as the East Village Art District’s monthly Art Walk and the weekly Downtown Farmer’s Market. The continued hosting of these events and supporting venues for new events provide an immeasurable opportunity to showcase the spirit and character of Downtown.

A diverse collection of recreational opportunities for residents, visitors, and tourists are readily available within Downtown. From the hosting of large conferences to the continued scheduling of a diverse range of musical and cultural events, Downtown will cater to the interests of all segments of society. Creative art and performance spaces will see their numbers grow, increasing the Downtown’s status as a hub of culture and nightlife. Downtown will be an arts destination for visitors and home to many of America’s top writers and visual and performing artists. The Downtown Plan will implement strategies to make this vision a reality.

### THE ROLE OF ARTS AND CULTURE IN DOWNTOWN

Drawing both visitors and local residents, a wide range of entertainment options are critical to the vitality of Downtown.

- 1 *Maintain the City’s partnership with the Downtown Long Beach Associates, Convention and Visitor’s Bureau, and other Downtown stakeholders to continue the promotion of visitor-service attractions.*
- 2 *Continue to pursue events of national and international interest, such as the recent hosting of the TED Conference.*
- 3 *Maintain a streamlined process for Downtown special event application review.*
- 4 *Foster development strategies that bolster the East Village’s standing as a regional hub of creativity, and encourage creative spaces, such as the recent Art Exchange project and 4th + Linden design studios, within the district.*
- 5 *Seek to establish suitable Downtown performance spaces as new trends in art and entertainment present themselves.*
- 6 *Program evening events that encourage Downtown businesses to extend their operating hours.*



Unique events draw people from near and far

## THE VISION FOR DOWNTOWN

### A Respect for History

Downtown Long Beach has a fine collection of older structures that are associated with the people, events, and history of the City. These buildings are the tangible roots of communal memories, reminding residents and visitors of where the City has come from and how it has grown. Preserving examples of historic buildings keeps intact the connection between the past, present, and future. Many of these historic buildings are architecturally significant for their materials, design, construction, ornament, and craftsmanship. Because of their unique urban character, they visually enrich our urban experience and can provide property owners with tangible benefits. In competitive real estate markets, well maintained historic buildings often have a special marketing edge.

Understanding the enriching value of these character-defining resources, the Plan complements the greater Long Beach goal of preservation and protection through adaptive reuse strategies and regulations that require future developments to be designed in a manner that harmoniously strengthens the present Downtown fabric. Important incentives for historic preservation are available at the federal and state level. Federal programs include the Federal Historic Preservation Tax Incentive Program, which creates tax credits, and



### HISTORIC CHARACTER

A key component of the Downtown character derives from the presence of structures from the turn of the century. Integrating modern structures with those of historic significance will positively reflect Downtown's continuing urbanization progress.

- 1 *Facilitate the reinvention of historically significant structures and incentivize—through density waivers, parking reductions, and other means—adaptive reuse possibilities, as seen in the recent Kress Lofts, Insurance Exchange, and Walker Building projects.*
- 2 *Require development on Downtown sites in proximity to structures of historic significance to be designed harmoniously with the existing building's historic character.*
- 3 *Create a more streamlined Certificate of Appropriateness process for small-scale modifications to existing historically significant structures.*
- 4 *Create opportunities to educate and promote Downtown and the adjacent waterfront's historic past.*



Encourage new uses for older buildings

## THE VISION FOR DOWNTOWN

the Preservation Easements Program, which creates charitable tax deductions. State programs include the 2007 California Historic Building Code, and the Uniform Code for Building Conservation which deal with the unique building construction and safety issues inherent in historic buildings, and the Mills Act Program, which provides for reductions in property taxes for qualified historic buildings.

A careful blending of both old and new will add to the rich history of Downtown. The emphasis on adaptive reuse will see older buildings reinvented in ways that pay homage to their past while renewing their status as destinations and places of interest.

### Supporting Infrastructure

As one of the oldest neighborhoods in the City, Downtown faces the challenge of balancing the increasing flow of daily activity with the ever-present needs of an older infrastructure network. Ongoing maintenance and repair of streets, sidewalks, utilities, and communication systems remain a top priority, as well as the continued, successful collaboration between the City and service agencies, who, together, will lay the foundation for Downtown's continued vitality and success.

Downtown's future will consist of street improvements to make the area more readily accessible to both pedestrians and bicyclists. Enhanced sidewalks and connectivity via landscaped and amenity-rich paseos will connect points of interests in a way that will encourage a "park once" approach, encouraging visitors to walk to multiple Downtown destinations. Improved interface between buildings and their adjoining streetscapes will create an enjoyable, safe pedestrian environment that will act as a catalyst for the growth of Downtown's retail and restaurant sector.



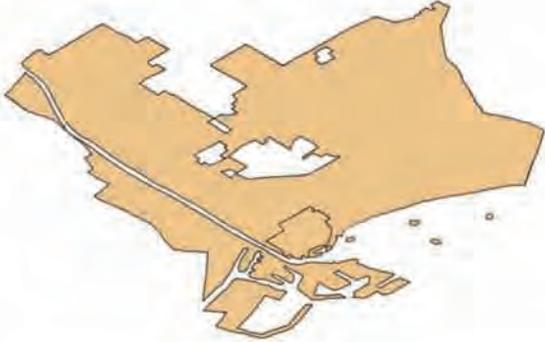
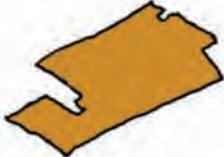
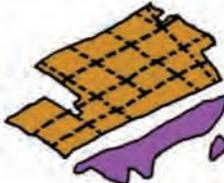
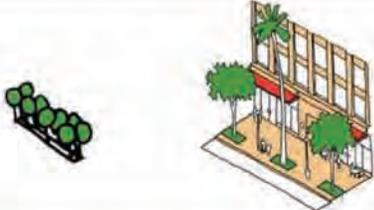
### INFRASTRUCTURE SYSTEMS AS DEVELOPMENT CATALYST

Properly functioning infrastructure is a proven catalyst for a successful, dynamic Downtown. Improvements in this realm will serve to increase the efficient movement of goods and people, and serve to support future development.

- 1 *Ensure that future street improvements cater to all modes of transportation, not simply automobiles.*
- 2 *Require infrastructure improvements, when necessary, as conditions of future development approvals.*
- 3 *Support the development of Downtown passenger terminals that serve two or more travel modes, such as the proximity of existing Blue Line stops, Downtown's First Street Transit Mall, and the BikeStation.*
- 4 *Provide clear and attractive wayfinding signage to and within Downtown.*
- 5 *Explore the potential for a free wireless network throughout Downtown.*
- 6 *Enhance the appearance, functionality, and safety of sidewalks and other pedestrian spaces.*

# THE VISION FOR DOWNTOWN

## Understanding The Planning Document Hierarchy For Downtown Long Beach

Level of Plan	Physical Extent	Scale & Specificity
<p><b>Planning Policy Framework</b></p> <p>Providing policy initiatives and planning requirements</p> <p>Examples: National, State, and Regional (SCAG, SCAQMD) Regulations, Policies, and Plans</p> <p><b>Citywide Plans</b></p> <p>Goals and policies for future land-use decisions (guide for future development); Provides vision and guidance, but does not regulate land-use; Integrates a multitude of concepts such as sustainability, healthy living initiatives, economic development, and provides overarching comprehensive vision, or provides guidance for a particular topic citywide</p> <p>Examples: General Plan Update (Long Beach 2030), Long Beach Strategic Plan 2010, Bikeway Master Plan, Capital Improvement Plan (Infrastructure Master Plan)</p>		<p>More Conceptual-Based/Long Vision Planning</p> <p style="text-align: center;">↑ Vision</p>
<p><b>Conceptual Area Plans</b></p> <p>Geographically focused plans which address relevant topics pertinent for specific areas; Provides vision, guidance and intended outcomes through guidelines, but doesn't regulate land-use</p> <p>Examples: Downtown Vision Statement, Strategic Guides For Development For Central and Downtown Redevelopment Project Areas, Streetscape Enhancement Master Plan, Downtown Retail Vision</p>		<p style="text-align: center;">Regulatory</p>
<p><b>Community Plan/PD/Zoning</b></p> <p>Consistent with and systematically implements vision or conceptual documents for a particular area and/or topic; Implementation through zoning regulation, and enforceable development standards, does regulate land-use, setbacks, height, density, and other development standards</p> <p>Examples: Downtown Plan, Local Coastal Plan (Implementation Measures) PD-6 Downtown Shoreline</p>		<p style="text-align: center;">Regulatory</p>
<p><b>Implementation/Improvement Plans</b></p> <p>Detailed construction-level projects, plans, and local implementation strategies</p> <p>Examples: Pine Ave. Streetscape Improvement Project, Downtown Design Guidelines, East Village Arts District Guide For Development, Blueline Pedestrian/Access Plan, 3rd Street &amp; Broadway Bicycle Plan, Downtown Long Beach Area Retail Implementation Strategy</p>		<p style="text-align: center;">↓ Project</p> <p>More Detailed/ Near-Term Projects</p>

### Composite

A coordinated series of plans at various scales to guide development and infrastructure priorities, create great streets, and enhance neighborhoods and foster vibrant communities



## HIGHLIGHTS OF THE PLAN

### RELATIONSHIP TO OTHER PLANS

The City's broadest reaching plan document is its General Plan; the forthcoming *Long Beach 2030 Plan*. Other documents that supplement the General Plan and provide broad guidance for all areas of the City are documents like the *Sustainable City Action Plan* and the *Bicycle Master Plan*.

Second in the hierarchy of regulating documents are Specific Plans. **This Downtown Plan will function like a Specific Plan to provide very localized guidance and standards for new development.**

Third, and representing the greatest level of specificity, are Improvement Plans. For Downtown Long Beach, these would include the *Pine Avenue Streetscape Plan*, *East Village Arts District Guide for Development*, and the *Metro Blue Line Bicycle and Pedestrian Access Plan*. These documents must remain consistent with the principles of the Downtown Plan but provide very detailed design and implementation plans for improvements that will be realized in the near term.

