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# INTRODUCTION

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**L**ong Beach is truly a remarkable city. As one of the most diverse cities in the world, it is accustomed to change yet still retains the essence of its character. The City has experienced waves of development since it was incorporated on December 13, 1897.

The physical form of the City reveals a very fine texture, with genuine places to be found everywhere, surprising residents and visitors alike with unique character and vibrancy. The City is blessed with a benign coastal environment and prime location within the metropolis. Few California cities have a downtown quite like Long Beach, surrounded by a series of neighborhoods of every type, with development representing eras from the turn of the 19th Century to post-World War II mid-century designs through to contemporary structures foretelling the 21st Century. Long Beach has the Port, Airport, college campuses and industrial lands that provide education and employment.

The Long Beach 2030 Plan (LB2030) represents the vision, values, goals and policies for making this real city better, allowing for strategic change and prioritizing public investment. Guiding principles, big ideas, healthy community and

“ Long Beach has shed its skin numerous times. It has been a resort town, an oil town, a Navy town, an Aerospace town. The time has come for Long Beach to fully embrace a destiny that has long awaited it: to be a great American City. ”

*City of Long Beach  
Economic Development Plan, 2007*

sustainability themes, and innovative policies, plans and programs comprise a vision for what Long Beach is and what it will continue to be through 2030, and beyond.

### Vision for Long Beach 2030

Vision Statements provide a distillation of the most pure and true statements of aspirations and dreams for Long Beach. Over the years, a variety of Vision Statements and other similar proclamations have been carefully crafted to describe a vision for Long Beach. LB2030 incorporates these dearly-held and carefully crafted statements of belief and hopes for the future as valid and applicable today as when they were originally crafted.



**Long Beach**, centrally located and bordered by the Pacific Ocean, offers a unique experience for residents and visitors alike.

These vision statements continue to encapsulate a shared vision for the future for the City of Long Beach:

- Long Beach will be a community of neighborhoods focused on youth and education, with safety and economic opportunity for all, and a responsive, accountable government, in a healthy, green environment (Long Beach 2010 Strategic Plan).
- Long Beach, the most bicycle friendly City in America (City Council proclamation, 2007)
- Historic Past. Innovative Present. Sustainable Future. (Sustainable City Action Plan, 2009)
- To develop a well-balanced community offering planned and protected residential districts, an adequate park and recreation system for all age groups, excellent facilities for cultural pursuits, well-distributed commercial districts, planned and restricted industrial districts, and a coordinated circulation system for fast, safe, and efficient movement of people and commodities (General Plan, 1961).

LB2030 incorporates all of these vision statements, and modernizes and synthesizes them, providing a framework for the development and continuance of innovative and effective policies and programs. The focus of the LB2030 Plan is on bringing these visions to fruition and into reality through a comprehensive and well-coordinated set of policies and programs that lead to a more safer, healthier, and more sustainable Long Beach.

## Guiding Principles and Big Ideas

Guiding Principles and Big Ideas are the foundation on which LB2030 is based. The Guiding Principles are the universal truths, the basic values that all the policies and programs are built upon, followed by action items (plans and programs) that will make the vision become reality. The Big Ideas are those key insights into how to think about Long Beach; the viewpoint for the City as a whole and as a collection of unique neighborhoods, serving the wide array of user groups that live, work, play, grow and visit Long Beach.



**Long Beach 2030: Imagine the Possibilities**



“Long Beach will be a community of neighborhoods focused on youth and education...”  
City of Long Beach  
2010 Strategic Plan



*Did you know?*

Making “Long Beach the most bike friendly city in America” is a real possibility.







## Guiding Principles

The Vision for the future of Long Beach is best described by the seven guiding principles that emerged from a visioning process for LB2030. These seven guiding principles underlie and direct all the goals, plans, programs, and policies contained within the LB2030 Plan. Resulting from substantial public participation to determine the desires and concerns of the community, these guiding principles are the foundation of the LB2030 Plan:

**Long Beach** offers picturesque coastal settings along the Pacific Ocean.

### A City at the Water's Edge

A City at the Water's Edge Long Beach is loved for its coastal location, proximity to water, temperate climate, and outdoor activities. The bay and beaches, the Los Angeles and San Gabriel rivers that frame the City, and the vibrant Port are key to Long Beach's identity and distinguish it from other cities. Our location within the Los Angeles/Orange County metropolis provide Long Beach with a variety of strategic advantages that we can and should be leveraging. The community relishes the diversity of people, activity, culture, and historic neighborhoods and districts that are found in larger, established cities like Long Beach. Retaining this environment—and enhancing it—is important as Long Beach continues to evolve and change.

### A Clean Environment Everywhere

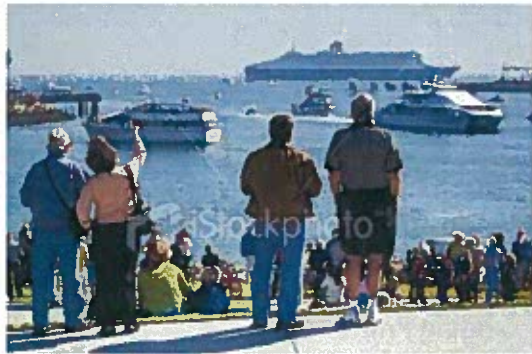
A clean environment tops the list of concerns for many community members. From the stratosphere to the sidewalk to the shoreline, the vision is for cleaner air and water, an abundance of green spaces and natural areas. But these areas are not equally distributed throughout the City, or are underdeveloped. We demand practical and viable alternatives to driving alone in automobiles, not only for the environment but to improve our quality of life and sense of community, and to meet our daily needs as efficiently as possible. A cleaner environment for Long Beach, from the perspective of residents, means cleaning up parks and beaches, removing graffiti and litter, properly maintaining street landscaping, and improving run-down areas. A cleaner community means having well-maintained and modern utility systems and infrastructure that mimics and works with natural systems to reduce the impact on our supportive environment. Some parts of the City are exposed to higher levels of pollutants than others, resulting in greater health and lifestyle impacts for some residents. Improving the health of all of our citizens is one of most valued aspirations.



**Fingerpainting** inspires a green message at PortFest.

## Healthy and Active Neighborhoods

Closely tied to the vision of a clean environment are healthy and active neighborhoods where people thrive. The Long Beach 2010 Strategic Plan noted that “restoring neighborhoods as the center of community life is the most important step the City of Long Beach can take to build a positive future.” That vision is the core of LB2030. Long Beach residents and visitors love the outdoors. In fact, outdoor recreational activities are often reported as the first choice for having fun in Long Beach. Providing convenient access to recreational opportunities is a high-priority goal. Many participants stated that making the City a better place involves creating places for outdoor physical activities such as parks, playgrounds, safe and attractive trails and walking connections to favorite and close-by destinations. With a relatively flat topography, well-connected roadway grid, and the best climate in the world, making “Long Beach the most bicycle friendly city in America” is a real possibility. Community members identified having access to nutritious food and making blighting and unhealthy activities less attractive, particular to young people, as important in achieving a healthier population.



**Long Beach** residents and visitors love the outdoors.

## Expanded Transportation Choices

One of Long Beach's strengths is the mix of transportation choices, including walking, transit, and bicycling on par with driving. Long Beach residents utilize these various options for making trips for work, school, shopping and leisure, although car use still dominates. The percentage of people who report walking as their primary travel form is higher in Long Beach than in many other Southern California cities. This reflects the combination of walkable environments in many of our neighborhoods—where many destinations are located close to where people live. Long Beach is crisscrossed by long, often undifferentiated or run-down corridors. The City's commercial corridors generate most of the sales tax revenue but do not necessarily provide for the full range of neighborhood services to further safe and healthy community goals. Many corridors lack an identity, do not relate well to adjacent neighborhoods and present challenges for pedestrians. For the future, the consensus points to expanded transportation choices where transit, walking, and bicycling become more convenient and enjoyable. Interestingly, many residents reliant on transit now indicate that they hope to use cars for getting around in the future. This underscores the need provide viable options to single-occupancy vehicles, for the health and sustainability of both the individual and the community. A key measure of community health and our local contribution to climate change



**New hybrid buses** provide greener, more efficient rapid transit.

## Did you know?

“The percentage of people who report walking as their primary travel form is higher in Long Beach than in many other Southern California cities.”





emissions is reducing the total vehicle miles traveled (VMT). VMT has grown exponentially faster than the population increase over the last four decades. Linking the various modes of travel together into a more robust, cohesive and intuitive network will be our focus for the next several decades. Using the most efficient and effective mode of travel will only occur when each mode is seen as attractive and convenient for certain types of trips, and the various travel modes work together to improve mobility.

### Community Connections and Culture

Strong ties to family, neighborhood and community were voiced by many people as an important factor in their decision to live and raise their families in Long Beach. The Long Beach of the future should build on these community connections, manifesting itself with a vibrant civic culture that celebrates diversity and our heritage. Community connections take on many shapes and forms and include safe walking routes between activity centers and beautiful public spaces where people come together and where culture flourishes. Protecting the characteristics that make individual neighborhoods special—such as historic buildings, development patterns and landscaping—is another way to support community connections. Focusing on efforts to become more sustainable and cohesive, such as community gardens and public festivals, bring neighbors together. The cultural diversity in Long Beach provides endless possibilities for artistic and cultural expression. Attraction of the creative class, those involved with arts and entertainment, digital media and other similar industries, is a key initiative to bolstering Long Beach's cultural richness and entrepreneurial vibrancy.

“...cultural diversity in Long Beach provides endless possibilities for artistic and cultural expression.”



### Shared Economic Prosperity

Economic prosperity plays an important role in the future of Long Beach. While the City continues to be considered business-friendly by any measure, an important consideration for the future include the need for more well-paying jobs (in part to address the prevalence of poverty in Long Beach) and providing the training necessary for our residents to successfully compete for these jobs. Supporting industries, especially attracting cleaner industries in which Long Beach has a strategic advantage to achieve sustainable growth. Offering a wide range of housing types as we continue to grow will allow residents to age in place as family needs change. Nurturing small businesses that are our less visible but vital economic engines is critical to our success both to diversify our local economy and to provide room for these small businesses to grow. Better integrating the cultural life of Long Beach into various activities, as envisioned in the Cultural Master Plan, will enrich and enliven our local experience, and draw tourists seeking unique experiences. Community dialogue on economic prosperity



**Long Beach's green port** aims to provide sustainable employment for future generations.

included expanding local shopping options, which are perceived as substandard compared to other cities. This type of economic development can help to increase tax revenue, an important resource for improving local services and facilities. Providing regularly needed services closer to where people live and work reduces driving trip lengths and builds a sense of community.

### Safe and Secure Environment

Continued progress must be made toward improving Long Beach safety and security. Even though crime rates have continued to decline year after year, when people envisioned the City's future, many residents continue to express concerns about crime and the safety of their families. A sense of safety and security is a primary need. Without addressing the conditions that contribute to these concerns, it will be difficult to achieve other goals for the future such as increasing walking, bicycling and transit use; attracting new businesses and jobs; and nurturing community connections.

Guiding Principles from the Long Beach 2010 Strategic Plan steer us in the right direction and serve as touchstones for our decision-making:

- Compassion: Our community cares about itself by caring for others. Our well being is the responsibility of the entire community.
- Community Involvement: We commit ourselves to a continuous civic dialog to build community strength and self-sufficiency.
- Diversity: We value individuality, celebrating the uniqueness and diversity of our people.
- Justice: We create systems that strive to promote fairness and equity in government.
- Equity: We concentrate our resources – money, energy and time – on neighborhoods and issues that need them most.
- Integrity: Our actions and decisions flow from these guiding principles.
- Courage: We expect from our leaders the courage to put aside parochial interests and to make decisions that best serve our entire community.

“We value individuality, celebrating the uniqueness and diversity of our people.”



## Big Ideas

In countless community meetings and discussions in coffeehouses, living rooms, church halls, and school auditoriums throughout Long Beach, as in cities everywhere, people have become increasingly aware of their desire for a sustainable and healthful quality of life for themselves and their loved ones. While there may be disagreement on exactly what that means to each individual, and on the appropriate path to that goal, the following are **Big Ideas** we can all agree on.

No matter where we came from or how we got to Long Beach, we all want a safe and healthy place to live. We all want good educations for our children, with life-long learning and meaningful and gainful employment for ourselves. We want access to places to play and enjoy both the built environment and open areas, including natural surroundings. We want affordable housing and effective health care. We want choices in housing to suit all phases of our lives. We want strong and responsive government institutions. We want convenient services. We want to celebrate the special place that Long Beach is, especially our local neighborhood, not be lost in a faceless metropolis. We want to be proud of our community and have an opportunity for a better life for ourselves and our loved ones, welcoming those that come to Long Beach seeking a better life for themselves and their loved ones.

Long Beach 2030 acknowledges and celebrates these universal aspirations and establishes a path to that collective future for the development of a better Long Beach in the decades ahead. The LB2030 Plan emphasizes bringing these aspirations to reality based on a foundation using the most healthful and sustainable practices.

## Long Beach is its People

The evolution of cities over the millennium has taken many forms in all parts of the world. For the first time in human history, world population is now more than 50% located in cities. This is because cities offer the most direct path to a better life, with more opportunities for gainful employment, health care, social connections, and other aspects of a better quality of life. Cities have always been designed by people for people, with places to live, work, play, and gather; a safe place to prosper. Cities have become increasingly less hospitable for their inhabitants as land uses were segregated and automobiles were more conveniently accommodated, reducing our shared sense of being part of the larger community.