**Section 1 – The Vision and Introduction** provides the context for the Downtown Plan, clarifies its relation to other guiding documents, describes its outgrowth from a visioning process, and articulates the expected outcomes..

**Section 2 – Connectivity and Character** describes the multimodal transportation facilities that will serve Downtown and how the pedestrian, bicycle, transit, and vehicular components all work together. It also describes important neighborhoods and character areas adjacent to and within Downtown.

**Section 3 – Development Standards** defines acceptable uses and envelopes for development, density, parking, building height and setbacks. These standards essentially define the developable envelope and are intended to both regulate and stimulate development.

**Section 4 – Design Standards** focuses on urban design and architecture to achieve pedestrian-friendly development and to foster buildings that are “good neighbors” making a significant design contribution to their block, street and neighborhood.

**Section 5 – Streetscape and Public Realm Standards** provides more specific criteria for the design of streetscape, street trees, planting, hardscape, site furnishings, lighting, open space and public art.

**Section 6 – Sign Standards** provides overall guidance in the design of commercial, residential and temporary signs.

**Section 7 – Historic Preservation** encourages adaptive reuse, treatment of landmark buildings, incentives.

**Section 8 – Plan Administration** clarifies the development approval process, procedures and environmental review assumptions of the Program EIR.

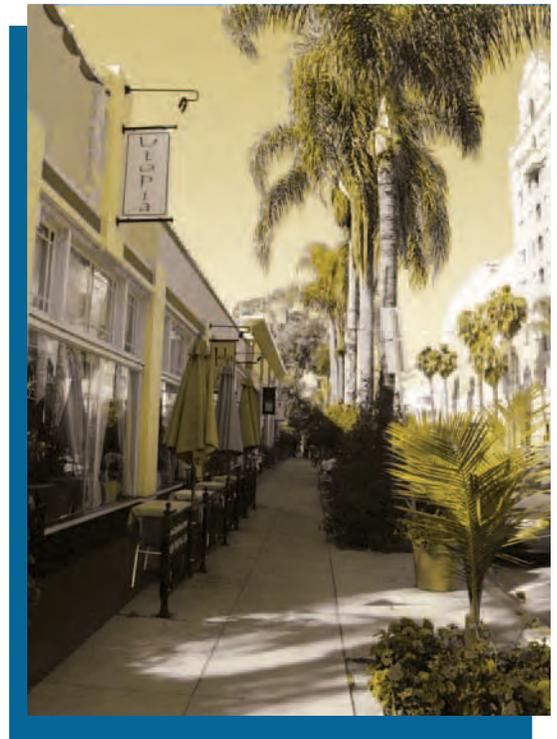


# 2

## CHARACTER + CONNECTIVITY

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# CHARACTER

## DOWNTOWN CHARACTER AREAS

Within the Downtown, there are a number of “character areas,” which are discussed throughout the Downtown Plan. These areas have evolved over time, so that each has a unique feel and unique attributes that should be strengthened through new development and rehabilitation. The Downtown character areas are discussed on the following pages, and their locations are generally identified in Figure 2-1.

### CIVIC CENTER

This area includes the Civic Center, public library, and Lincoln Park. It is a primary icon and gathering area within the City.



## BUSINESS AND ENTERTAINMENT AREA

Downtown is the heart of Long Beach and the site of much development in the recent past. It is the business, retail, and tourism hub of the City, and also the home of many of the City’s historic and cultural treasures. It is characterized by tall buildings; high vehicular, pedestrian, and transit traffic; and diverse building sizes and uses.



## CHARACTER

### WILLMORE HISTORIC DISTRICT

The northern portion of the Plan area includes parts of the Willmore City/Drake Park historic district, which features residences of the early 1900s and pleasant tree-lined streets.



### EAST VILLAGE

East Village is the center of local arts and culture in the City. The eclectic neighborhood boasts a collection of privately owned businesses, galleries, shops, and a complementary street experience. Its nostalgic charm and diversity of uses attract both tourists and locals.



### WEST END

The West End is located at the west side of Downtown, east of the I-710 freeway and Cesar Chavez Park. This district is defined by low-rise, single- and multi-family residential uses, and neighborhood amenities like churches and schools. This district represents the traditional neighborhoods with walkable streets and diverse housing types that characterize much of the City.



### NORTH PINE

This area includes the northern portion of Pine Street, which has more neighborhood character than within the Downtown core. It also includes a variety of housing types, including multi-family buildings and condominiums.



FIGURE 2-1

### Character Areas and Surrounding Neighborhoods



## CHARACTER

### SURROUNDING CONTEXT

While the development and design standards in Chapters 3 and 4 outline specific requirements for new development, new projects must also respond to the context of their setting and contribute to Downtown in a meaningful way. It's important to recognize that Downtown is actually a collection of neighborhoods and areas of distinct character that make it memorable. This Plan requires buildings to respond to their surrounding neighborhood and the character of their street and block with an urban design approach that is coherent, and a stylistic approach that balances innovation with architectural sensibility. Adjacent to the Downtown Plan study area are other notable neighborhoods in Long Beach that influence the character of the area.

#### Waterfront

The Long Beach waterfront is located to the south of the study area, defined by Ocean Boulevard as the boundary. The waterfront includes cultural, tourist and recreation attractions like the performing arts center, convention center, aquarium, and The Pike and Rainbow Harbor. These are linked by abundant public transportation. Much of the former industrial waterfront to the west has been transformed into business park uses.

#### Residential Neighborhoods

Residential neighborhoods surround the remainder of Downtown. To the east is Bluff Park and Alamitos Beach, an area of stately, oceanfront homes and mid-rise condominium buildings. The neighborhoods of Hellman and St. Mary's are located to the northeast, which are both traditional neighborhoods with Craftsman homes and other neighborhood uses. St. Mary's Medical Center is located within this community. North of Downtown are Drake Park and Willmore City, which together form a Historic District known for early 1900s residences.



## CONNECTIVITY



## THE IMPORTANCE OF CONNECTIVITY

The successful downtown is a destination. This is especially true for Long Beach with its unique waterfront location and its mix of uses that draw workers, residents, and visitors to the area and encourages them to move about and explore the different neighborhoods of Downtown. Conveniently and efficiently exploring the different areas of Downtown requires that they be interconnected in multiple ways, providing multiple choices as to how to move around and through the area.

The connectivity and mobility vision for Downtown is forward thinking and deliberately moves away from the typical suburban model and some of the downtown models that focused almost exclusively on maximizing the efficiency of vehicular movement and vehicular parking. The visioning process concluded that a dense, vibrant downtown could not be achieved by focusing on the automobile for moving people into and around the area. The Downtown mobility network must be a balanced network that provides transit as a viable alternative to the automobile, includes bicycle facilities integrated into the street system, and safe and engaging pedestrian corridors.

A fully balanced multi-modal mobility system has benefits beyond transportation. Where implemented there is typically increased economic and business activity, recreation, and increased support for social and cultural institutions. By providing appropriate and well-designed spaces for bicycles and pedestrians, the overall quality of life is elevated encouraging even more investment in quality development.

The vision of a balanced mobility network does not suggest that the network does not have priorities. The highest priority is on walking as the mode for moving within Downtown. This is followed by bicycles, the various forms of transit, and then vehicles.



## CONNECTIVITY



The network in Downtown Long Beach consists of a combination of highways, streets, transit, and the pedestrian realm. Primary surface streets, regional and interstate highways, and major transit connectors all lead to Downtown. This access positions Long Beach as a regional hub, with connections to Los Angeles, San Diego, Orange County, nearby ports, and other regional destinations in Southern California. This network is illustrated in Figure 2-2.

Walkable streets and accessible transit are a crucial ingredient for a vibrant, multi-use community. Streets are the heart of the public realm and should accommodate a wide range of inhabitants beyond vehicles. The goal of the Downtown Plan is to restore the streets as places of community association and shared transportation, as it was historically in Long Beach.

### DOWNTOWN STREETS

A number of important City thoroughfares converge in Downtown Long Beach. The streets are primarily in a grid with occasional diagonal streets, and a variety of types, sizes, character, and capacity.

#### Key Streets

Key streets in Downtown are either significant for being major thoroughfares or retail corridors, or because they provide iconic character and recognizable centers for neighborhood districts. Key mobility streets are illustrated in Figure 2-2.

Major streets provide direct regional access to and from the Downtown core. They are generally wide, with multiple lanes, are accessible to highways, and carry high traffic volumes. Most of them are consistent with the grid. Others—like Alamitos and Ocean Boulevard—deviate from the grid to channel traffic to specific destinations and are important gateways into Downtown. These streets are shared by personal vehicles, buses, bicycles, and pedestrians, often as important retail corridors. Major streets create the form of the City and help to distinguish unique communities therein.

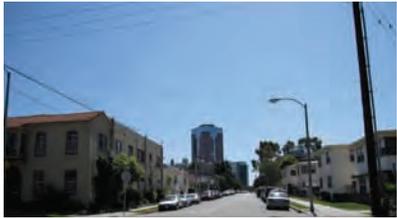
# CONNECTIVITY

The regulations and guidelines presented in this plan will realize the goals put forth by the Guiding Principles. Below are visual representations of what some character areas can resemble once these new policies and guidelines are implemented.



## LONG BEACH BLVD

In the Downtown core, high-quality design should incorporate modern, innovative architectural solutions, a higher minimum streetwall, and taller buildings in the transit-oriented areas.



## WEST END

Architectural design standards west of the Downtown core should promote high-quality residential development with a minimum streetwall, landscaped setbacks, parkways, and street trees to enhance the pedestrian environment.



## EAST VILLAGE

East of the Downtown core, architectural design should promote high-quality mixed-use development with pedestrian-oriented ground floors.

## CONNECTIVITY



### Overall Guidelines for Walkability:

1. Strengthen existing pedestrian connections and streetscapes where possible, through the use of lighting, street furniture, landscape, and signage.
2. Incorporate mid-block connections, paseos, or small plaza spaces to enhance the pedestrian realm, and provide pedestrian gathering places and stopping points.
3. Provide pedestrian-oriented uses and pocket parks along pedestrian zones to encourage “eyes on the street” and active uses.

Other streets, such as Pine Avenue, Ocean Boulevard, Linden Avenue, and Alamitos Avenue, contribute to distinct characters within the City. These streets offer great pedestrian activity because of a predominance of ground-floor retail, public spaces, and other places of interest. Many of these streets are found Downtown, as it is the center of culture and identity.

### Neighborhood Streets

Neighborhood streets complete the street network, composing the neighborhoods and city fabric and connecting the major streets. They are typically narrower; post slower speeds; and allow for a greater commingling of vehicles, pedestrians, and bicycles than primary streets.

### PEDESTRIAN CONNECTIONS

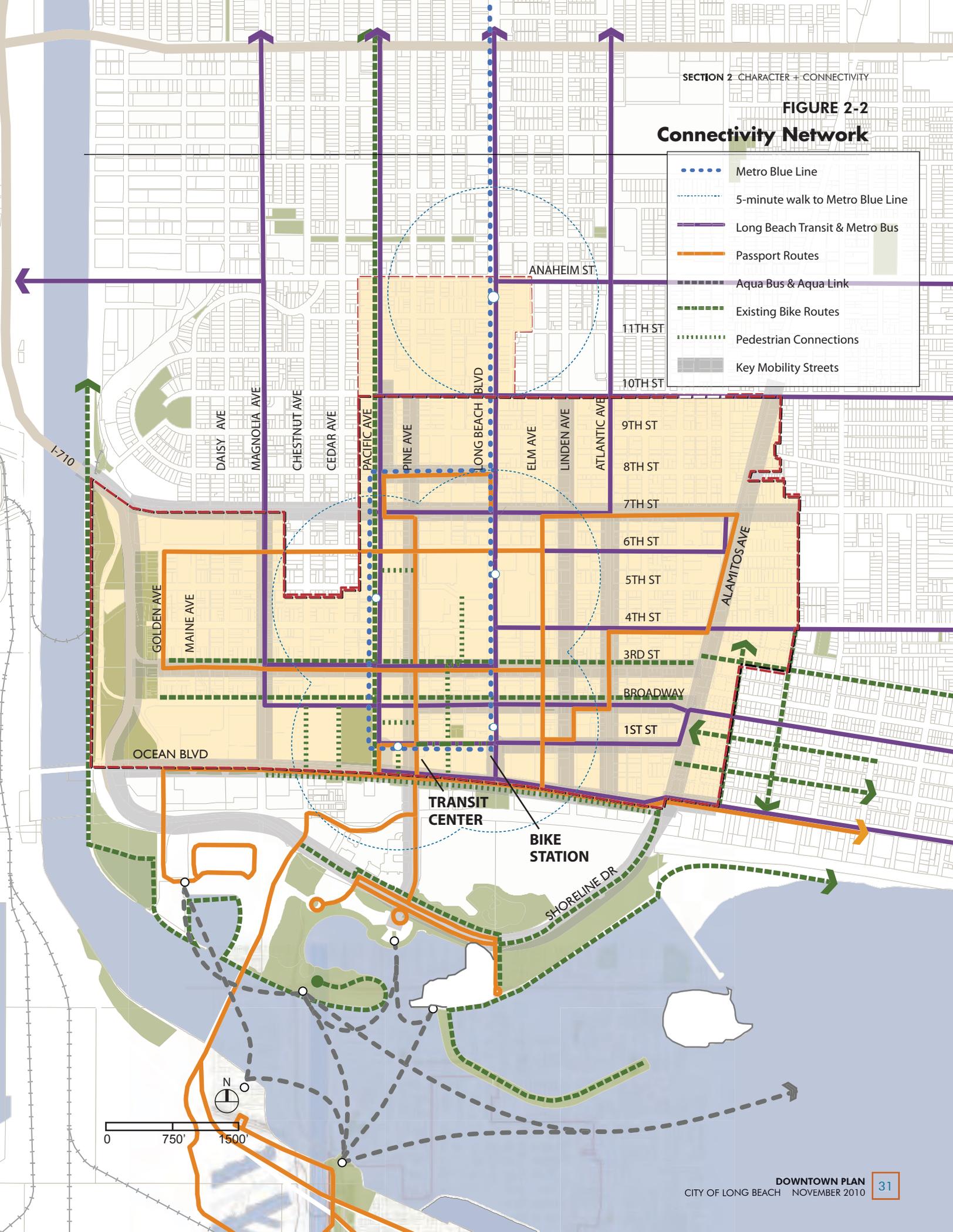
In several spaces, the public right-of-way is reserved for pedestrians, most notably the Promenade, which links City Place to the Transit Mall. Additional connections occur within privately owned courtyards that open to the street. The Civic Center features a pedestrian-only route between Broadway and Ocean Boulevard. Ocean Boulevard, an icon for the City, features wide setbacks that provide a pedestrian environment.



FIGURE 2-2

# Connectivity Network

- Metro Blue Line
- 5-minute walk to Metro Blue Line
- Long Beach Transit & Metro Bus
- Passport Routes
- Aqua Bus & Aqua Link
- Existing Bike Routes
- Pedestrian Connections
- Key Mobility Streets



## CONNECTIVITY

### TRANSIT

Transit plays a key role in the mobility network of Downtown Long Beach. Parts of Pacific Avenue, 1st Street and 6th Street, and Long Beach Boulevard include the Metro Blue Line rail in the right-of-way. Additionally, a portion of 1st Street is reserved for bus traffic. These streets have a great amount of pedestrian activity as a result of their connection offerings and are significant activity centers in Downtown.

#### Los Angeles Metro System

The Metro Blue Line is a central feature of Downtown Long Beach. This light rail route connects to Los Angeles, surrounding cities, and greater Long Beach. Within Downtown there are four Blue Line stops, including an additional stop just north of Downtown on Anaheim Street. The entirety of the Downtown core is within a 5-minute walk of a Blue Line stop. This equals approximately one-third of Downtown.

The Long Beach Transit Mall, located at 1st Street and Pacific Avenue, is the junction of the Blue Line and multiple bus lines. Recent transit and pedestrian improvements at the Mall re-enforce its role as the center of transit activity in the City. In addition to the Blue Line, the Los Angeles Metropolitan Transit Authority also operates bus routes into Downtown Long Beach, with connections to the Transit Mall.



#### Local Bus and Water Taxis

Long Beach Transit, the local transit authority, operates an extensive bus system within the City. Several of its regular routes pass through the Downtown area. Bus routes operate mostly on primary streets, and most locations within Downtown Long Beach are within a 2-block distance from a bus route.

Long Beach Transit also operates bus routes for popular tourist destinations and areas of cultural interest. These include the Passport, the AquaLink, and the AquaBus, which provide links to activity centers throughout Downtown and the City. The reintroduction of the streetcar system may add appealing yet efficient means of traversing through the area's increasingly revitalized corridors.

Long Beach Transit also provides connections via water across the Harbor. The AquaBus operates a circular route to all attractions on the Harbor. The AquaLink is a larger vessel that travels farther to Alamitos Bay and also the Harbor destinations. Both of these options can be accessed from Downtown.



## CONNECTIVITY

## BIKEWAYS

The City of Long Beach would like to be the most bicycle-friendly urban city in the nation. The City and its residents developed a Bicycle Master Plan in 2000. This plan guides the development and maintenance of bicycle-friendly roads and bikeways, support facilities, and other programs. This Plan, which serves commuter and recreational riders, is currently being updated. A number of recreational bikeways and a Downtown street system already support bicycle use. The majority of the Class I bike lanes, those that are separated from vehicular paths, are located along the Los Angeles River and along the harbor through Shoreline Village. All of these are outside of Downtown.

Downtown contains a great asset for bicycle riders: the BikeStation. This commuter bike station, with 24-hour bike storage and amenities, was one of the first of its kind in the nation, and it set a precedent for bicycle use in Downtown. It is located in the center of Downtown, which is convenient for residents and acts as a promotional tool for bicycle use advocacy.

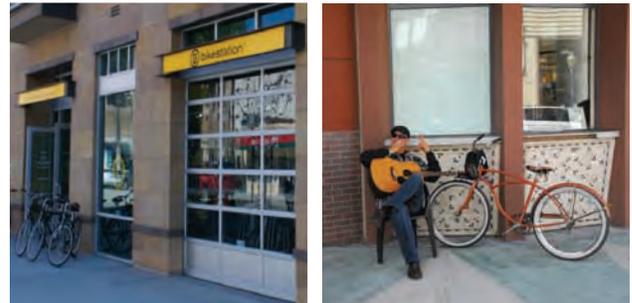
In 2008, the City began operation of City Bike Share, which encourages City employees to park their cars once and use bicycles to travel to nearby meetings, lunches, or errands. In 2009, the City was awarded funding to develop a Metro Blue Line Bicycle and Pedestrian Access Plan. This Plan will assess and recommend infrastructure and safety improvements to increase bicycling and walking to Metro Stations in Downtown and throughout the City.

Implementing a portion of the Bicycle Master Plan for Downtown, dedicated bike lanes have been completed on 3rd Street and Broadway. Completion of the planned bikeway facilities for Downtown will be the catalyst for achieving the most-bicycle-friendly goal.



### Overall Guidelines for a Bicycle-Friendly Downtown:

1. Establish pedestrian and bicycle priority zones on primary and secondary streets within Downtown. Use traffic-calming measures to ensure safety for bicyclists riding in the street, and at pedestrian crosswalks.
2. Promote shared transit, pedestrian, and cyclist use on key transit streets. Enhance the attractiveness of these streetscapes to raise user awareness and comfort.