Long Beach is a large city by any measure. With our own port and airport, and a favorable regional position, Long Beach would be a major city almost anywhere else in America, but is a medium-sized city in Southern California. Our economy continues to diversify, as a result of focused effort by entrepreneurs and our collective hard work, and because of our strategic location.



“Long Beach has one of the most diverse populations of any city in the world...”



Long Beach has one of the most diverse populations of any city in the world, with a wide range of ethnic and cultural groups, and economic classes from those living well below the poverty line, to working class, on up to the very affluent. Long Beach is increasingly becoming home for entrepreneurs and other creative and dynamic forces.

- Long Beach 2030 seeks to make the most of our two most precious assets, the good people of Long Beach and the place we all share.
- Throughout our history, Long Beach has welcomed newcomers seeking opportunities on the western edge of the continent and enfolded their cultures, visions, and energy into a great whole (Long Beach Strategic Plan – 2010).
- Long Beach is a built out City. New housing and other development opportunities will primarily occur in the form of more dense, mixed use development on our existing corridors, not within established neighborhoods.

### A City that Experiments

A City that Experiments: Large metropolises, such as Los Angeles, are too large to nimbly make changes. Smaller cities can change direction quickly, but do not have the resources to make a significant difference. As a city of nearly 500,000 people, Long Beach is just the right size to be a leader among cities. Many distinct neighborhoods comprise the City of Long Beach. Our cultural diversity and willingness to try new approaches and programs to find what works best for Long Beach is one of our greatest strengths.

This leadership role can be seen in our award winning water conservation efforts and recreational programs, the rapid development of the city's bicycling culture and infrastructure, and in our many sustainable and healthy city programs. Being the City will to try new things and make changes makes Long Beach an exciting place to be; one that attracts new investment and builds community.

- Throughout our history, Long Beach has welcomed new ideas. Our commitment is to keep experimenting with our urban form, taking the best ideas building upon them to create unique places within Long Beach.
- Long Beach will continue to be an innovative leader, sharing our best practices with other communities around the globe, and learning from them ways to improve our communities.
- As a largely built-out City with little available developable land, the only way for us to growth and change is to continue reinvent ourselves, and our environment. Replacing what is obsolete or undesirable with new structures and new uses for existing structures, creating exciting programs and activities that suit our growing sophistication and identity, while maintaining our desire for improved, yet sustainable, quality of life.



### Did you know?

The Long Beach desalination project is an energy-efficient breakthrough that promises to create more reliable water supplies for the future.

**Segways** provide alternative transportation at Long Beach SeaFest.



## Planning Matters

Having a plan and working toward goals has profound and meaningful positive impacts on the development of Long Beach, both as a physical place and as a community. Decisions made with a larger perspective of a plan have usually been more beneficial and stood the test of time. Conversely, unintended consequences from decisions made without this consideration continue to vex Long Beach. Examples of these results, such as the crackerbox apartments that intrude into many of our older neighborhoods, stand as reminders that each development project is an opportunity to heal the urban and create a more cohesive and resilient community.

- The Long Beach 2030 plan takes established community goals and programs and expands them to be more flexible and forward-thinking, and provide and guidance that respects the established community and fabric that make up each neighborhood, and seeks to improve it without losing its unique character or making it generic.
- Our intent is to create a plan that stays current, relevant and reflects our long-held beliefs as well as welcomes new opportunities; a plan that focuses on positive outcomes and implementation.



**Drawing of sidewalk**  
adjacent to pedestrian-  
and bike-friendly retail  
area.

## Complete Places and Neighborhoods

Long Beach is a City that is made up of many unique neighborhoods. Each neighborhood in Long Beach has its own history and character. Not only are they places to live, but provide the daily needs of modern life, from local shopping areas offering stores and personal services, open spaces, streets and pathways, institutions such as libraries and fire stations, are all a part of our neighborhoods. Unfortunately, some of our neighborhoods are lacking components or have been saddled with incompatible or obsolete development.

- Long Beach 2030 seeks to make each neighborhood complete by healing the urban fabric with each decision and improvement we make, and by seeking to provide a full range of services to support an active and healthy lifestyle for people at every stage of their lives.
- Long Beach 2030 shapes infill development to be compatible with the scale and character of existing neighborhoods and districts, and where infrastructure can support it sustainably.
- Long Beach 2030 concentrates new growth along community-connecting corridors and in areas where convenient access to transit and well-integrated bicycle and pedestrian networks are provided.



**Long Beach** is known for  
its unique character and  
neighborhoods.



## Complete Streets

Streets make up from approximately 20 percent of the total land area of the City, and within any particular neighborhood. These streets, along with parks and natural open spaces, are the public domain; the space we all share. This is our public room. Different from privately held lands, streets serve a multitude of purposes, from conveying vehicles with people and goods, to serving as storefront displays, outdoor dining areas, gathering places, and parking areas. Streets have different characters, changing with their design and by the buildings that line them. **How we continue to utilize and evolve our public room in the coming decades is one of the great debates we will have as a community and will profoundly affect the community we become.**



“Streets...[are] the space we all share...our public room.”

Long Beach is fortunate to have a regular grid pattern and gentle topography that makes moving through the City relatively easy. There is not a desire to continue to widen streets, so making the most of the streets we have is critical.

A fundamental precept of the LB2030 Plan is to create complete neighborhoods and complete streets in as many places as possible. Giving people safe, healthy and sustainable choices engenders pride in Long Beach. These changes are most likely and most welcome to occur along our corridors, protecting the neighborhoods adjacent to those corridors.

- Long Beach 2030 identifies the purpose of each street, including designating them as primary movers of vehicles, a transit or bicycle-friendly street, a pedestrian district, a green street, or residential street. Wherever appropriate, streets will serve multiple purposes.
- Long Beach 2030 considers multiple uses of our network of streets, and recognizes that adjacent parallel streets can work together to ease movement for all modes of travel when streets are too narrow or burdened to adequately accommodate all modes of travel.

**Transit-oriented** Long Beach Boulevard and the transit mall serve as main transportation connections.



## Targeted Change

The LB2030 Plan uses a targeted approach to planning citywide. Most of the City includes healthy and strong places that will remain substantially unchanged but would benefit from continued improvements. These places will be designated as areas to maintain and enhance. This targeted approach is a good fit for Long Beach, and is consistent with regional plans, such as SCAG's Compass Blueprint, which calls for targeted change in only 2% of the region's land area.

Growth and change are focused in strategic opportunity areas of the City that need significant reinvestment or have characteristics that can best accommodate forecasted growth. This approach also allows for managing regional influences, pressures and responsibilities in a manner that is beneficial to Long Beach.

Because Long Beach is dynamic, criteria are included in the LB2030 Plan that guide when areas within Long Beach move through the cycle of new development or are an area to maintain and enhance without major changes. The ultimate goal is for all areas to improve to the point that there is no need for significant new development or changes. This occurs when the vision for these areas is achieved within our largely built-out environment. The targeted change approach allows private and public sector investment to be appropriately prioritized, located and coordinated to achieve results efficiently.



**Long Beach** is a dynamic, largely built out city.

- Growth and change will occur in the form of re-use and new development within existing built areas of the City, primarily along the major corridors.
- In a built out environment like Long Beach, new development will enhance existing neighborhood character and create complete places, providing needs and services locally wherever possible.

## Simple Complexity

A city as large as Long Beach is a very complex organism, which relies on a global support system. Our food and water supplies, energy and infrastructure, the things we buy, even the people who call Long Beach home, come from all corners of the world. Within the City, there are activities of every description happening every day, large and small, that can serve to bring us together or separate us. It is the balancing and adjusting of these various systems that remains the focus on our horizon.

“ You cannot do only one thing. ”

Garrett Hardin's  
First Law of Ecology

- Every action is linked to a variety of other actions and outcomes. This is both a benefit and a caution. In any system as complicated as the City, the collective actions and decisions made create the

future. There are a variety of reasons to justify an action, and a range of likely outcomes to each.

- Taking any particular action will have a multitude of benefits and ramifications. For example, building more complete and compact neighborhoods will generally reduce total vehicles miles driven, reduce child and adult obesity, increase social cohesion within the community, and reduce costs for distributing goods and services, among other benefits. These benefits might be considered urban planning, preventative health care or sustainable development. In the end, of course, it does not matter which benefit you focus on, because the benefits can be found in all areas, and help to raise us all up.
- Decisions made on a daily basis affect our future. The intent of LB2030 is to make the long-term benefits an important consideration in decisions so that continual improvement can be achieved.

### Sustainable and Healthy Long Beach

Key sustainability and healthy communities concepts flow from the LB2030 vision and are woven throughout the LB2030 Plan. Sustainability addresses environmental, economic and social equity considerations. Healthy communities initiatives work with sustainability precepts to encourage individuals to live safer, sustainable and healthier lives in Long Beach.

- Every goal, policy and program in LB2030 seeks to make individuals, their families, and their neighborhoods that comprise the City of Long Beach, into increasingly safer, healthier and sustainable place to live, work, play, shop, and grow.
- The true measure of our success is the degree to which our success is shared with everyone who lives, works, and plays in Long Beach.



**Pedestrian bridge** connects walkers to Shoreline Village, the Aquarium of the Pacific, and the Long Beach Convention Center. More pedestrian-related districts are proposed.

Healthy  
communities  
concepts  
“...encourage individuals  
to live safer, sustainable  
and healthier lives in  
Long Beach.”



# URBAN DESIGN

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## Introduction

### Incremental Change

“Every increment of construction must be made in such a way as to heal the city.”

-‘A New Theory of Urban Design’ by Christopher Alexander et al, 1987.

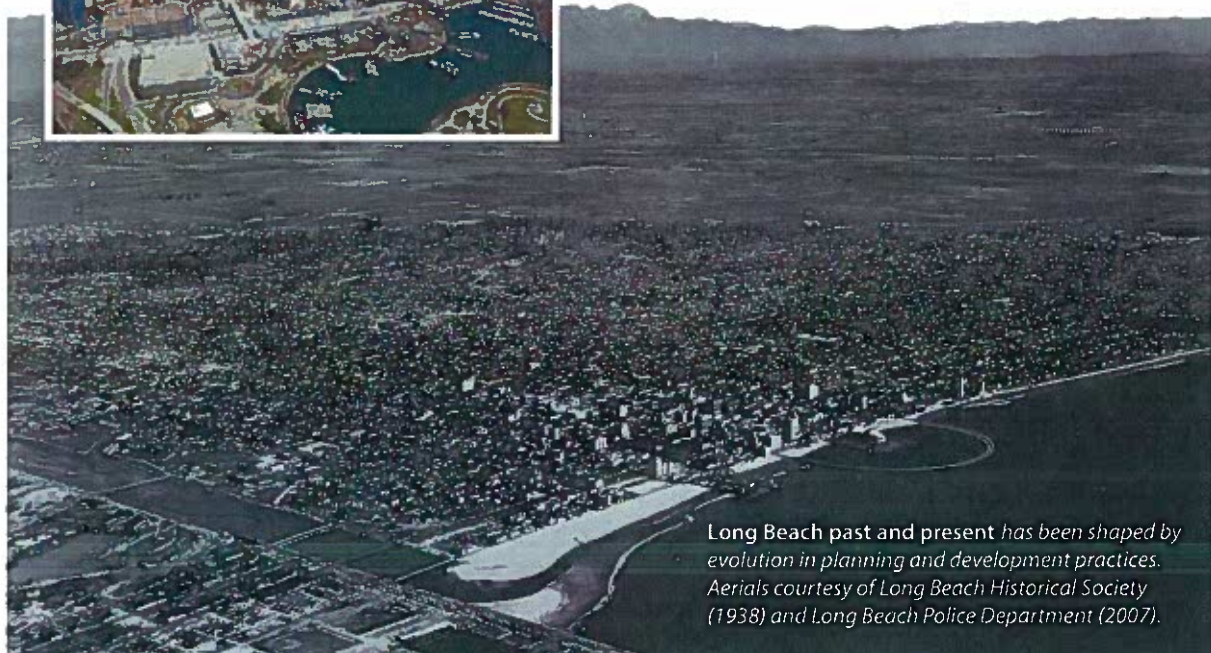
Alexander and his co-authors developed their theory of urbanism based on a studio project where students considered incremental changes within the city. Their hypothetical development project led them to advocate for well-designed public spaces, incremental changes, and localized decisions being best as the city and its neighborhoods develop over time.



### Understanding the Past and the Place

**T**he City’s history is reflected in its built environment. Everything from the city boundary and existing land uses, to the configuration of streets and the quality of the public realm are the results of past planning and development practices. These practices, while informed by the City’s collective values, evolve over time with each era, reflecting a slightly different focus and way of thinking about Long Beach. Important aspects of the City’s historic features are described in more detail in the Historic Preservation Element and associated Historic Context Statement.

Today, Long Beach is comprised of mature urban and suburban neighborhoods, and both types have buildings that are historic, traditional or contemporary in style. Differences can be seen in the infrastructure of neighborhoods. For example, the narrow street and small blocks of Downtown have always been very walkable, in comparison to the post-war pattern of wide streets and large blocks found in places like East Long Beach that reflect automobile-centric planning common to that era. Additionally, major



Long Beach past and present has been shaped by evolution in planning and development practices. Aerials courtesy of Long Beach Historical Society (1938) and Long Beach Police Department (2007).

streets throughout the City have been widened over time to move more automobiles efficiently within the City -- today it's understood those decisions have not been ideal for pedestrians, bicyclists or the creation of livable neighborhoods.

The city's growth over time, and development linked to positive economic cycles, has made the city a tapestry of land uses, street types and development patterns. There is no doubt that residents and business owners enjoy many aspects of the City today, but they want neighborhoods to become more livable and sustainable over the next twenty years and beyond. This chapter provides a foundation for achieving healthy, vibrant neighborhoods through a set of urban design goals. These goals and their related policies attempt to reconnect land uses in Long Beach with strategies for mobility, while addressing the design of the public realm (i.e., streets, sidewalk and public spaces) at the earliest stage of the planning process. While this chapter focuses on the placemaking aspects of the City, the urban design goals are relevant when considering future land use, development at the scale of neighborhoods and districts which are described further in the Land Use chapter.

### Understanding the City Today

Before setting out to plan for the future, it is helpful to understand how Long Beach came to its present form and is perceived today as a city within the larger metropolitan region of Los Angeles and Southern California. Our history manifests itself in the physical form and layering that exists today. Looking at the City's physical features helps provide a clearer image of the City in its totality. The overlapping networks and various features provide a number of ways to look at and consider our built environment. This analysis serves as the basis for the urban design goals and policies. The goals and policies inform the Neighborhood Strategies chapter and Placetypes described in Land Use chapter. A brief analysis of its key features includes the following:

#### Edges

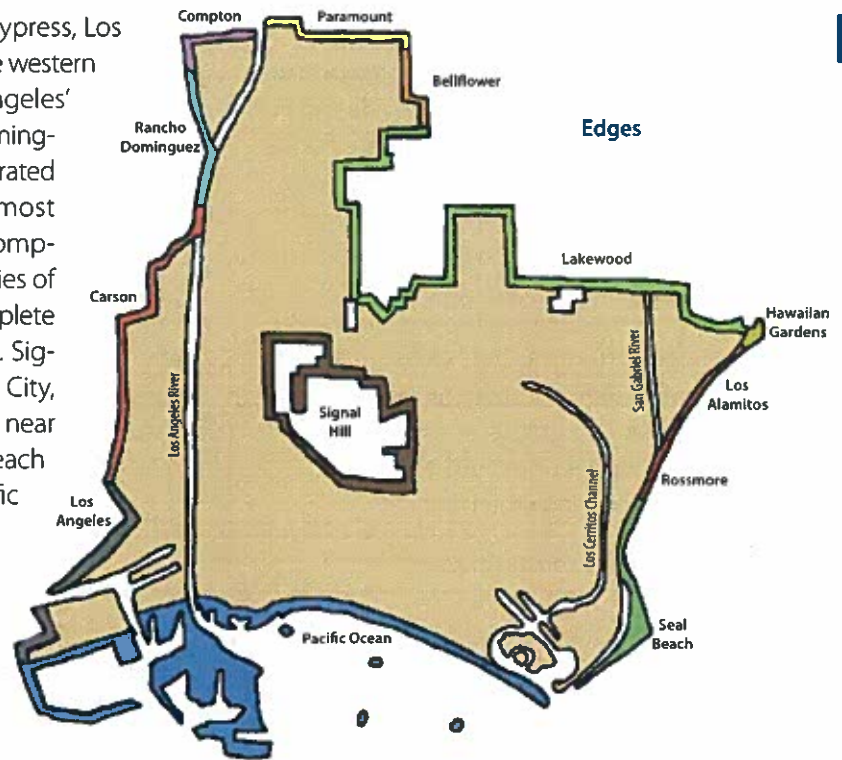
The City encompasses 50 plus square miles framed by naturalistic and manmade features. Most notable is the stretch of Pacific Ocean that defines the southern waterfront edge and is the city's namesake. The natural features of the bay and white beaches all along its edges are very special for a city the size of Long Beach. The San Gabriel River and Coyote Creek define the eastern edge of the city up to



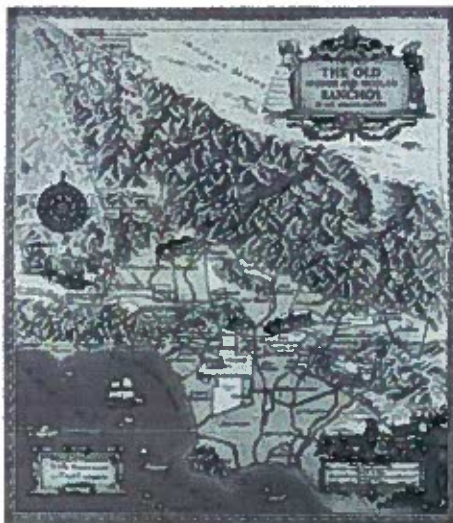
**Long Beach** is a tapestry of architectural styles.



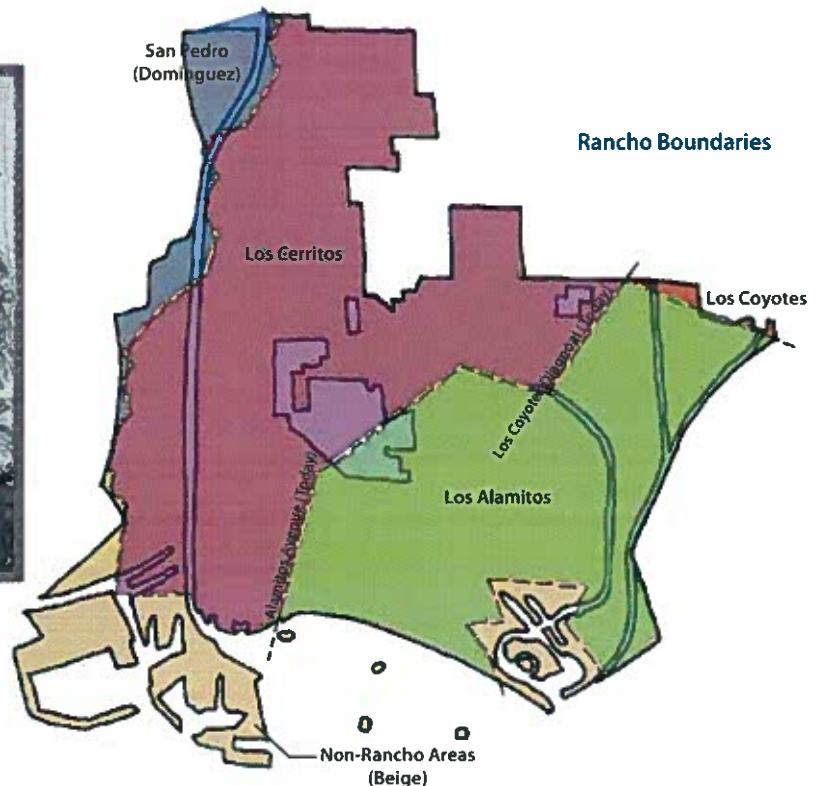
the Orange County border cities of Cypress, Los Alamitos, Rossmore and Seal Beach. The western edge is defined by the City of Los Angeles' port-related facilities, the L.A. River, Wilmington, Carson, and a portion of unincorporated Los Angeles County. The northernmost part of Long Beach is bordered by Compton, Paramount and Bellflower. The cities of Lakewood and Hawaiian Gardens complete Long Beach's northeastern boundary. Signal Hill is isolated in the center of the City, forming an unusual internal boundary near the southwestern edge of the Long Beach Municipal Airport along the Old Pacific Electric route.



In the eighteenth and nineteenth century ranchos were created from Spanish or Mexican land grants throughout California. Today, these ranching boundaries exist in some locations as remnant edges or major thoroughfares. Long Beach is comprised of portions of Rancho San Pedro (Dominguez), Rancho Los Cerritos and Rancho Los Alamitos.



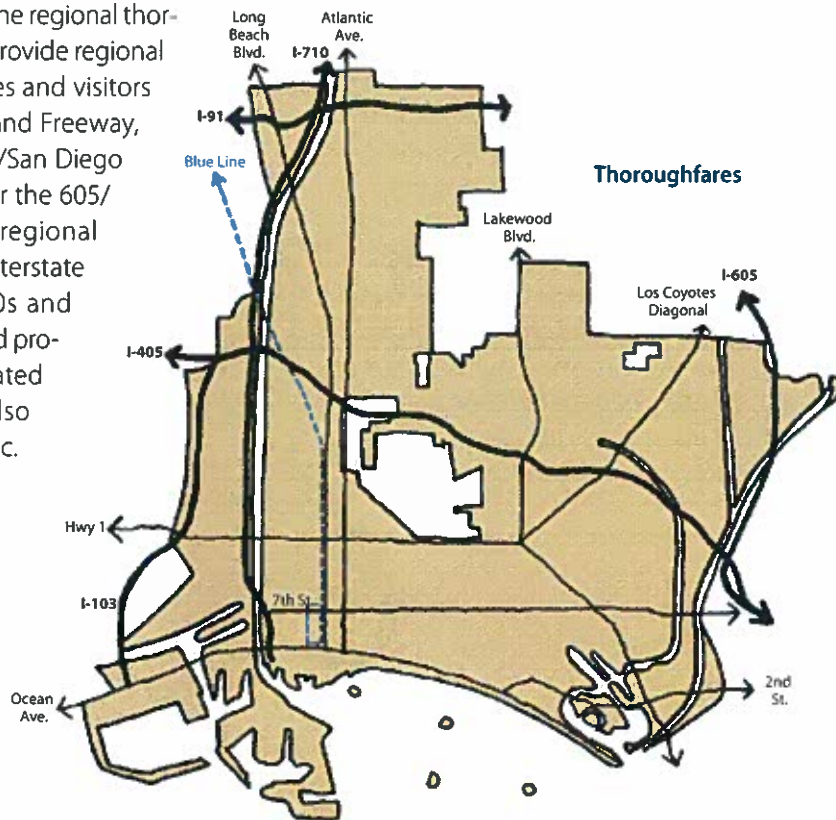
**The old Spanish and Mexican rancho boundaries of L.A. County.** Source: USC Digital Archive (2007).



## Thoroughfares

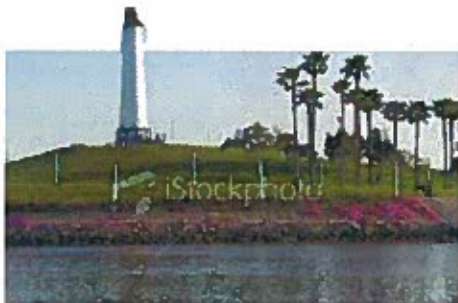
Five major freeways represent the regional thoroughfares in Long Beach and provide regional access for residents, employees and visitors who use the 103/Terminal Island Freeway, 710/Long Beach Freeway, 405/San Diego Freeway, 91/Artesia Freeway or the 605/San Gabriel Freeway. These regional corridors are vestiges to the Interstate Highway System of the 1950s and 1960s when they were built, and provide convenient grade-separated regional connections, but also divided the existing urban fabric.

Other major thoroughfares that give definition to the City and the neighborhoods they traverse are the Pacific Coast Highway, and boulevards such as Ocean Ave., Lakewood Blvd., Atlantic Ave., Anaheim St., 7th St, Long Beach Blvd., Carson St., and the Los Coyotes Diagonal.



Metro's Long Beach Blue Line from Los Angeles provides a fixed rail transit thoroughfare and a unique experience of moving north-south through the City and connect Downtown Long Beach with Downtown Los Angeles.

The regional and major roadway network is discussed in greater detail in the Mobility chapter.



**The Shoreline Park trail** leads to Lion's Lighthouse, a Long Beach landmark.

## Trails

Trails allow movement across the city on foot or on bicycle. These include the Bluff Park trail and Shoreline Park along the Pacific Ocean beach and the paths along the L.A. and San Gabriel Rivers. Bicycle paths, routes and bikeways compose a trail mobility network in the City that provides access.



**Local open spaces along the Promenade** are neighborhood assets that we all share and enjoy.

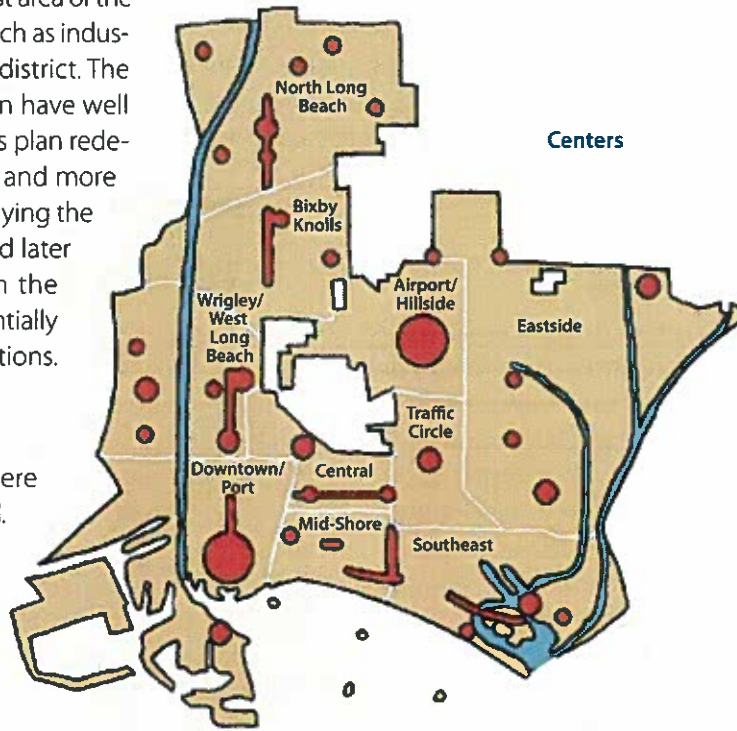


## Districts

Long Beach can be defined through its many districts that vary by the mix of land uses and architectural character. Long Beach is often described as a great city made up of unique neighborhoods. Residential districts comprise the largest area of the City, but there are other districts such as industrial districts and the Downtown district. The historic districts in particular often have well defined characters and edges. This plan redefines districts to achieve an ideal and more complete mix of land uses by applying the concept of placetypes (introduced later in this chapter and discussed in the Land Use chapter), which are essentially district-oriented land use designations.