## CONNECTIVITY

An important asset of Downtown is its relatively intact grid street system. The main goal as redevelopment continues is to ensure that this grid is maintained and, where possible, reestablished where past interruptions have occurred. Additionally, the coordination of all modes of transportation is a priority in the Downtown Plan.

The following is a summary of key goals identified for mobility in Downtown:

### Overall Guidelines for Creating Great Streets:

1. *Maintain the historic street grid to promote the greatest number of mobility options, retain the historic scale of the streets, and preserve and/or establish new view corridors. Prohibit and discourage any interruption of the street grid.*
2. *Create new connections and corridors as larger sites are redeveloped. Require full vehicle and pedestrian access in new connections. Encourage pedestrian circulation by including mid-block connections in new developments, where feasible.*
3. *Promote shared parking, shared transit, and pedestrian and cyclist use on key transit streets. Enhance the attractiveness of these streetscapes to raise user awareness and comfort.*
4. *Provide active retail and pocket parks along pedestrian zones to encourage eyes on the street and active uses.*
5. *Include lighting along all streets, sidewalks, pedestrian connections, and on private property to ensure comfort and safety.*
6. *Establish pedestrian and bicycle priority zones in primary and secondary streets within Downtown. Use traffic-calming measures to ensure safety for bicyclists riding in the street, and at pedestrian crosswalks.*
7. *Ensure that entryways to all parking structures do not disrupt the pedestrian right-of-way on primary walking streets.*

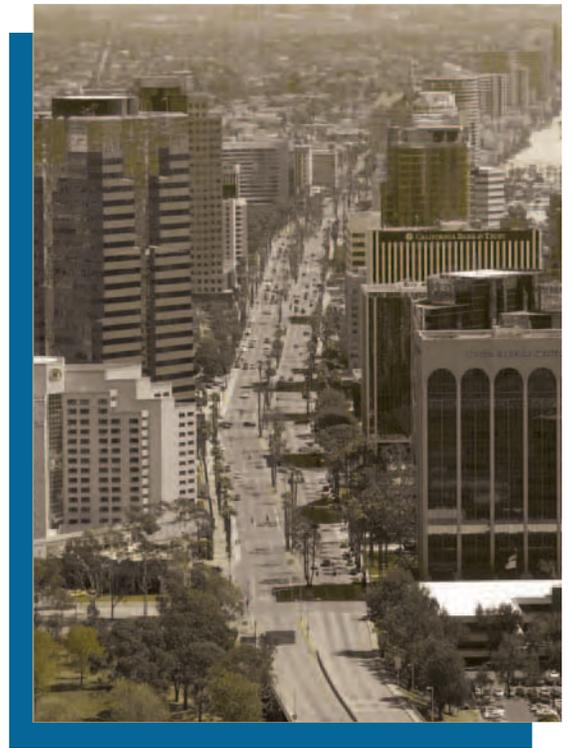


# 3

# DEVELOPMENT STANDARDS

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Aerial view of the Downtown core from the waterfront.

## THE IMPORTANCE OF DEVELOPMENT STANDARDS

The development standards in this chapter serve to implement the vision of Long Beach as a world-class city center, with a vibrant and energetic downtown with a diverse mix of population, businesses, and attractions. Achieving a high-quality urban realm, bold architecture, and a progressive global city requires development standards that both regulate and stimulate development.

The districts, uses, and development standards developed for Downtown facilitate a range of housing types and businesses, shopping, services, and entertainment opportunities within a very vibrant mixed-use environment. Enhanced mobility, urban design, and interconnected open space better connect activities and provide for the mutually beneficial interaction of these uses for residents, visitors, and businesses.

Intact residential neighborhoods within Downtown provide a wide mix of historic and more recent housing types, including single-family homes, duplexes, and a range of apartment and condominium buildings. The Downtown Neighborhood Overlay district preserves these unique residential areas in Downtown while allowing some context-sensitive neighborhood services that are compatible with the residential character of these areas.

## DOWNTOWN PLAN AREA

The Downtown area is identified in Figure 3-1. The majority of Downtown is characterized by mid- and high-rise residential development; high-intensity employment; and numerous retail, cultural, entertainment, and dining destinations. Table 3-1 indicates the uses that are permitted within Downtown. The notes and exceptions column includes special standards applicable to a use.

## DOWNTOWN NEIGHBORHOOD OVERLAY

Within the Downtown area, residential neighborhoods provide a mix of housing opportunities within walking distance of employment and services. A Downtown Neighborhood Overlay is established to ensure that primarily residential uses are maintained and commercial uses compatible with small-scale neighborhoods are appropriately permitted and regulated within specific residential areas, as identified in Figure 3-1. Table 3-1 identifies specific land uses permitted within the Downtown Neighborhood Overlay. Neighborhood-serving commercial uses, such as corner stores and dry cleaners are permitted within the Downtown Neighborhood Overlay.

To ensure the continued viability of residential uses within the Downtown Neighborhood Overlay, the permitted height of structures is carefully regulated as indicated in Table 3-2. Height transitions shall be considered during design development and during the Site Plan Review process. In addition, setbacks and development standards set forth in this Chapter have been developed to sensitively integrate new development with surrounding neighborhoods.

## ZONING

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### ADDITIONAL ZONING STANDARDS: GROUND-FLOOR PEDESTRIAN-ORIENTED USES

Figure 3-1 indicates streets within the Downtown area classified as Pedestrian-Oriented Main Streets and Pedestrian-Oriented Secondary Streets. The purpose of “Main” or “Secondary” designated streets is to further encourage active land uses in certain areas such as restaurants, retail stores, entertainment, dining, services, etc. to provide a vibrant, pedestrian-oriented experience throughout much of the day.

On Main or Secondary-designated streets, 100 percent of the ground-floor street fronts shall contain active uses. The requirement applies only to the ground-floor.

The permitted active uses allowed on Main or Secondary designated-streets are indicated in Table 3-1, under the column “Ground-Floor Pedestrian-Oriented Uses.” Within this column, “M, S” means the use is allowed as a ground-floor use on both Main and Secondary-designated streets, and “S” means the use is allowed on Secondary-designated streets but not Main-designated streets.

The Site Plan Review Committee shall consider uses not listed as M or S to be allowed on Main or Secondary-designated streets in cases of uncertainty or special configurations.

### REGULATION OF LAND USES

Table 3-1 shall regulate all land uses within the Downtown area, and indicates uses permitted (Y), not permitted (N), permitted by Conditional Use Permit (C), permitted with an Administrative Use Permit (AP), permitted as accessory use (A), and permitted as a temporary use (T). An asterisk (\*) indicates that additional development standards apply as indicated in the “Notes and Exceptions” column of Table 3-1.

All land uses not listed in Table 3-1 shall be prohibited, except that the Zoning Administrator shall have the authority to interpret, in cases of uncertainty, the intent of this ordinance as to whether an unlisted land use shall be designated Y, N, C, AP, A, or T, subject to verification by the Planning Commission upon appeal by the applicant, through the Classification of Use process as provided in Division VI of Chapter 21.25 of the Zoning Regulations.

FIGURE 3-1

### Zoning Standards Map: Downtown Neighborhood Overlay and Areas of Required Pedestrian-Oriented Uses



- Downtown Plan Area
- Downtown Neighborhood Overlay
- Pedestrian-Oriented Use: Main Streets
- Pedestrian-Oriented Use: Secondary Streets
- Pedestrian-Oriented Use: Secondary Streets (future reintroduction)
- Blue Line Station

N

0 750' 1500'

## PERMITTED LAND USES

TABLE 3-1 LAND USES AND PERMIT REQUIREMENTS

Uses				
<b>Key to Permit Requirements:</b>  Y = Permitted use N = Not permitted C = Conditional use permit AP = Administrative use permit A = Accessory Use M = Permitted on main and secondary streets S = Permitted on secondary streets T = Temporary use	Downtown Plan Area	Downtown Neighborhood Overlay	Ground-Floor Pedestrian-Oriented Uses (b)	Notes and Exceptions
<b>Alcohol Beverage Sales</b>				
Off-premise sales	C <sup>a</sup>	C <sup>a</sup>		See footnote (a).
On-premise sales	Y*/C <sup>a</sup>	C <sup>a</sup>	M, S	*Permitted by right within the height incentive area only. All other areas require a conditional use permit. Also see footnote (a).
<b>Automobile Uses</b>				
Auto detailing, with handheld machines only	AP*	AP*		*Inside parking structures or garages only.
Car wash	N	N		
Gasoline sales	N	N		
General auto repair (body work, painting, major mechanical work, etc.), as defined in 21.15.280	N	N		
Minor auto repair, as defined in 21.15.190	AP*	N		*Installation or sale of stereos and car alarms prohibited.
Limousine service (does not include auto repair)	A*	A*		*Accessory to hotel use only.
Motorcycle/scooter/jet ski sales	AP*	C*		*Indoor showroom only. Drop-off for off-site repair is allowed. Oil changes and minor on-site repair of tires, lights, etc. are allowed; any engine repair is prohibited on-site. No engine demonstrations on-site.
Parking structure	C*	C*		*Surface parking lots are limited to interim uses only.
Recreational vehicle storage	N	N		
Rental agency (does not include auto repair)	A*	N		*Accessory to hotel use only.
Rental agency – other than passenger cars	N	N		
Surface parking lot (interim only)	Y	Y		Interim use only. Subject to annual review by Site Plan Review Committee.
Vehicle/automotive parts – without installation	AP*	N		*Sale of stereos and car alarms prohibited.
Vehicle/automotive parts – with installation; tire store	N	N		
Vehicle sales – indoor showroom only	AP	AP		
Vehicle sales – outdoor	N	N		
<b>Billboards</b>				
Billboards/off-site advertising signs (any size)	N	N		

## PERMITTED LAND USES

TABLE 3-1 LAND USES AND PERMIT REQUIREMENTS

Uses				
<b>Key to Permit Requirements:</b>				
Y = Permitted use N = Not permitted C = Conditional use permit AP = Administrative use permit A = Accessory Use M = Permitted on main and secondary streets S = Permitted on secondary streets T = Temporary use	Downtown Plan Area	Downtown Neighborhood Overlay	Ground-Floor Pedestrian-Oriented Uses <sup>(b)</sup>	Notes and Exceptions
<b>Entertainment</b>				
Amusement machines	A*	A*		*Limited to 4 or fewer.
Arcade, bowling alley, miniature golf, tennis club, skating rink, or the like	C	N		
Banquet room rental – accessory to restaurant or hotel	A	N		
Banquet room rental – not accessory to restaurant or hotel	AP	N		
Computer arcade, internet café	AP*	C*	M, S	*Subject to 21.52.220.5 except subsection (K).
Dancing	A*	N		*Accessory to restaurant, hotel, banquet room rental only.
Live or movie theater – less than 100 seats	Y	C	M, S	
Live or movie theater – 100 seats or more	Y	N	M, S	
Private club, social club, night club, pool hall	C*	N	M, S	*City council hearing is required for new and transferred business licenses.
Restaurant with entertainment	Y*	N	M, S	*City council hearing is required for new and transferred business licenses.
<b>Financial, Professional, and Personal Services</b>				
Basic professional services – barber/beauty shop, catering (w/o trucks), diet/nutrition center, pet grooming, dry cleaner, housing cleaning service, locksmith, mail box rental, nail/manicure shop, repair shop for small appliances or electronics, bicycle sales/repair, tailor, shoe repair, tanning salon, travel agent, or veterinary clinic	Y	AP	M, S	
Basic professional services – accounting, advertising, architecture, artist studio, bookkeeping, business headquarters, chiropractors, computer programming, consulting, contracting, dentistry, engineering, insurance, law, marketing, medicine, photography, professional care providers (MFC, MFCC, MSW, psychiatric nurses), psychiatry, psychology, real estate, tax preparation, or visitor information center	Y	AP	S	
ATM – on interior of building; walk-up machine on exterior wall of building	Y	AP	M, S	
ATM – freestanding exterior	AP	AP	M, S	

## PERMITTED LAND USES

**TABLE 3-1 LAND USES AND PERMIT REQUIREMENTS**

Uses	Downtown Plan Area	Downtown-Neighborhood Overlay	Ground-Floor Pedestrian-Oriented Uses <sup>(b)</sup>	Notes and Exceptions
<b>Key to Permit Requirements:</b>				
Y = Permitted use				
N = Not permitted				
C = Conditional use permit				
AP = Administrative use permit				
A = Accessory Use				
M = Permitted on main and secondary streets				
S = Permitted on secondary streets				
T = Temporary use				
Bail bonds	C*	N		*Allowed only as a conditional use within 600 feet of a police station, jail, or court facility.
Bank, credit union, savings and loan	Y*	AP*	M, S	*Drive-thru windows prohibited.
Business support service (copy, fax, mail box rental, supplies; business equipment rental, sale, and repair)	Y*	AP*	S	*Administrative Use Permit required for offset printing.
Check cashing, payday loans	N	N		
Escrow, stocks and bonds broker	Y	AP	S	
Fitness center, gymnasium, health club, personal training, martial arts studio, dance/ballet studio	Y	C	S	
Laundromat	AP	C		
Massage therapy – accessory to other uses	A*	A*	S	*Subject to 21.51.243.
Massage establishment (not adult entertainment) – principal use	AP	C	S	
Major appliance repair (stove, refrigerator, upholstery, lawn mowers, etc.)	C	N		
Self-storage, mini-warehouse, etc.	N	N		
Shoe-shine stand – indoor or outdoor	A	A		
Tattoo parlor	C*	N	M, S	*Subject to 21.52.273.
Termite and pest control	N	N		
Vending machines – exterior	A*	A*		*Subject to 21.51.295.
<b>Institutional Uses</b>				
Adult day care	AP	C		
Church or other house of worship	C	C	S	
College or university	Y	AP	M, S	
Convalescent hospital or home	N	N		
Day care or pre-school – not accessory to a residence	Y*	Y*		*Conditional Use Permit required for over 14 children, unless accessory to an office building greater than 20,000 sf. Subject to 21.52.249.
Elementary or secondary school	C*	C*		*Subject to 21.52.263.
Government offices, fire or police station, courthouse, library, or other government facility	Y	AP	S	

## PERMITTED LAND USES

TABLE 3-1 LAND USES AND PERMIT REQUIREMENTS

Uses				
<b>Key to Permit Requirements:</b>				
Y = Permitted use N = Not permitted C = Conditional use permit AP = Administrative use permit A = Accessory Use M = Permitted on main and secondary streets S = Permitted on secondary streets T = Temporary use	Downtown Plan Area	Downtown-Neighborhood Overlay	Ground-Floor Pedestrian-Oriented Uses <sup>(b)</sup>	Notes and Exceptions
Industrial arts trade school or rehabilitation workshop	AP	N	S	
Museum	Y	AP	M, S	
Mortuary	N	N		
Parsonage	A*	A*		*Accessory to a house of worship.
Professional or business school	Y	AP	M, S	
Social service office (as defined in 21.15.2795) with or without food distribution	C	N		
<b>Residential Uses</b>				
Artist studio with residence	Y	Y	S	
Caretaker residence	A	A		
Child day care – accessory to residence, 14 or fewer children	A*	A*		*Subject to Section 21.51.230.
Child day care – accessory to residence, more than 14 children	C*	C*	S	*Subject to Section 21.52.249.
Community correctional reentry facility	N	N		
Residential	Y	Y	S	
Shopkeeper unit	Y*	Y*	S	*Commercial uses are regulated as set forth in this table and document.
Special group residence* (as defined in 21.15.2800)	C**	C**		**Subject to 21.52.271.
<b>Restaurants &amp; Ready-to-eat foods</b>				
Restaurants & Ready-to-eat foods	Y*	AP*	M, S	*Drive-thru lanes prohibited.
Outdoor dining	A	A		
Vending cart – food items only	AP*	AP*	M, S	*Subject to 21.45.170.
<b>Retail Sales</b>				
Basic retail sales	Y	AP	M, S	
Building supply or hardware store with lumber, drywall, or masonry (hardware stores w/o lumber, drywall, or masonry are considered basic retail)	N	N		
Flower stand or newsstand – not accessory to another use	Y*	Y*	M, S	*Subject to 21.45.135, except subsection (B.1).
Itinerant vendor	T	N		

## PERMITTED LAND USES

TABLE 3-1 LAND USES AND PERMIT REQUIREMENTS

Uses	Downtown Plan Area	Downtown-Neighborhood Overlay	Ground-Floor Pedestrian-Oriented Uses <sup>(b)</sup>	Notes and Exceptions
<b>Key to Permit Requirements:</b>				
Y = Permitted use				
N = Not permitted				
C = Conditional use permit				
AP = Administrative use permit				
A = Accessory Use				
M = Permitted on main and secondary streets				
S = Permitted on secondary streets				
T = Temporary use				
Major appliance sales (refrigerators, stoves, etc.)	Y	N		
Manufacture of products sold on-site	A*	AP*		
Outdoor flower, plant, fruit, or vegetable sales	A*	A*		
Swap meet, flea market, sales event – outdoor	T*	N		*Subject to 21.52.256. Indoor swap meets and flea markets are prohibited.
Thrift store, used merchandise, consignment shop	C*	N		*Subject to 21.52.281.
Vending cart – nonfood items	AP*	AP*	M, S	*Subject to 21.45.170.
<b>Temporary Lodging</b>				
Bed and breakfast inn	AP*	AP*		*Inns with fewer than 7 guest rooms are exempt from the AUP requirement. All inns are subject to 21.52.209.
Hotel	Y	N	M, S	As defined in 21.15.1380.
Motel	N	N		As defined in 21.15.1800.
Youth hostel	AP	N	S	
<b>Other Uses</b>				
Adult entertainment business	Y*	N		*Subject to Section 21.45.110.
Carnival, event, fair, fiesta, outdoor exhibition, seasonal sales, trade show, and the like	T*	T**		*Subject to 21.53.113. **Subject to 21.53.109.
Cellular or wireless telecommunications facility – building roof/mounted	Y*	C*		*Subject to Section 21.45.115. Freestanding monopoles are prohibited.
Electrical distribution station/substation	C	C		
Firearm sales or repair; fighting knives or martial arts weapons sales or repair	N	N		
Park, community gardens	Y	Y	M, S	
Recycling center – attended	N	N		
Recycling collection containers	A*	A*		*Subject to 21.51.265. Includes not more than four (4) reverse vending machines at one specific location.
Transportation facilities (bus terminals, cab stands, heliports/helistops, train stations, etc.)	C	C	M, S	
Towing – accessory or principal use	N	N		

## PERMITTED LAND USES

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Notes:

- (a) The following alcoholic beverage sales may be exempted from the Conditional Use Permit requirement:
1. Restaurants with alcoholic beverage service only with meals. This generally means any use with a fixed bar is not exempt. A service bar is not considered a fixed bar. A sushi bar, where alcoholic beverages are served at the same bar where meals are served, is considered serving alcoholic beverages only with meal service. A cocktail lounge without a bar, but with primarily service of only hors d'oeuvres and alcoholic beverages is not exempt. Any restaurant with more than 30 percent of gross sales consisting of alcoholic beverages shall lose its exemption and be required to obtain a Conditional Use Permit to continue to sell alcohol.
  2. Department store or florist with accessory sale of alcoholic beverages.
  3. Grocery stores of 20,000 sf or greater with accessory sale of alcoholic beverages.
- (b) Refer to Figure 3-1, which depicts areas in Downtown Long Beach that require a certain mix or percentage of ground-floor, pedestrian-oriented uses. Refer to Additional Zoning Standards: Pedestrian-Oriented Uses for specific development standards on ground-floor, pedestrian-oriented uses.

## INTENSITY, HEIGHT AND TRANSITIONS

### INTENSITY

In the Downtown area, development intensity is regulated by development standards such as height, floor area ratio (FAR), and parking, not by lot size. Table 3-2 indicates the permitted height and FAR. Sections 21.15.1070 and 21.15.1090 define and describe FAR.