## Centers

Centers are places in the city where people and activities are clustered. A main street corner or central shopping area that brings residents together constitutes a center of local activity. Centers serve as the social heart for many Long Beach neighborhoods and can be elongated in form like a segment of a corridor such as Atlantic Ave. in Bixby Knolls, or just focused around an intersection such as Broadway at Redondo or Viking and Nordic Way off Carson St.

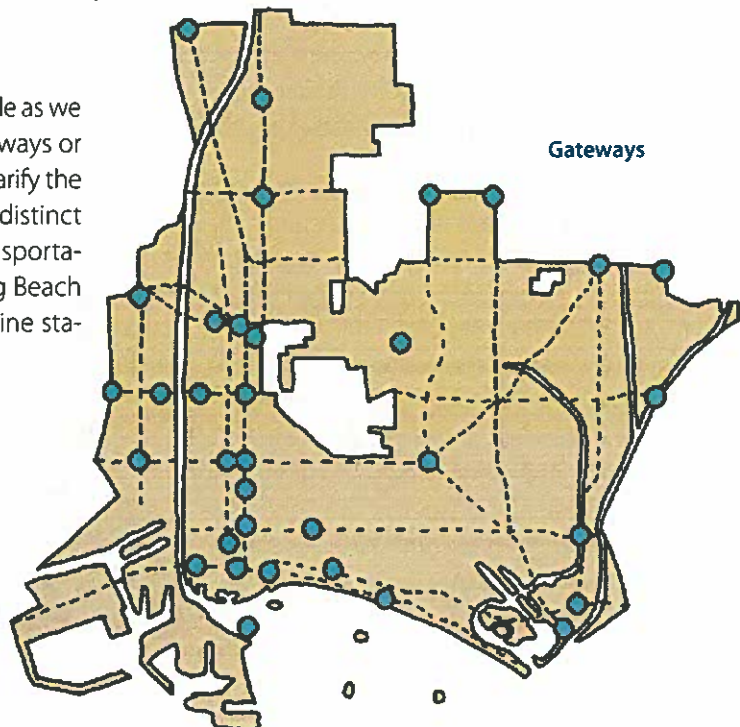


## Gateways

Often our first impression of Long Beach is made as we enter through gateways from the major freeways or boulevards into the City. Gateways can also clarify the beginning of and announce the arrival into distinct neighborhoods and districts. Important transportation gateways into the City include the Long Beach Municipal Airport, Metro Long Beach Blue Line stations, and the Cruise Ship Terminal.



**The Cruise Ship Terminal** serves as an important transportation gateway.





## Landmarks

Landmarks help orient us as we move through Long Beach. From and urban design perspective, they can be an important building, historic site or structure, an established neighborhood, landscaped area, or natural feature. Some of the City's major landmarks include Downtown and Pine Avenue, the Long Beach Convention and Entertainment Center, Aquarium of the Pacific, Queen Mary, Queensway Bay and offshore islands, Villa Riviera, Second Ave., Traffic Circle, Cal State Long Beach, Long Beach City Colleges, Long Beach Memorial Medical Center, Long Beach Municipal Airport and Signal Hill.

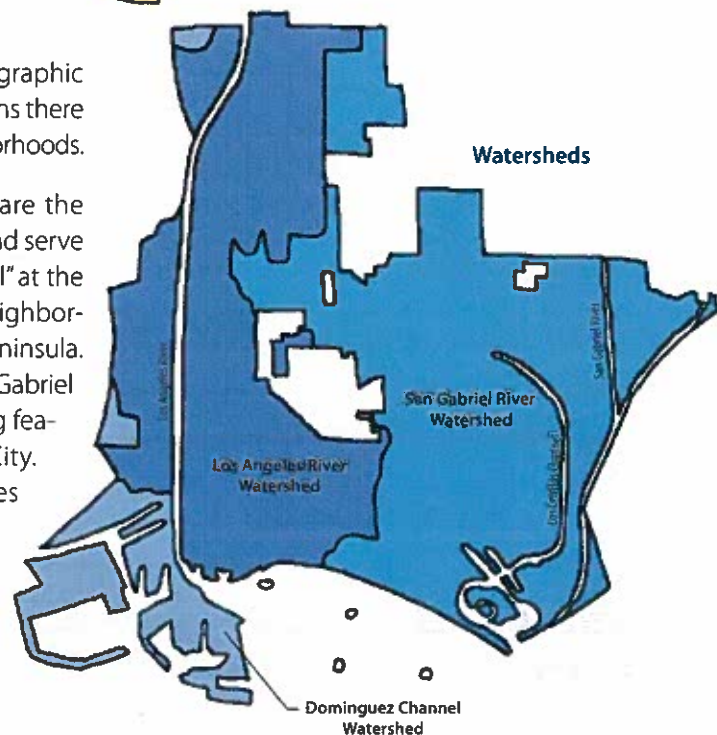
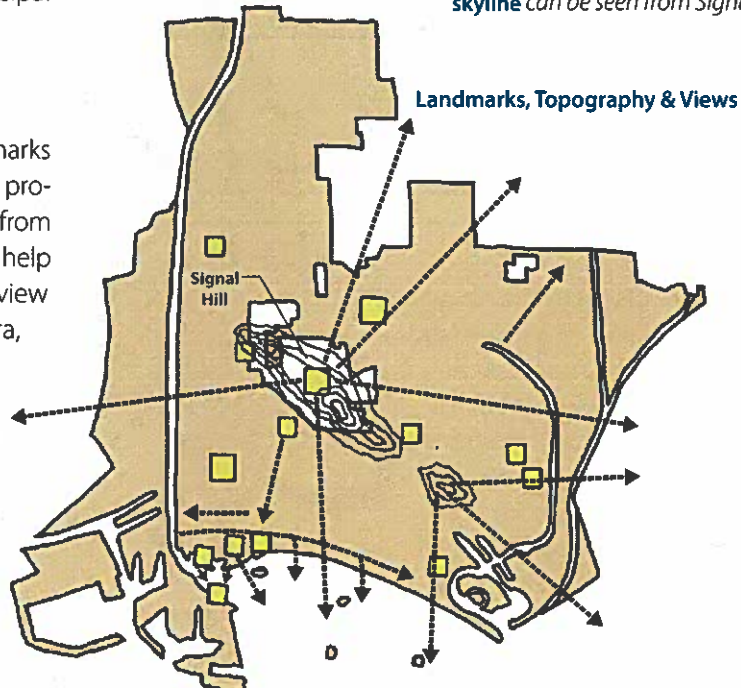


**Dramatic views of the Long Beach skyline can be seen from Signal Hill.**

## Topography & Views

Views help orient us between landmarks in the city. Long Beach's topography provides opportunities for views to and from higher elevations and buildings that help with wayfinding. These include the view along Alamitos south to Villa Riviera, 3rd Street to the Port of Long Beach cranes, Ocean Blvd. and Bluff Park to the Pacific Ocean and Belmont Pier; Queensway Bay and Shoreline Park to the Queen Mary and cruise ships, Downtown Marina and mole beach path; and Los Coyotes Diagonal to the distant San Gabriel Mountains. There are also dramatic views from the City of Signal Hill out and over Long Beach. While there is otherwise little topographic relief across the rest of the City, this fact means there are also many walkable and bikeable neighborhoods.

Another important topographic feature are the drainage watersheds that provides views and serve as landmarks in themselves. The large "bowl" at the southeast corner of the City shapes the neighborhoods of Naples, Belmont Shore and the Peninsula. The watersheds of the Los Angeles and San Gabriel Rivers (also noted under Edges) are defining features on the east and west sides of the City. Some of these scenic views and iconic sites are significant and worthy of protection and enhancement as community resources, which is discussed later in this chapter.



## Designing for the Future

The urban design approach of the Long Beach 2030 plan synthesizes what is typically described in two-dimensions: planning and mobility, and addresses the design of the city in three-dimensions while integrating architecture, landscape design, and development strategies. This approach helps us to understand Long Beach and its neighborhoods as they are experienced in total: a sum of all the parts, rather than individual elements. As humans, we usually remember our favorite places based on their overall character and physical experience (looks, sounds, and smells), not just how tall the buildings were, how many cars were on the street, or what the landscape looked like in a neighborhood.

An important aspect of making great places is designing for everyone, including young and old, and people with disabilities. This concept is called universal design – which is a holistic approach to designing buildings and spaces to achieve equity and flexibility in use, devising simple and intuitive solutions, providing clear information and providing choices on ways to move through the space, allowing tolerances for error, accommodating for limited

physical effort, and planning appropriate sized spaces to best serve the desired users now and in the future. These approaches continue to evolve and respond to new requirements and solutions.

The urban design framework described in this chapter is based on the following core principles:

- Good urban design synthesizes planning, architecture, landscape architecture, economics, and mobility in planning a city's future.
- Land use and transportation are inextricably tied and must be considered in tandem; urban design can bring these aspects together to realize healthy economic development – a key to community sustainability.
- The city's public realm (streets, sidewalks and open space) contribute to Long Beach's unique character and are the places where public and private interface and should be based on universal design.
- The individual neighborhoods are what residents and visitors experience everyday, thus neighborhood-specific strategies help realize the General Plan strategies through local implementation.



**Urban Design** considers the aspects of planning, architecture, landscape architecture, mobility and economics to make complete neighborhoods possible.

## The Big Picture to Specific Recommendations

This chapter is organized to address urban design from the largest scale of the city, to the smallest scale of the sidewalk. The four sections that follow tier down in scale and detail as shown in these diagrams:

### 1.0 Citywide Urban Design

#### *Creating a more sustainable city*

This section describes policies and programs to address and heal the urban fabric and create a safer, healthier and more sustainable city.

### 2.0 Placetypes

#### *Planning healthy neighborhoods*

This section briefly describes the land use/transportation relationship (detailed in the mobility chapter) and provides context for the public realm section that follows. It includes corridors which are prevalent in the City – whether a neighborhood village, auto-oriented commercial, or transit-oriented. Placetypes are summarized in this section, and are discussed in detail in the Land Use chapter.

### 3.0 Public Realm

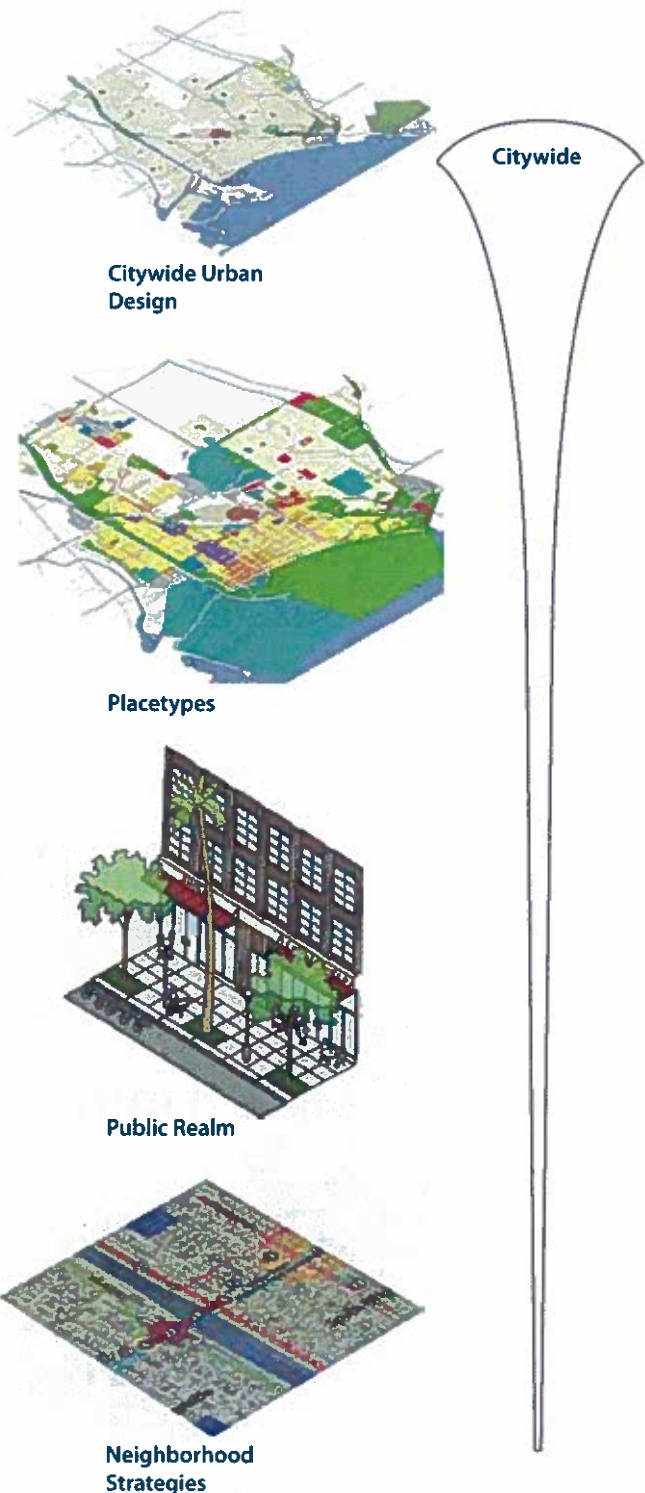
#### *Making great streets*

This section describes the various factors that contribute to inviting street designs, and discusses the importance of designing great sidewalks and ways for buildings to meet the street.