In the Downtown Neighborhood Overlay, residential density is regulated as identified in Table 3-2.

Table 3-3 identifies allowable intensity in Downtown Long Beach, in terms of both FAR and height. The table also identifies allowable development bonuses, which is explained in the following discussion.

### UNIT SIZE

Table 3-2 identifies the minimum dwelling unit sizes for new dwelling units. Replacement of any unit demolished, as defined in Section 21.15.750, shall be subject to the required new unit size.

### LOT SIZE

Table 3-2 identifies the minimum lot size for any new subdivision of land.

### UNIT MIX

A variety of housing unit types and sizes promotes a more balanced community. A mix of dwelling unit types and sizes is required for all development projects.

### HEIGHT

Height areas are identified in Figure 3-2. Where projects straddle height areas, each height area shall remain in effect.

### TRANSITIONS

Heights, setbacks, and development standards have been developed to sensitively integrate new development with surrounding neighborhoods. Transition areas were carefully observed to ensure the success of this goal, including transitions abutting the Downtown Neighborhood Overlay.

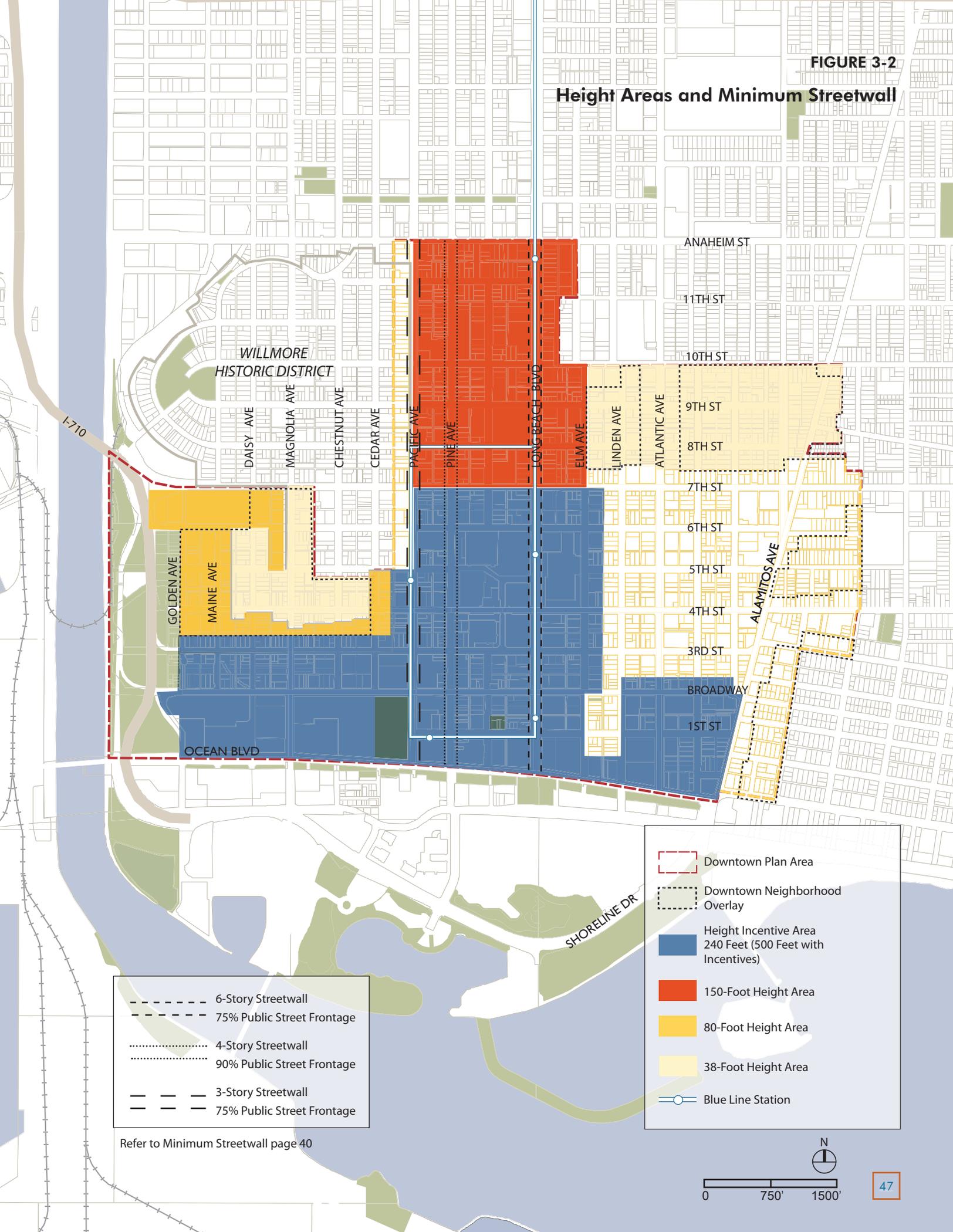
Key transition areas occur at the boundaries of Downtown and at the boundaries of height areas, in many cases along existing corridors or existing areas of marked distinction and development intensity. Transitions at height area boundaries shall be considered during design development and during the Site Plan Review process.

TABLE 3-2 DENSITY, UNIT AND LOT SIZE

Development Standard	Downtown Plan Area	Downtown Neighborhood Overlay	
		Lot Size	Density
Density	Regulated through FAR and Height. Refer to Tables 3-3 and 3-4.	0 to 3,200 sf	1 unit per lot
		3,201 to 15,000 sf	1 unit per 1,500 sf
		15,001 to 22,500 sf	1 unit per 1,200 sf
		22,501 sf or more	1 unit per 975 sf
Unit size minimum	600 sf	600 sf	
Lot size minimum for new subdivision	10,000 sf	10,000 sf	

FIGURE 3-2

Height Areas and Minimum Streetwall



- 6-Story Streetwall
- 75% Public Street Frontage
- ..... 4-Story Streetwall
- ..... 90% Public Street Frontage
- 3-Story Streetwall
- 75% Public Street Frontage

Refer to Minimum Streetwall page 40

- Downtown Plan Area
- Downtown Neighborhood Overlay
- Height Incentive Area  
240 Feet (500 Feet with Incentives)
- 150-Foot Height Area
- 80-Foot Height Area
- 38-Foot Height Area
- Blue Line Station



## DEVELOPMENT INTENSITY AND DEVELOPMENT INCENTIVES

TABLE 3-3 DENSITY, UNIT AND LOT SIZE

Basic Height Categories	Floor Area Ratio (FAR)	Height with Incentives	FAR with Incentives
240 feet	8.0	500 feet	11.0
150 feet	5.0	N/A	N/A
80 feet	4.0	N/A	N/A
38 feet	2.25	N/A	N/A

The Downtown Plan has established a bonus system to allow for additional floor area (development bonus) for qualified projects. The purpose of bonuses is to incentivize the provision of certain project attributes such as sustainable features, provision of additional open space, and rehabilitation of certain existing buildings. Bonuses are only available within the Height Incentive Area. The following section describes the bonuses, while Table 3-4 identifies the specific incentives available.

The provision of development bonuses is subject to review and demonstration of achievement of the criteria in Table 3-4. Bonuses shall not exceed the maximum FAR in the Height Incentive Area as described in Table 3-3. Maximum FARs may not be achievable on all sites, as superseding development regulations may reduce development potential.

### SUSTAINABLE DEVELOPMENT FEATURES

#### LEED® Certification

Projects that achieve LEED® (Leadership in Energy & Environmental Design) or equivalent certification are eligible to receive a development bonus, as indicated in Table 3-4.

Prior to issuance of a planning permit for one or more buildings receiving a development bonus for LEED Certification (or equivalent), the project developer shall post a performance bond equal to \$1.50/sf for each building receiving a development bonus but no less than \$100,000 for each application. To fully comply with these provisions, all affected projects must receive LEED Certification (or equivalent) within 1 year of the issuance of Certificate of Occupancy (CofO). If the LEED Certification process (or equivalent) is delayed through

no fault of applicant, then the 1-year period and bond shall be extended accordingly. The City shall release the performance bond within 1 week of receipt of evidence of LEED Certification. If the performance bond is drawn upon by the City, all obligations of the Developer shall be deemed fulfilled and any bond monies so drawn will be used by the City to fund maintenance, sustainability and other obligations within or related to Downtown.

#### Green Roof, Eco-Roof, or Eco-Roof Deck

Green roofs, also known as eco-roofs or eco-roof decks, are encouraged in Downtown because they reduce stormwater runoff, lower energy consumption, and provide for a visually interesting roofscape. If they are publicly accessible, they also provide needed open space. Projects that incorporate a green roof are eligible to receive a development bonus, as indicated in Table 3-3.

#### Renewable Energy

Projects that demonstrate a reliance on renewable energy for a portion of their energy requirements are eligible for a development bonus, as indicated in Table 3-4. Refer to Section 21.45.400 of the Long Beach Municipal Code (Green Building Standards).

### PROVISION OF PUBLIC OPEN SPACE

As described in Table 3-4, projects that contribute open space in excess of the required open space standards described herein are eligible for a development bonus. Open space contributions may be satisfied through the direct provision of public open space, the provision of land for open space, or a monetary contribution to the creation of an off-site public open space.

## DEVELOPMENT INTENSITY AND DEVELOPMENT INCENTIVES

TABLE 3-4 DEVELOPMENT INCENTIVES

Incentives for Height Incentive Area	Maximum FAR per Incentive
<b>LEED® Certification or Equivalent</b>	
LEED® Silver, or Equivalent	0.5
LEED® Gold, Platinum, or Equivalent	1.0
<b>Green Roof or Eco-Roof</b>	
Option 1: 30% of footprint	0.25
Option 2: 31–60% of footprint	0.5
Option 3: Above 61% of footprint	1.0
<b>Renewable Energy</b>	
Option 1: Meet minimum 25% of energy needs	0.5
Option 2: Exceed 25% of energy needs	1.0
<b>Provision of Public Open Space</b>	
Option 1: 10% of site	0.5
Option 2: 20% of site	1.0
<b>Rehabilitation of Historic Buildings</b>	
Gross area (or percentage thereof) of existing building is removed from FAR calculation	1.0

Notes: The total combined development bonus shall not exceed an FAR of 3.0.

### REHABILITATION OF HISTORIC BUILDINGS

For projects that preserve and reuse existing designated historic buildings, the gross floor area of the designated structure may be excluded from the calculation of the total FAR of the project so long as the historic and architectural character of the structure is rehabilitated and not adversely affected.

### AFFORDABLE HOUSING

Refer to City's existing density bonus program as set forth in Chapter 21.63 of the Long Beach Municipal Code.

## PARKING STANDARDS AND TRANSPORTATION DEMAND MANAGEMENT

Tables 3-5 and 3-6 provide the residential and nonresidential parking requirements in the Downtown area. If different land uses are part of the same project (e.g., mixed retail and residential development), the parking requirements for each separate land use are applicable and shall be added together to determine the total parking requirements for the project.

Parking and loading requirements not provided in this section shall be subject to review by the City Traffic Engineer who may require additional studies prior to approval.

Table 3-7 describes the bicycle parking requirements for Downtown Long Beach.

In the calculation of parking requirements, fractional numbers of parking spaces shall be rounded up to the nearest whole number.

### TRANSPORTATION SYSTEM DEMAND MANAGEMENT

Transportation demand management strategies for Downtown Long Beach will accomplish two broad objectives:

- Reduce reliance on automobiles and associated congestion and emissions.
- Provide economic incentives for residential, office, and employment projects in Downtown.

Downtown is served by the Metro Blue Line light rail, local and regional bus services, and shuttle service. In addition, bicycling opportunities and the mixed-use character of Downtown decrease the need for parking spaces over those required in the past. For this reason, an Alternative Mobility Overlay encompassing many of these services and characteristics has been established. (See Figure 3-3.)

Within the Alternative Mobility Overlay, new development projects (both residential and nonresidential) additions, demolitions, rebuilds, and remodels (refer to Sections 21.15.065, 21.15.750, 21.15.2250, and 21.15.225 of the Long Beach Municipal Code, respectively) are eligible for a parking reduction by incorporating Transportation Demand Management (TDM) strategies.

TDM strategies applicable to reduced parking

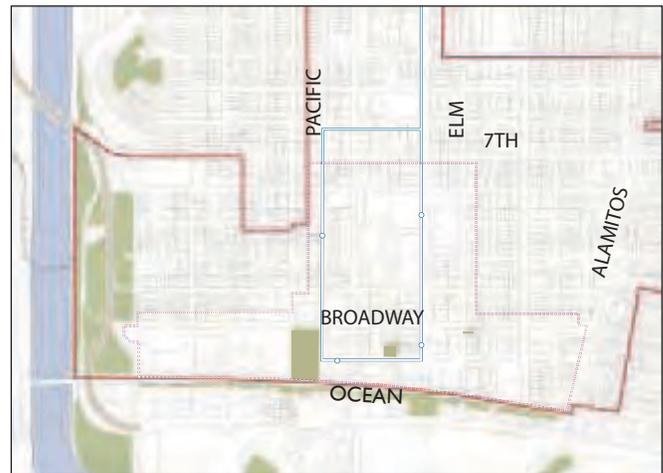


Figure 3-3: Alternative Mobility Overlay Area

requirements, subject to the discretion of the Site Plan Review Committee, include:

- Car sharing
- Carpool/vanpools
- Garage lifts
- Unbundled parking (parking spaces are rented or sold separately, rather than automatically included with the rent or purchase price of a residential or commercial unit)
- Joint use (shared parking)
- Transit/bicycle/pedestrian system improvements,
- Other proposals

All parking reduction requirements shall be approved at the discretion of the Site Plan Review Committee, which will determine the appropriate level of parking demand reduction generated by these strategies on a project-specific basis.

A “park once” policy shall also be promoted for Downtown. Rather than driving from one Downtown use to another, visitors are highly encouraged to park once and walk to one or more destinations within Downtown. Similarly, residents and employees are encouraged to walk from residences or workplaces to Downtown destinations.

## PARKING STANDARDS AND TRANSPORTATION DEMAND MANAGEMENT

TABLE 3-5 RESIDENTIAL OFF-STREET PARKING

Use	Minimum	Notes
Dwelling unit, shopkeeper unit, or live/work unit	1.0 space per unit plus 1 guest parking space per 4 units	Half of the required guest parking can be shared with commercial. Additional parking provided need not be allocated to an individual dwelling unit.
Special Group Residence	1.0 space per 3 bedrooms	As defined in Section 21.15.2810.

TABLE 3-6 NONRESIDENTIAL OFF-STREET PARKING

Use	Minimum	Notes
Professional office, medical/dental office, bank/savings & loan, other unspecified office	2.0 spaces per 1,000 sf	Projects containing less than 6,000 sf are exempt.
Retail, restaurants, bars	1.0 spaces per 1,000 sf	Projects containing less than 6,000 sf are exempt.
Hotel	0.5 spaces per room	Projects containing less than 6,000 sf are exempt.
Converted historic landmark buildings	No additional parking	Ground-floor uses of historic landmarks are converted to restaurant, retail, or entertainment uses.
Outdoor dining	No additional parking	
Conversions of commercial buildings to residential	1.0 spaces per unit	Revised parking standards may be granted based on site conditions such as existing building parking constraints, proximity to mass transit, or use of other parking management techniques at the discretion of the Site Review Committee or the Planning Commission depending on the approving authority.

sf = square feet

TABLE 3-7 BICYCLE PARKING

Use	Minimum	Notes
Dwelling unit, shopkeeper unit, or live/work unit	1.0 space for every five dwelling units	Fractions shall be rounded up to whole numbers.
Commercial building	1.0 space for each 5,000 sf of building area	Fractions shall be rounded up to whole numbers.
Retail building	1.0 space for each 7,500 sf of building area	Fractions shall be rounded up to whole numbers.
Industrial building	1.0 space for each 10,000 SF of building area	Fractions shall be rounded up to whole numbers.

Note: The provision of individual secure bicycle storage is encouraged. Up to 50 percent of the total required spaces can be provided as individual bicycle facilities.

## BUILD-TO LINE/SETBACK STANDARDS

The siting of buildings plays a critical role in establishing the character and sense of place in Downtown Long Beach. In primarily residential areas, homes and buildings are set back from streets and adjacent structures to provide identity, privacy, light, air, and ventilation, as well as green space for recreation.

In dense commercial areas, buildings at the street's edge give spatial definition to the public realm, which is critical to supporting pedestrian activity. Spatial definition also establishes a visual connection between businesses on opposite sides of the street, provides a sense of enclosure, and is an important ingredient of a successful active,



Build-To Lines permit limited setbacks to accentuate building entries and add interest to the public realm.

pedestrian-oriented street.

Figure 3-4 identifies the three types of setbacks for the Downtown area, which are discussed in more detail on the following pages and within Tables 3-8 and 3-9.

The following standards apply to all setbacks within the Downtown area. These standards have been developed to ensure a vibrant character and a pedestrian orientation to development within the Downtown. Additional standards for the design of building frontages are provided within Section 4.

The Site Plan Review Committee may consider context-sensitive setbacks, deviating from the required setbacks or build-to lines on individual projects for both additions and new construction, if those deviations would be consistent with the intent of this Plan.

### Build-To Lines and Setbacks

In some areas of Downtown, setbacks are prohibited. Buildings shall be built to the property line, which is a Zero-Foot Build-To Line. For Zero-Foot Build-To Lines, up to

20 percent of the building frontage may be set back not more than 5 feet.

For all other building setbacks identified, buildings are required to be set back from the property line in accordance with the requirements of Figure 3-4, and Tables 3-8 and 3-9.

Additional setbacks for entry plazas or courtyards, or to meet adjacent structures, may be permitted subject to additional design review. Arcades and colonnades may be used to satisfy setback requirements.

Stoops, patios, gardens, balconies, and bay windows may be located within the setback and are encouraged along the street edge. Projections are permitted into the required setbacks in accordance with Section 21.32.220(C) of the Long Beach Municipal Code. The design of setbacks is discussed in detail within Section 4.



Pedestrian-oriented uses activate the street edge.