### Neighborhood Strategies (provided in a separate chapter)

#### *Implementing specific improvements*

The Neighborhood Strategies chapter addresses more specific strategies for each neighborhood, recognizing their unique qualities and that a different set of objectives and priorities are necessary within the larger framework of the Long Beach 2030 Plan. These strategies will be updated and amended more often than the policies of the LB2030 plan to reflect completed projects and changing priorities.





## 1.0 Citywide Urban Design – Creating a More Sustainable City

Creating a more sustainable and healthy Long Beach is a long term endeavor which includes protection of its natural features, a reduction in carbon emissions, water and energy use. The ocean, rivers, and wetlands of Long Beach are the most sensitive to pollution. Reducing run-off into the water and pollution in the air is a priority. Since the largest contributor of harmful emissions are cars and trucks, reducing vehicle trips is essential. The most significant way to achieve this in Long Beach is to connect land use and transportation so that residents have better access to their homes and work, thus reducing their need to drive. In a built-out city, the opportunities for new development are limited, making each decision that much more critical. It can also be achieved by implementing the Green Port Policy included in the Port of Long Beach's Strategic Plan.

At the street level the use of innovative approaches to storm-water management, drought-tolerant and low-water landscaping, and energy efficient street light fixtures, can assist in the preservation of water and energy. Improving Long Beach's sustainability will require looking at the city holistically: as a fabric of natural features and manmade interventions such as streets, sidewalks, and buildings, which must be thoughtfully planned and coordinated to promote more sustainable neighborhoods.



**The Green Port Policy** takes steps to significantly reduce carbon emissions.

Creating healthier neighborhoods involves providing adequate open space and recreational opportunities, convenient access to healthy foods and to health care services. Providing safe places for people to walk and meet neighbors builds a sense of community as well as contributes to healthier lifestyles.

Another facet of sustainability and social equity is balancing the distribution and availability of resources across all the City's neighborhoods in the future, from North Long Beach to the Shoreline, and from the Eastside to West Long Beach. The National Academy of Public Administration defines social equity as "The fair, just and equitable management of all institutions serving the public directly or by contract; the fair, just and equitable distribution of public services and implementation of public policy; and the commitment to promote fairness, justice, and equity in the formation of public policy."



**Volunteers** remove non-native species as part of habitat restoration.



## Citywide Natural Areas Exhibit UD-1



*Citywide diagram highlights Long Beach's remaining natural features. The ocean, beaches, rivers and wetlands should be restored and protected to contribute to a more sustainable city.*





**Restore and protect Long Beach’s natural features, which include: the Pacific Ocean, beaches, bluffs, San Gabriel and Los Angeles Rivers, ranchos and adjacent land, Dominguez Gap, the Los Cerritos Wetlands and waters in Alamitos Bay.**

#### POLICIES

**UD-P1** The City shall continue to provide leadership and work with the community to restore and rehabilitate habitats and lands along the San Gabriel and Los Angeles River, the Los Cerritos Wetlands, Colorado Lagoon, and the Alamitos Bay.

**UD-P2** Support and expand the City’s urban forest and provide additional planting, tree cover and upgrade dated facilities at natural features per the Urban Forest Plan contained in the Conservation chapter.

**UD-P3** Integrate learning components at natural feature sites to connect people with the natural environment and support a collective pride in stewardship of local natural areas.

**UD-P4** Increase accessibility to natural features by linking them to the open space network and providing clear way-finding signage.



**El Dorado Park** with its lakes.



**Volunteers** plant trees as part of a Harbor Arbor event.



**Connecting people** with the natural environment promotes pride in stewardship.

## GOAL UD2 Implement sustainable design throughout the city

The following policies address the city's open space, neighborhoods and development of the built environment. For more specific goals and policies see the Open Space and Conservation chapters.

### POLICIES

- UD-P5** Prevent run-off into the rivers, ocean, bay and wetlands by integrating permeable surfaces or bio-swales that filter and slow the percolation of water into these natural features.
- UD-P6** Green and percolate run off storm water in alleys and integrate bio-swales where feasible.
- UD-P7** Utilize City-owned vacant lots for interim green uses (e.g. parks, gardens, plant nurseries), mulch areas, and develop strategies that addresses city-wide and local needs in determining the best use for these lots.
- UD-P8** Identify opportunities within neighborhoods and at schools to create and maintain community gardens.
- UD-P9** Incorporate native/drought tolerant and low-water demand plants and permeable paving into greening projects, including parkways and alleys.
- UD-P10** Develop and implement an urban forestry plan to assure the City is cultivating a variety of climate and location-appropriate tree species that provide environmental benefits to neighborhoods such as reducing the heat island effect, processing carbon dioxide into oxygen, and slowing the percolation of rainwater.
- UD-P11** Continue to create and implement standards and guidelines that support sustainable development projects, such as the City's Construction & Demolition Debris Recycling (C&D) Program.
- UD-P12** Promote universal design practice and innovative solutions as part of sustainable city policy.
- UD-P13** Support the goals and programs of the Sustainable City Action Plan (see Conservation chapter and appendix) to promote, educate and provide leadership on sustainable planning and development.



**Community gardens** can foster healthier eating and a stronger connection to the land and neighbors.



### GOAL UD3

**Focus new development, the greatest intensity and a mix of uses along transit-supportive corridors, Downtown and near transit stations, particularly along Long Beach Blvd.**

UD

#### POLICIES

- UD-P14** Focus new development where transit access is assured, such as major transit corridors that provide fixed rail service and stations (like the Long Beach Blue Line) and major bus stops with proper amenities that encourage transit use.
- UD-P15** Allow for future fixed local services (like a streetcar and rapid bus) to accommodate transit-supportive land uses within the City.
- UD-P16** Provide a mix of uses and focus growth in neighborhood centers to encourage walking and bicycling for short and local trips.
- UD-P17** Coordinate mobility improvements with development projects at a Citywide and where appropriate regional scale.
- UD-P18** Per the Downtown Community Plan, promote development near the Blue Line Stations in Downtown and along Long Beach Blvd to support transit-oriented development.



**The Long Beach Blue Line** is one example of transit-supportive land use within the City.



**Future transit services** may include streetcars and rapid buses as well as electric car charging stations.

### GOAL UD4

**Enhance City gateways and major corridors that extend across the City.**

#### POLICIES

- UD-P19** Focus redevelopment and other powerful interventions on corridors that don't reflect the adjacent neighborhoods they serve or feature obsolete uses.
- UD-P20** Improve appearance of entrances to the City on major boulevards so that wayfinding, landscape and lighting are integrated in a cohesive design.
- UD-P21** Develop a comprehensive approach to wayfinding for visitors and tourists who will enter the City at these gateways, including neighborhood entry signs and murals.
- UD-P22** Implement streetscape improvements along the major cross town corridors using a comprehensive approach to the corridor's sidewalks, landscaping, lighting and amenities that reflects the individual neighborhoods along the corridor.



## GOAL UD5

**Protect historic resources, unique architecture and other features that contribute to the unique character and identity of each neighborhood.**

### POLICIES

- UD-P23** Provide incentives and encourage the renewal of historic buildings so they can continue to serve the neighborhood in the future.
- UD-P24** Capitalize on the sustainable benefits that come with adaptively reusing existing structures, or reintegrating them into a new type of development.
- UD-P25** Protect historic sites and districts that are part of the City's history and the neighborhood's unique character.

### Scenic Highways and Iconic Sites

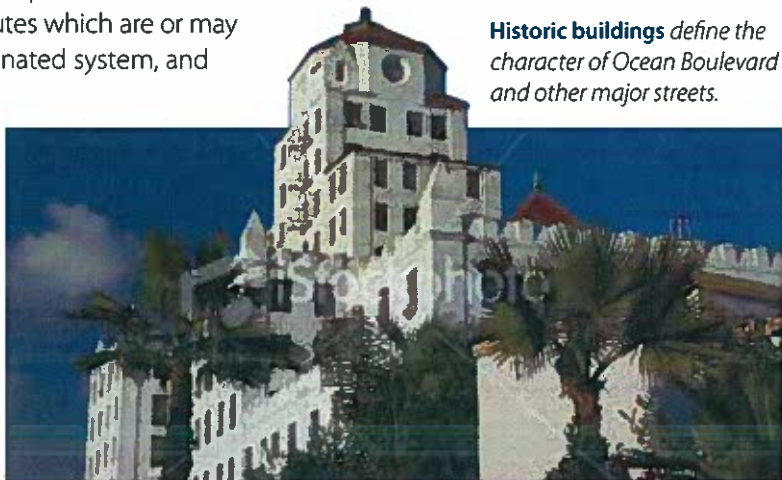
The City of Long Beach adopted a Scenic Highways Element in 1975 as part of the General Plan as mandated in State planning law. The element established considerations for the identification and enhancement of visual resources within the City. The discussion identified a variety of different types of aesthetic resources throughout the City. At that time, one scenic highway was designated within the City, Ocean Boulevard in Downtown and along the coast, continuing eastward along Livingston Drive ending where it intersections with 2nd Street. Four thematic automobile and one bicycle route were identified in the Element, with the intent to eventually adopt an entire network of scenic routes, but this effort was not completed or revisited.

This section updates and replaces that adopted element, and provides a more concise program for the identification of scenic routes and their management once designated. A more robust and comprehensive scenic routes and iconic sites network is established in this Element.

This section serves as a comprehensive plan for the development and protection of a system of scenic routes, corridors and sites. It identifies scenic assets of historical, cultural, recreational, industrial, and aesthetic importance, establishes a sets of goals and policies, maps routes which are or may have merit for inclusion in the designated system, and establishes criteria and design standards to protect the scenic routes, corridors, and sites.

The identification and management of aesthetic resources is intimately linked to the policies and programs included within the Open Space and Conservation chapters. All of these aspects contribute to the creation of high-quality communities.

**Historic buildings** define the character of Ocean Boulevard and other major streets.





## Designating Scenic Assets

The City has a number of key aesthetic resources and viewsheds that are worth of protection and enhancement. These resources include roadways with of particular visual merit, and viewpoints that are highlighted by iconic buildings or vistas of the highest and most inspiring quality.

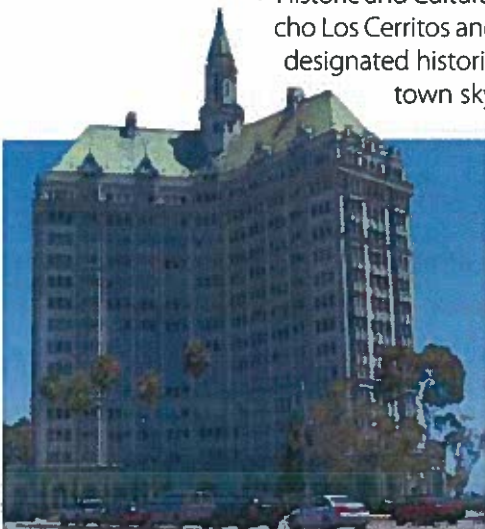
The criteria for identification and enhancement of scenic corridors and resources include the following:

- Traverse and link areas of scenic quality, visual interest, or historic or cultural merit
- Provide access to community recreational areas and urban open spaces
- Link and provide access to interesting and aesthetic built and natural features of all types and sizes, edifying or representative icons, including infrastructure such as bridges, historic buildings or cultural sites, and significant ecological habitat or landscaped areas
- Consider the view of travelers traversing the route and provide wayfinding and discovery interpretive displays for residents and visitors
- Connect active recreational areas and contemplative respites or viewpoints together into a greater whole
- Provide a diverse or comprehensive representative image of the City
- Provide access to views that are, or could be restored to, reveal designated landmarks and other key aesthetic locations
- Consider routes identified in the State of California, County of Los Angeles, or other scenic highway systems or networks.

## Scenic Asset Inventory

The City of Long Beach is richly endowed with an exceptional physical setting and with myriad of unusual views and developments which offer to its citizens and visitors a variety of scenic and participatory experiences. These assets include:

- **Historic and Cultural Assets:** The two beautifully preserved original ranchos, the Rancho Los Cerritos and Rancho Los Alamitos, the iconic Villa Riviera building and other designated historic landmarks, the Pier J port complex, shoreline area and Downtown skyline, and the many historic and well-maintain neighborhoods located throughout the City provide distinctive environments that denote our storied past. Public and communal buildings, such as the Airport terminal, MOLAA, libraries, and other civic structures are all visual assets unique to Long Beach. Murals, public art and other visual enhancements.



**The Villa Riviera** is one of the City's most memorable iconic sites.



**The Los Angeles River Trail is a designated scenic route.**

- **Open Space and Natural Areas:** El Dorado Park, the Los Cerritos Wetlands, the restored Dominguez Gap, and the many parks of all types and sizes provide active recreational areas and contemplative respites. Promenades and trails grace Downtown, the coastline, the rivers and channel.
- **Views:** Vistas from high points, open locations, long corridors, and other similar places within the City include high-grounds in mid-City and near Signal Hill looking toward Downtown and the coast, small promontories such as Los Cerritos hill, views across the airport tarmac, into golf courses and parks, along rivers and channels, and natural areas among others. Wide tree-lined streets through older neighborhoods can be visually appealing and pleasant to traverse, and add to the visual character of a neighborhood.
- **Iconic Sites:** Iconic sites are those locations that can be seen from long-distance or multiple locations, and where corridors terminate, such as the Villa Riviera, seen clearly while traveling toward it along Ocean Boulevard and Alamitos Avenue, City Hall, where 1st Street terminates, and other similar locations. Dramatic, well-landscaped approaches to special locations, such as the driveway to the Ranchos, contribute significantly to these iconic sites.

Taken together, these corridors, routes and iconic sites create a network of scenic resources, as shown on Exhibit UD-2. These route and sites are included within the scenic network, or have been identified for future consideration for inclusion into the network.

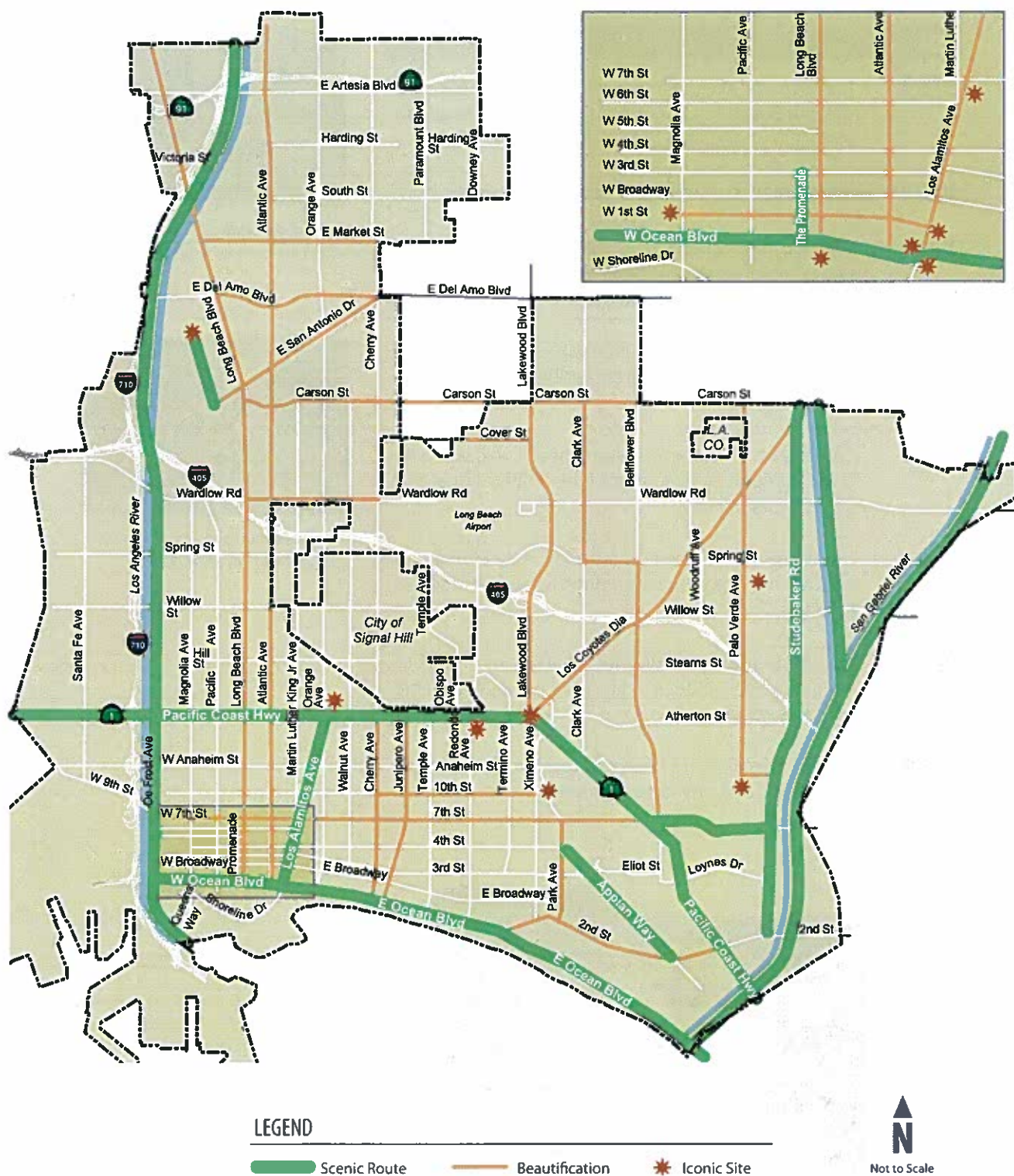
The existing designated scenic route of Ocean Boulevard and Livingston Drive will continue to be a scenic route in Long Beach. In addition, the system is expanded to include Ocean Boulevard on the Belmont Peninsula, the Promenade in Downtown, the Los Angeles and San Gabriel Rivers corridors, Appian Way along the Colorado Lagoon and Marine Stadium, Studebaker Road, the approach road to Rancho Los Cerritos, and the entire stretch of Pacific Coast Highway. These roadways are, or will become by 2030, scenic highways. To that end, the roadways will receive highest priority for streetscape and utility undergrounding funding. Projects along these routes will be scrutinized for their architectural contributions to the overall aesthetic value of the corridor.

A number of roadways throughout the City are designated as beautification corridors. These roadways and routes have been identified for their existing aesthetic qualities and their potential to become more scenic or pleasant to traverse by all modes of travel. This designation provides commitment to ensure that the aesthetic value of these corridors will be strengthened over time through public and private investment, particularly when the roadways are redesigned or substantially renovated. At some point in the future, these beautification corridors could be added to the scenic routes network.

The process for inclusion of additional or modification to scenic or beautification routes or iconic sites is outlined in the Administrative section.

# Scenic and Beautification Routes & Iconic Sites

## Exhibit UD-2





## GOAL UD6

**Continue to expand the scenic routes and iconic sites network by improving designated corridors and considering including new roadway segments.**

Goals that encompass the values and aspirations for our visual environment are to:

### GOALS

- UD6.1** Improve and preserve the unique and fine qualities of Long Beach to strengthen the City's image and to eliminate undesirable or harmful visual elements.
- UD6.2** Maintain open vistas of the ocean across public land.
- UD6.3** Develop streets, parks, plazas, and other public places into points of visual beauty in the urban setting through the use of landscaping and design.
- UD6.4** Identify, preserve and enhance natural and man-made aesthetics resources within and visible from scenic corridors.
- UD6.5** Carefully consider the development of iconic sites with visual corridors or structures of the highest visual and architectural quality.
- UD6.6** Link and enhance significant recreational, cultural, and educational opportunities through a network of scenic corridors.
- UD6.7** Accommodate alternative transportation modes to encourage active healthy lifestyles within the scenic corridors network.
- UD6.8** Create and maintain a system of scenic routes through joint public and private responsibility.



**Ocean Boulevard** remains the City's first scenic boulevard.



**A new scenic route** would follow the Los Angeles River corridor.



**Safe, clean scenic and recreational areas** will be enhanced and maintained.



These policies will help achieve the goals above within designated scenic areas:

## POLICIES

- UD-P26** Expand the existing network of scenic routes, and expand to include additional routes, corridors and sites.
- UD-P27** Establish guidelines and zoning overlays, as appropriate, to regulate development within scenic areas and for iconic sites.
- UD-P28** Make aesthetic considerations primary considerations in the refinement of land use regulations and standards to enhance the quality of new and existing developments within scenic areas and iconic sites.
- UD-P29** Include aesthetic design considerations for all roadway and appurtenances within scenic areas.
- UD-P30** Remove or screen visual pollution, including amortizing blighting conditions
- UD-P31** Increase the visibility and awareness of visual resources through promotional materials to all segments of the population.
- UD-P32** Increase governmental commitment to the designation of scenic routes, and protection of scenic resources.



**The San Gabriel River Corridor** will be added to the list of the City's scenic routes.



**Egrets** frequent river corridors and riparian habitats in the Long Beach area.



**Sims Pond Biological Preserve**  
on Loynes Drive and Pacific  
Coast Highway

## 2.0 Placetypes – Planning Healthy Neighborhoods



Placetypes have been developed as part of the Long Beach 2030 plan to replace existing General Plan land use designations. The existing General Plan land use designations and the zoning for the parcels in Long Beach have served to separate land uses and document the existing condition. In many areas of Long Beach, this has resulted in abrupt transitions and land use conflict. In addition, the zoning has not provided a strong vision for the future to guide land use decisions. The primary purpose of using placetypes is to focus on the form and character of neighborhoods and larger community areas and allow the wider mix of uses often found in communities throughout the City. Placetypes include discussion on how best to address transitions of various land uses within and between placetypes.

While the Land Use chapter details the placetype approach to land use, it is important to provide context for how the placetypes approach relates to the urban design vision for healthy and more sustainable neighborhoods.

Long Beach is really the sum of all its individual neighborhoods – and each will have a framework that allows it to remain economically and ecologically healthy, and for residents to lead healthier lives within their respective neighborhoods. Eleven placetypes have been developed and provide a comprehensive way of thinking about neighborhoods beyond simply land use. While the placetypes vary greatly, they share an overarching goal of supporting healthy neighborhoods:

### Long Beach's Placetypes

	<b>Open Space</b>	<ul style="list-style-type: none"> <li>• Parks</li> <li>• Marinas</li> <li>• Habitat areas</li> <li>• Community gardens</li> </ul>
	<b>Contemporary Neighborhood</b>	<ul style="list-style-type: none"> <li>• Post-WWII suburban housing</li> <li>• Predominantly single-family, separated from commercial areas</li> <li>• Larger blocks with wider streets</li> </ul>
	<b>Founding Neighborhood</b>	<ul style="list-style-type: none"> <li>• Older "street car" urban neighborhoods</li> <li>• Walkable streets</li> <li>• Smaller block pattern</li> <li>• Greater mix of uses and housing types</li> </ul>
	<b>Automobile-Oriented Commercial</b>	<ul style="list-style-type: none"> <li>• Accommodate auto-oriented uses</li> <li>• Enhance appearance of properties and streets</li> <li>• Improve traffic flow and circulation by all modes of travel</li> <li>• Encourage creative, efficient parking solutions</li> <li>• Add landscaping wherever possible</li> </ul>