### Pedestrian-Oriented Uses

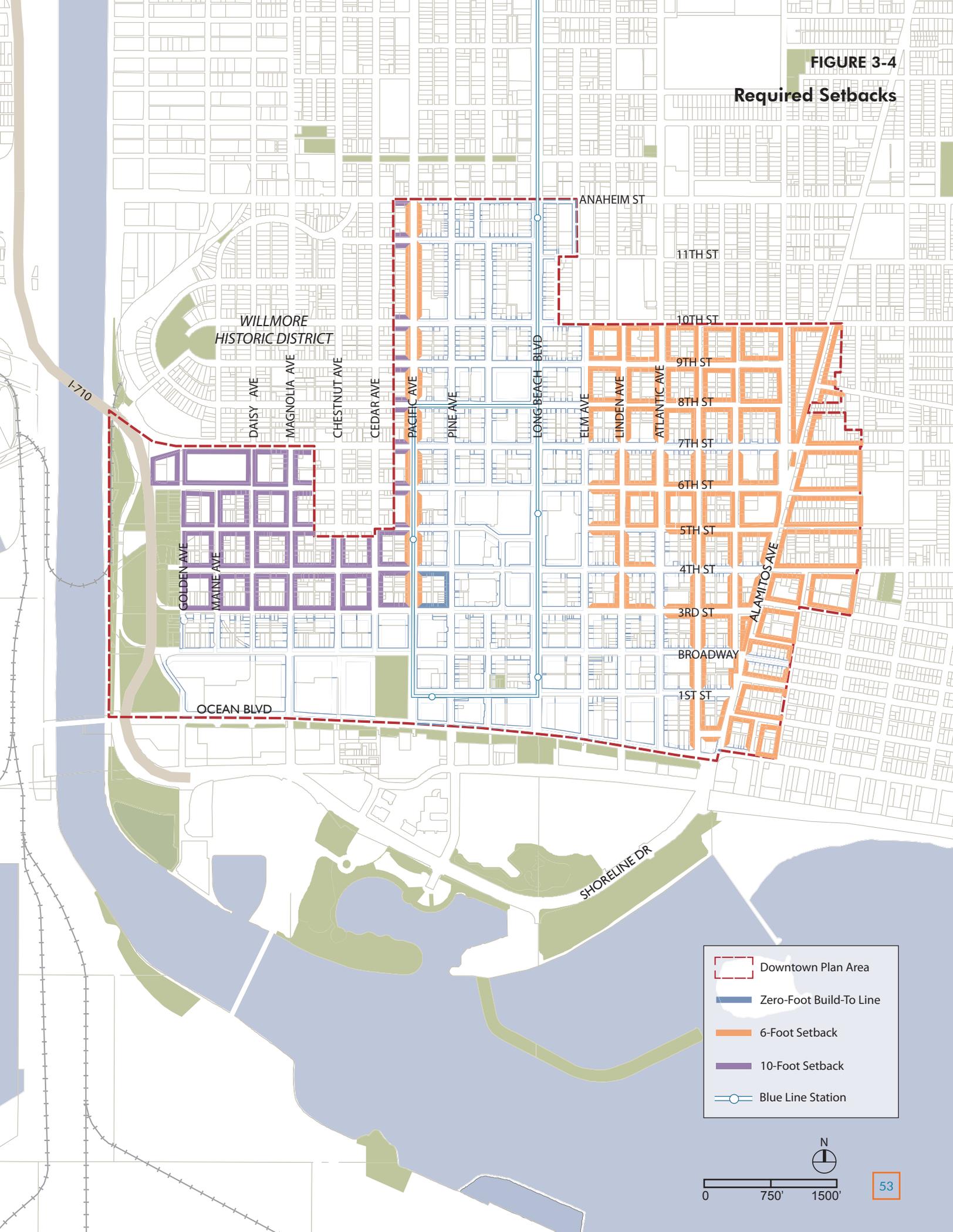
Pedestrian-oriented uses are required in specific areas, as designated in Figure 3-1 and the standards identified in the preceding section. In locations where pedestrian-oriented uses are not required, neighborhood retail and other active uses are encouraged at the ground-floor street frontage, where existing zoning permits. Active uses may include building lobbies, residential amenities such as common spaces, athletic facilities, etc. Additional standards regarding the design of pedestrian-oriented uses are provided within Section 4.

### Entrances Facing the Street

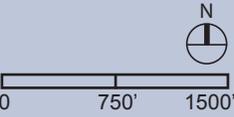
Ground-floor uses, including residential units, lobbies, recreation areas, and community rooms, shall provide large windows at the ground floor, and entries to activate the street frontage.

FIGURE 3-4

Required Setbacks



- Downtown Plan Area
- Zero-Foot Build-To Line
- 6-Foot Setback
- 10-Foot Setback
- Blue Line Station



## BUILD-TO LINE/SETBACK/OPEN SPACE STANDARDS

### Surface Parking Lots

Surface parking lots may be built, as an interim use with site plan review, within the setback provided a continuous 6-foot-wide landscaped area is maintained between the parking lot and the street property line. Refer to Sections 21.42 and 21.44 of the Long Beach Municipal Code.

Additional standards for the landscape treatment of parking can be found within the Parking Treatment portion of Section 4.

### INTERIOR SETBACKS

An interior setback is the required distance from a nonfront, corner, or rear property line to a structure on a lot. Interior setbacks apply for all development in the Downtown area and are identified in Table 3-9.

### STANDARDS FOR REQUIRED CORNER CUT-OFF

Additional standards for a required corner cut-off apply in accordance with Section 21.15.660 of the Long Beach Municipal Code. Downtown Long Beach contains a variety

of parks and open spaces that provide recreation, relaxation, and entertainment opportunities. Additional well-designed, accessible open spaces sprinkled throughout Downtown will contribute to its pleasant environment and appeal.

### OPEN SPACE

All new development in Downtown is required to provide open space. Types of open space allowed include common outdoor open space, common indoor open space, and private open space, in accordance with the standards described in Table 3-10.

Open space may assume a variety of different forms, but all open spaces should be expansive or uninterrupted, except for paseos and other through-block connections. Standards for the design of open space can be found in Section 4. Required Build-To Line and street setback areas cannot be used to satisfy required open space areas.

The Site Plan Review Committee may consider alternate configurations and amounts of open space on a project-specific basis, if such changes would be consistent with the intent and goals of this Plan.

TABLE 3-8 BUILD-TO LINE AND SETBACK STANDARDS <sup>(a)</sup>

Build-to Line/Setback	Minimum Setback	Notes
Zero-Foot Build-To Line <sup>(b)(c)(d)*</sup>	0 feet	1. Building entrances shall open to a public ROW or public courtyard. 2. Additional setbacks for entry plazas or courtyards, or to meet adjacent structures, may be permitted subject to the discretion of the Site Plan Review Committee. 3. If ground-floor use is either residential or hotel/motel guest rooms, a 5-foot interior setback is required in all areas. 4. No maximum setback is stipulated. 5. Required alley setbacks are measured to the centerline of the alley. 6. Setback is 0 feet if the structure is attached to a building abutting on lot or if no building on an abutting lot is within 5 feet of property line. If no attachment can be achieved, a setback of 5 feet is required.
6-Foot Setback <sup>(c)*</sup>	6 feet	
10-Foot Setback*	10 feet	

\* See Figure 3-1 for areas with required pedestrian-oriented uses. Ground-floor pedestrian-oriented uses and neighborhood retail are encouraged in all areas.

(a) In all cases, minimum setback of 10 feet from curb face required.

(b) Arcades and colonnades may be used to satisfy the Zero foot Build-To Line requirement.

(c) Portions of the building frontage may be set back: Up to 20 percent of building frontage may be set back not more than 5 feet. In any case, setback shall not exceed 20 feet in width, or 5 feet in depth.

(d) If ground-floor use is either residential or hotel guest rooms, an 8-foot setback is required in all areas.

ROW = Right-of-way

## SETBACK/OPEN SPACE STANDARDS

**TABLE 3-9 INTERIOR SETBACK STANDARDS**

Location <sup>(a)</sup>	Minimum Setback from Interior Property Line <sup>(b)</sup>	Minimum Setback from Alley <sup>(c)</sup>	Notes
Lot adjacent to side yard of lot in Neighborhood Overlay	5 feet	10 feet	
Lot adjacent to rear yard of lot in Neighborhood Overlay	10 feet	15 feet	
All other areas	0 feet <sup>(d)</sup>	10 feet	

(a) If ground floor use is either residential or hotel/motel guest rooms, a 5 foot interior setback is required in all areas.

(b) No maximum setback is stipulated.

(c) Required alley setbacks are measured to the centerline of the alley.

(d) Setback is 0 ft. if the structure is attached to a building on an abutting lot or if no building on an abutting lot is within 5 ft. of property line. If no attachment can be achieved, a setback of 5 ft. is required.

**TABLE 3-10 OPEN SPACE STANDARDS**

Type of Open Space	Requirements		Notes	
Common Outdoor Open Space – as a percentage of the lot area	Lot Size	% Common Outdoor Open Space	<ol style="list-style-type: none"> <li>Each project shall provide common outdoor space at grade, podium, or roof level.</li> <li>Public open spaces directly accessible and visible from the public right-of-way are encouraged.</li> <li>Minimum area for common outdoor open space is 1,000 sf for projects of 21 or more new residential units and 500 feet for all other projects. Minimum dimensions of at least one portion of the open space shall measure 40 feet x 12 feet or greater.</li> <li>All common outdoor open space areas shall be well designed. Common open space may include rooftop decks, court game areas, tot lots, swimming pools, landscaped areas, community gardens, and courtyards. At least 10% of the open space area shall be planting.</li> </ol>	
		Projects with 21+ residential units		All other development projects
	≤10,000 sf	10		Exempt
	10,001 - 30,000 sf	15		5
>30,000 sf	20	10		
<b>Additional Standards for Projects of 21 or More New Residential Units <sup>(1)</sup></b>				
Common Indoor Open Space	Each project shall provide at least one community room of at least 500 sf.		<ol style="list-style-type: none"> <li>The area shall be located adjacent to, and accessible from the common outdoor open space.</li> <li>Area may contain active or passive recreational facilities, meeting space, exercise rooms, computer terminals or other activity space but must be accessible through a common corridor.</li> </ol>	
Private Open Space	At least 50% of all residential dwelling units shall provide private open space on a balcony, patio, or roof terrace.		<ol style="list-style-type: none"> <li>Minimum area of private open space is 36 sf with a minimum width of 6 feet.</li> </ol>	

(1) Refer also to Tower Spacing requirements in Section 4, Standards by Building Types - Towers

## ADDITIONAL STANDARDS

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### **Residential Amenities**

Residential developments consisting of 20 units or more shall provide storage space subject to the discretion of the Site Plan Review Committee. Each storage space shall be a minimum of 25 square feet in area and shall contain not less than one hundred 175 cubic feet. A garage shall not count as a storage space.

### **Off-Site Improvements**

All development projects in Downtown shall comply with the requirements of Chapter 21.47 of the Long Beach Municipal Code (Dedication, Reservation and Improvement of Public Rights-of-way). In addition, off-site improvements may include such items as street lights, bumpouts, street trees, and intersection improvements, as well as other public facilities. Such improvements are subject to the Site Plan Review process as discussed in Division V of Section 21.25.

### **Other Development Standards**

Development standards not specifically indicated in this Plan shall also apply to all Downtown projects in accordance with the provisions set forth in Title 21 of the Long Beach Municipal Code.