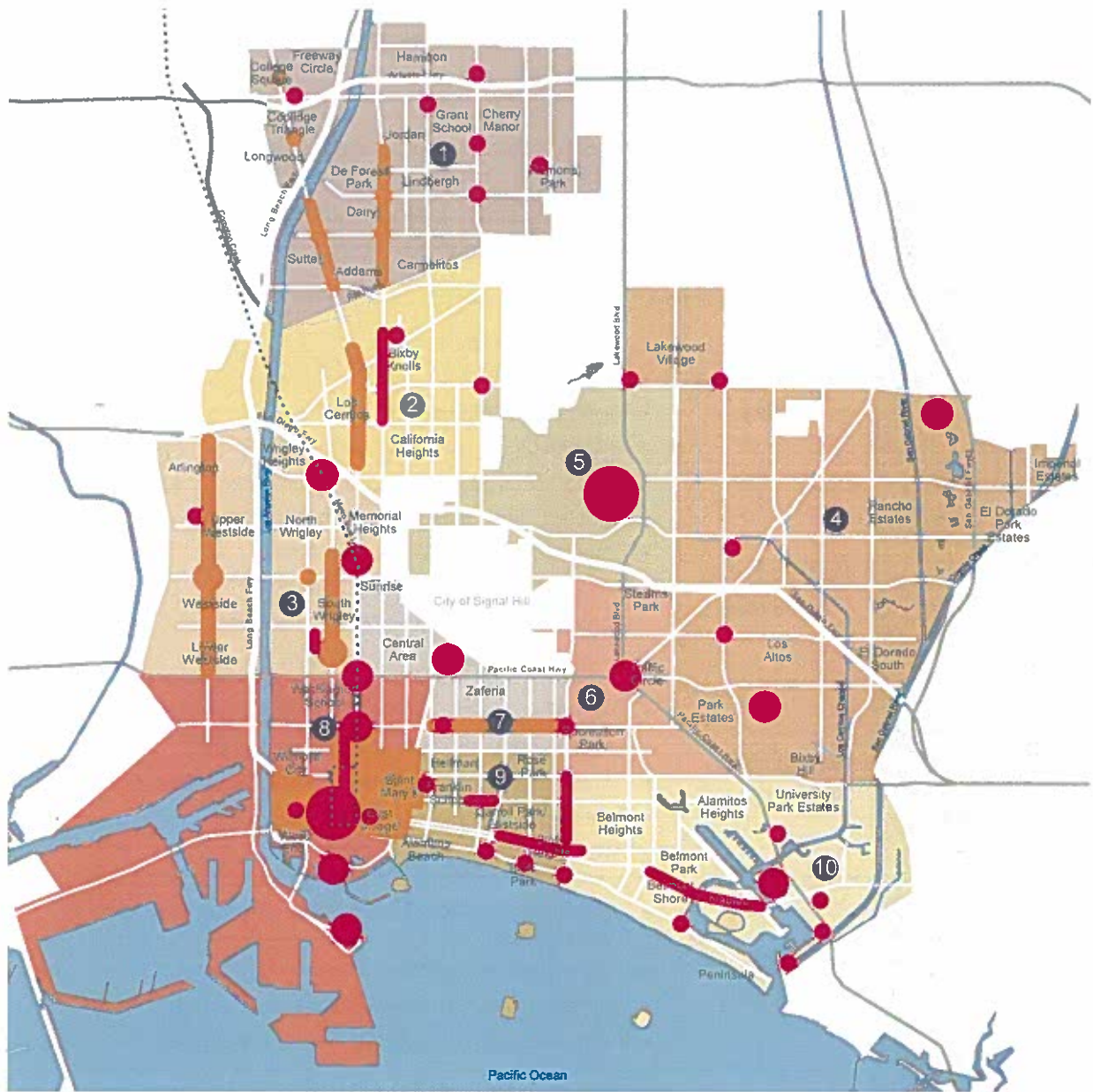
	<b>Innovation District</b>	<ul style="list-style-type: none"> <li>• Local emerging technology and creative businesses</li> <li>• Diverse housing opportunities</li> <li>• Adaptive re-use, conversion of older industrial buildings</li> <li>• Preserve existing design character</li> <li>• Arts focus for streetscape and entry design</li> </ul>
	<b>Industrial</b>	<ul style="list-style-type: none"> <li>• Protect industrial lands, increase jobs</li> <li>• Revitalize outdated industrial areas</li> <li>• Encourage sustainable, green uses</li> <li>• Provide long-term base of jobs</li> </ul>
	<b>Regional Serving Facility</b>	<ul style="list-style-type: none"> <li>• Long Beach Airport</li> <li>• Port of Long Beach</li> <li>• Medical and college campuses</li> <li>• Business parks</li> </ul>
	<b>Multiple-Family Residential</b>	<ul style="list-style-type: none"> <li>• Updated, high-quality multi-family housing</li> <li>• Compatible with nearby single-family</li> <li>• Improved access for bike and pedestrian</li> <li>• Appropriate parking supply and unit sizes</li> <li>• Various intensities specified by area</li> </ul>
	<b>Neighborhood Village Center</b>	<ul style="list-style-type: none"> <li>• Places that contribute to unique neighborhood identity</li> <li>• Accommodate modern retail needs and uses</li> <li>• Focus on healthy goods and services</li> <li>• Enhance connections to neighborhoods</li> <li>• Provide community gathering places</li> </ul>
	<b>Transit-Oriented District</b>	<ul style="list-style-type: none"> <li>• Opportunity for growth along Blue Line and other priority transit corridors</li> <li>• Connect activity centers</li> <li>• Walkable mixed-use development near stations</li> <li>• Improved access and creative parking strategies</li> </ul>
	<b>Downtown</b>	<ul style="list-style-type: none"> <li>• Center for employment, entertainment, culture</li> <li>• Focus on infill, mix of historic and new</li> <li>• Enhance access to water and other areas of the City</li> <li>• Context-appropriate parking strategies</li> <li>• Highly urban, pedestrian-oriented, vibrant environment</li> <li>• Coordinated through Downtown Community Plan</li> </ul>

There are eleven neighborhood placetypes for Long Beach. See the Placetypes and Land Use chapters for more information.



# Neighborhood Areas & Activity Centers

## Exhibit UD-3



### LEGEND

1 North Long Beach	4 Eastside	7 Central	10 Southeast
2 Bixby Knolls	5 Airport/Hillside	8 Downtown/Port	Activity Centers
3 Wrigley/West Long Beach	6 Traffic Circle	9 Mid-Shore	Neighborhood Centers

**Citywide diagram** highlights ten major Long Beach neighborhood areas.

## Healthy & Complete Neighborhoods

The following urban design goals and policies apply to all placetypes and consider neighborhoods (which often are comprised of several placetypes) as a tapestry of interrelated activities and amenities.



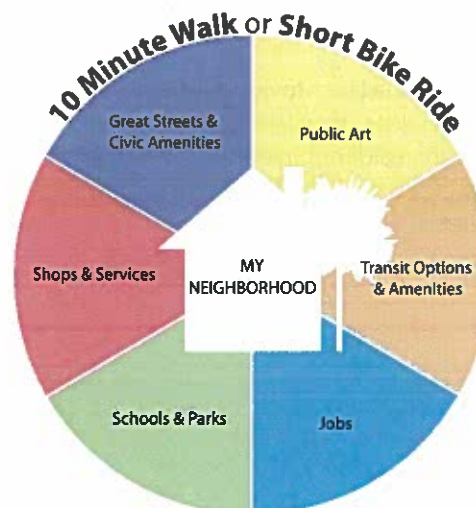
### GOAL UD7

### Creating Healthy and Complete Neighborhoods

**Create complete neighborhoods.**

#### POLICIES

- UD-P33** New buildings or renovation projects shall “complete the neighborhood” by filling in gaps in the designated placetype (e.g. functional needs like housing, new or missing services, particularly to meet daily needs, new public amenities or services, healthy food options, etc.).
- UD-P34** New building or renovation projects shall present an urban design concept that reinforces how the project contributes to the larger neighborhood.
- UD-P35** Urban places with retail and public uses nearby shall have elements that connect it to a broader network of public space in the neighborhood (could include open spaces, plazas, walkways, public art).
- UD-P36** Residential or mixed use projects shall have a clear strategy for how to connect their residents and visitors to the surrounding neighborhood with good safe pedestrian linkages.
- UD-P37** Building entrances shall be oriented toward larger streets and local transit services (shuttle or bus stop, rail station or transit center) to encourage transit use; wherever possible.
- UD-P38** Transit stop amenities shall be integrated into the building’s ground floor features or landscape design (rain or sun protection, seating, trash receptacle, etc.).
- UD-P39** New private and public projects should integrate public art and culture, to the greatest degree possible, in order to enrich all neighborhoods, including places for performances as well as art installations.
- UD-P40** Encourage the integration of localized art and small enhancements that add to the interest and nuance of the City’s neighborhoods and showcase local identity and history.
- UD-P41** Neighborhood amenities shall be located within a 10-minute walk or a short bike ride from residents to the greatest extent possible.



**Diagram illustrating**  
the goal of locating  
most amenities within  
a short walk or bike  
ride from residents  
in order to achieve  
a more complete  
neighborhood.

## POLICIES

- UD-P42** Each neighborhood will have a land use plan with an overall strategy for anticipated changes
- UD-P43** Established neighborhoods shall be protected from inappropriate development, traffic or parking intrusions and other conditions that erode quality of life.
- UD-P44** New development shall be focused where transit amenities are provided; with greater density nearest the highest capacity systems (Metro Blue Line, streetcar, or rapid bus).
- UD-P45** Growth within a neighborhood should have economic validity that confirms there is a need for the development type and density.
- UD-P46** Infill projects should support the designated placetype and be appropriate in their use, scale, compactness of development and design character with adjacent sites and nearby existing development.
- UD-P47** Neighborhood-serving uses and pedestrian-oriented commercial shall be concentrated at well established and/or logical centers of activity that are easily reached by walking, biking and transit.
- UD-P48** Safe and comfortable walking environments in each neighborhood shall be provided to allow residents to reach most neighborhood amenities by foot.
- UD-P49** Safe and well-marked bicycle routes shall be provided to allow residents to reach amenities by bicycle, especially bicycle-friendly retail districts and schools, including bicycle parking and other supportive amenities upon arrival (see Mobility chapter for more detail).
- UD-P50** A healthy mix of uses shall be provided within each neighborhood so services are within walking or biking distance of more residents, including access to open space, fresh food and health care providers, and other daily needs amenities.



**Innovative pocket parks**, such as East Village Arts Park, create much needed open space within neighborhoods.



**Neighborhood-serving development** connected to a Metro light rail station in Pasadena, CA.



## POLICIES

- UD-P51** Building types should be economically viable for and complementary to the placetype and neighborhood for which they are being proposed.
- UD-P52** A building's form (i.e., height and massing), should be appropriately scaled and sensitive to all property sides and adjacent land use, and should be properly scaled to the primary street it fronts on (i.e. taller buildings on larger boulevards, smaller buildings on narrower streets).
- UD-P53** Oversized residential additions (mansionization) should be avoided where it will adversely affect the existing character (i.e., scale, dominant style, historic features, etc.) of a neighborhood or street face.
- UD-P54** On corridors, the building's overall form should acknowledge transitions between commercial and residential uses by transitioning in height and scale in a thoughtful way.
- UD-P55** In existing or emerging neighborhood centers and pedestrian-oriented streets, the ground floor should primarily consist of active uses – individual residential entries, retail storefronts, public facilities, or common areas for tenants.
- UD-P56** Buildings should integrate their required open space with a beneficial relationship to the public realm (e.g., connecting a paseo to the sidewalk, provided a layered landscape design and private patios along to the sidewalk, connecting an internal courtyard visually or physically to the sidewalk, etc.).
- UD-P57** Buildings should be wisely conceived, well designed, and utilize details and quality building materials with proven longevity.
- UD-P58** Buildings shall meet the City's requirements for sustainability and green development, both for construction and operation.
- UD-P59** Buildings shall be evaluated by good design not solely by their formal style.
- UD-P60** Design plans shall anticipate and accommodate signage, transformers, trash enclosures, fire connections and other exterior features.
- UD-P61** Existing buildings shall be preserved, rehabilitated and integrated into new development projects wherever feasible to encourage adaptive reuse, reduce waste and maintain local character.



**Ground floor** residential units along a street help activate the sidewalk (Vancouver, BC).



**Corner plaza** in a San Diego, California neighborhood.

## GOAL UD10 Embrace the unique quality of each neighborhood as its greatest asset

### POLICIES

- UD-P62** Each project shall support and enhance the sense of local history and unique neighborhood culture.
- UD-P63** Provide space and encourage programming in both the public and private realm to reinforce the social and cultural activities of each neighborhood.
- UD-P64** Provide locations for temporary and transitional uses such as farmer's markets, demarked walking routes, street festivals, public art, performing spaces, message boards and other amenities that encourage community interaction and healthy lifestyles.
- UD-P65** Encourage a mix of building forms that embrace the key historic resources of a neighborhood – encouraging architectural preservation and allowing for innovative renovations to older structures that will contribute to neighborhood character.



*Projects shall support local history and unique neighborhood culture.*



*The preservation or renovation of older and historic structures can serve the neighborhood with new, more sustainable functions and create new jobs.*

## GOAL UD11 Design good transitions between and within the placetypes

### POLICIES

- UD-P66** Provide setbacks and stepbacks where transit-oriented districts and other more dense or massive uses transition to residential neighborhoods.
- UD-P67** Provide protective transitions and buffers between industrial and retail or neighborhood uses with intermediate uses, open space or other physical features.
- UD-P68** Provide sensitive, well-designed and innovative transitions between auto-oriented commercial and adjacent residential uses.

### 3.0 Public Realm – Making Great Streets

The streets of Long Beach serve a variety of travel modes (pedestrians, bicycles, transit, automobiles and trucks) and exhibit a wide range of roadway and sidewalk widths. Streets are arguably the most shared public space in the city, acting as public rooms, and are necessary to provide access to the City's many neighborhoods, essentially linking them together east-west and north-south. Streets (including their sidewalks, streetscape furniture and amenities) are a physical expression of the city and each neighborhood they serve.

In Long Beach, many streets are actually very long regional corridors that change personality as they traverse different districts. At the smallest scale, the street and its sidewalks serve as the front door to residences and businesses; they accommodate social interaction, and represent the point where the individual engages the neighborhood and larger community. For this reason, the following section considers streets at the largest scale of the corridor, and at the smallest scale of how buildings meet the sidewalk, and in turn, how sidewalks should be designed to improve the public realm of Long Beach as new development projects occur and streetscape improvements are made.



**“I have chosen to talk about the room, the street and human agreement. The street is a room of agreement. The street is a community room. A long street is a succession of rooms given their distinction, room for room, by their meeting of crossing streets.**

**”**

*Excerpts from Louis I. Kahn, "The Room, The Street and Human Agreement" in acceptance of the American Institute of Architects 1971 Gold Medal.*



**Attractive streets and sidewalks** can enhance the urban experience.



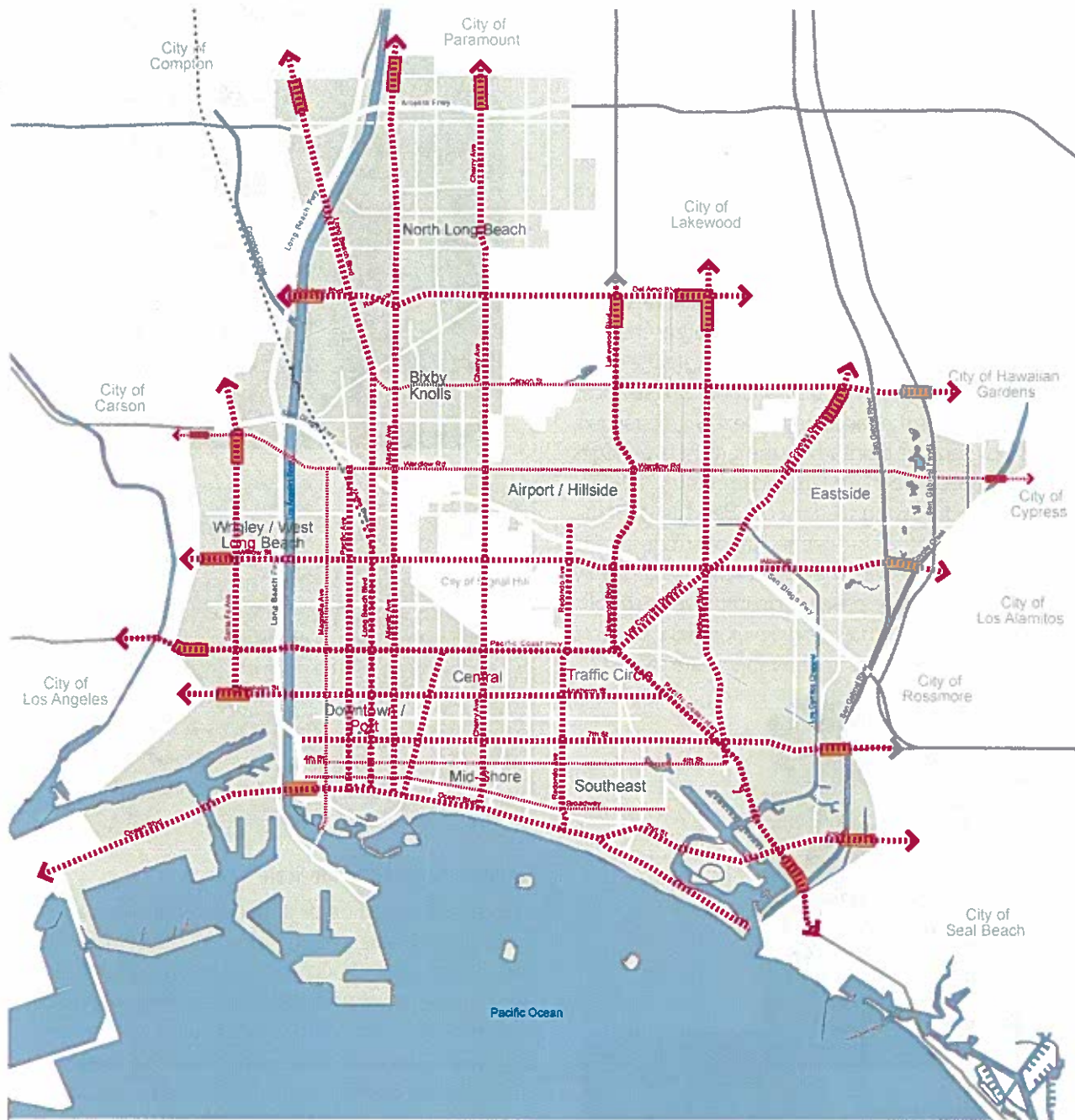
#### Streets - At the Citywide Scale

Streets, alleys, and other public right of ways comprise approximately twenty percent (20%) of Long Beach's land area. That comes out to almost 300 million square feet of land! While the existing roadway network must continue to serve as our mobility infrastructure, a variety of strategies can be employed to make the best possible use of this invaluable resource. Our streets will continue to provide efficient mobility, but can enhance the urban experience, providing wider sidewalks and bicycle paths and parking in pedestrian and bicycle-friendly districts, increased landscaping and an expanded urban forest, and more robust commercial and community activity along our thoroughfares. The discussion on how best to use our streets now and in the future is on-going.



## Corridors & Neighborhood Connectors

### Exhibit UD-4



#### LEGEND

- > Community Connectors
- > Other Key Connectors
- > Freeway/Highway
- Gateway

0 1/2 1 2 Miles



**Diagram of major streets that connect neighborhoods, forming the largest public room within the city.**



## GOAL UD12

**Create a network of well-designed and efficient streets, with walkable and bikeable zones, street sections that emphasize transit and high levels of landscaping and green infrastructure.**



### GOALS

- UD12.1** Provide and encourage a full range of transportation options and link future alternatives so all modes of travel work together to improve access in Long Beach (such as local and regional fixed rail systems like the street car) and connect everything to the City's pedestrian network.
- UD12.2** Take advantage where neighborhoods have a small block pattern to maintain walkability.
- UD12.3** Provide connections to open space, pedestrian promenades, paseos, landscaping, parking serving commercial buildings and innovative and inviting safe approaches, particularly on larger block faces, to improve connectivity along the street and to the adjacent community.
- UD12.4** Implement mid-block crossings and traffic calming where needed in the more suburban locations of the City where larger blocks and wider streets inhibit pedestrians.
- UD12.5** Require new development to incorporate pedestrian connections and open space in their designs, with particular focus on linking these new amenities to existing public areas.
- UD12.6** Require pedestrian focused land-use providing residents and visitors convenient places to walk to.
- UD12.7** Implement streetscape improvements (like street trees, landscaping, sidewalk extensions at crosswalks) on streets that need to be made for comfortable for pedestrians and that would benefit from buffering pedestrians from traffic with features such as parked cars, bicycle paths or bike corrals, landscaping or outdoor dining.
- UD12.8** Promote public art to provide a visual interest on streets and provide permanent and temporary locations for arts installation and for performances.
- UD12.9** Provide wayfinding maps, pedestrian respites, and information kiosks at key locations (such as transit stops, stations or neighborhood gateways) to facilitate movement and connectivity throughout the city; especially between neighborhood centers.
- UD12.10** Design safer streets by using traffic calming techniques (such as roundabouts and sidewalk extensions) and by providing more frequent and innovative crosswalks, pedestrian signals, and clearly marked bicycle lanes.



**Pedestrian focused** land use, sometimes referred to as the "third place," provides residents and visitors convenient places to walk to.

## Walkable Streets



**Illustration showing** elements that help create a good network of walkable streets and public space.

### Walkable and Bikeable Streets

As suburbs in American cities expanded following World War II, emphasis on the automobile dramatically changed the fabric of cities like Long Beach. As a result, an auto-oriented culture affected the scale and configuration of public streets, which were defined by engineers and planners as to how efficiently the roadway could move cars across the region. While wider streets with smaller sidewalks were built on predictions of population growth and increasing numbers of cars, the design outcome did not allow pedestrian activity to flourish along many corridors. This loss of pedestrian space and pedestrian- and bike-friendly commercial corridors and centers has contributed to current health issues (like obesity from a lack of exercise) and created a social disconnect between individuals and their neighborhoods. The following principles seek to rectify this pattern and establish a more holistic way to develop complete streets in Long Beach. See the Health and Wellness, and Mobility chapters for more information.





## GOAL UD13

Design streets holistically using the “complete streets approach”, considering various modes of mobility in parallel, especially pedestrians, those with mobility constraints, bicyclists, and public transit users, to improve the performance and experience of Long Beach’s streets.

UD

### POLICIES

- UD-P69** Incorporate complete streets concepts into street redesign and repaving projects.
- UD-P70** Where streets are too narrow to accommodate all modes of travel, consider parallel routes working together to accommodate all modes in a “complete corridors” strategy.
- UD-P71** Support and enhance bicycle streets by strategically locating bicycle facilities (like bicycle boulevards, bike racks and corrals, bike stations, and bike rental/share facilities), and reducing conflicts between pedestrians, bicyclists, and vehicles.
- UD-P72** Support and enhance transit streets at the pedestrian level by focusing on transit amenities (e.g. shelters, seating and accurate information) and improving pedestrian, disabled, and bicycle access to transit and transit facilities.
- UD-P73** Create transit centers (or elements) that are visually similar so that they are recognizable and have an identity specific to Long Beach.
- UD-P74** Designate green streets where bio-swales and enhanced landscaping are incorporated into the streetscape.
- UD-P75** Improve auto-oriented streets (like Pacific Coast Highway and Long Beach Blvd) so pedestrians using the stores or services can walk comfortably and feel safer navigating such a busy thoroughfare whether they come from the surrounding neighborhood or arrive by transit; improvements may include sidewalk widening, requiring future development to set back to gain additional sidewalk and landscape zones, planting more street trees for shade, and adding pedestrian lighting on the more active blocks.



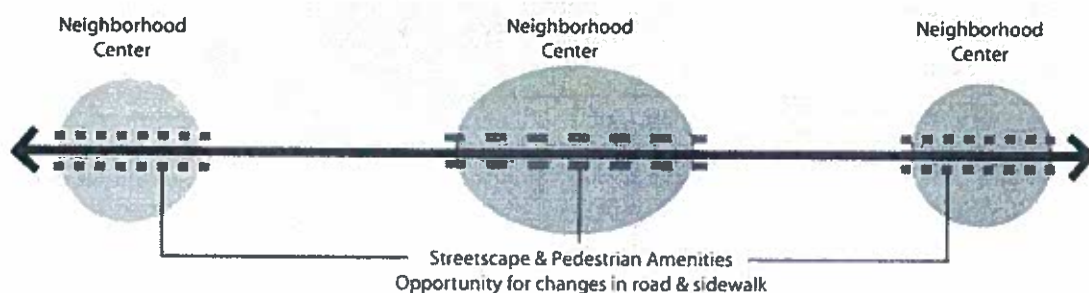
**Bus stop** and curb extension in Long Beach’s East Village.



**Bike Station** in Long Beach.



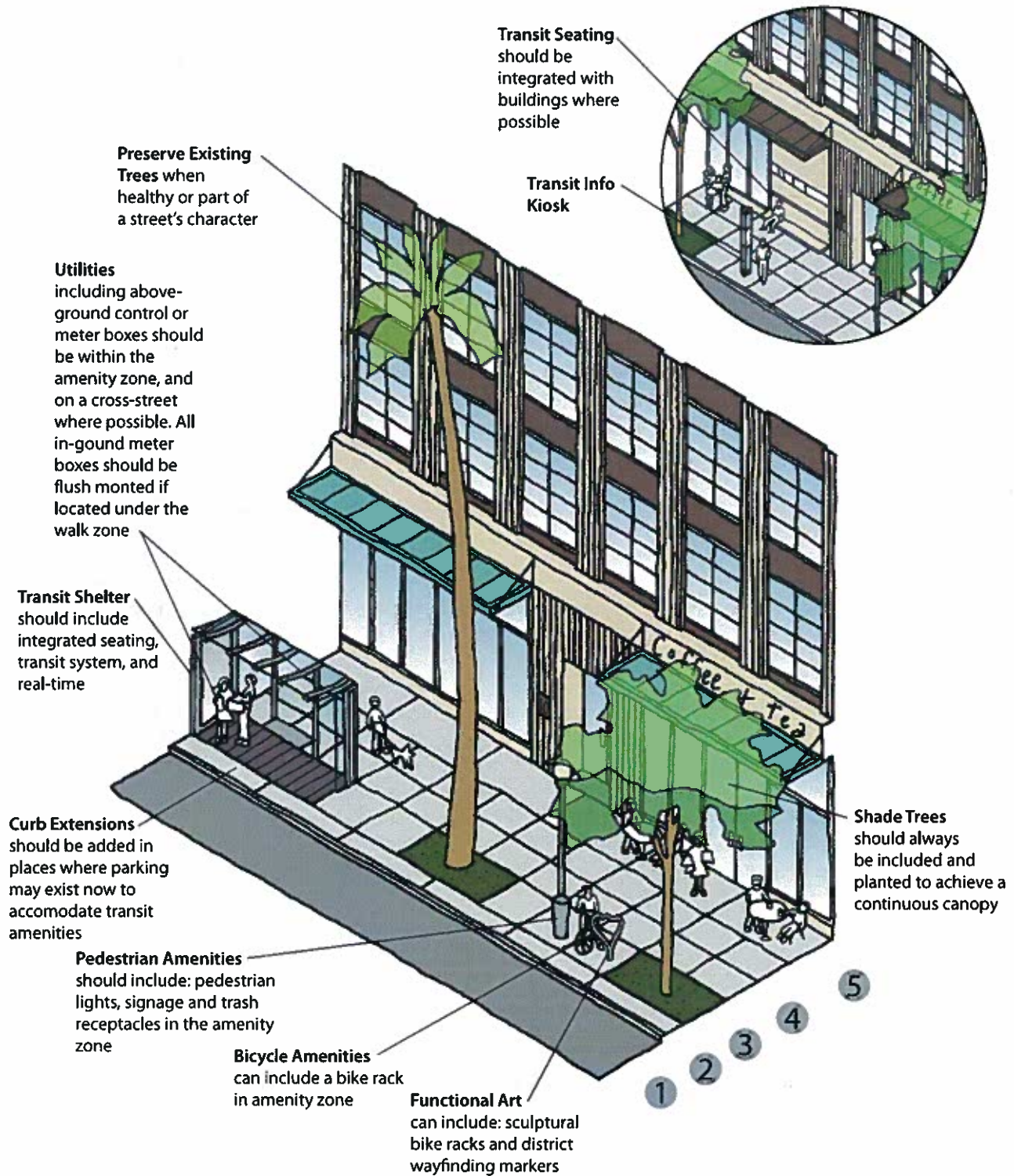
### Street Connecting Different Neighborhoods



**Streets that connect** neighborhoods across the city can take on a different configuration and character as they pass through each one. The street and sidewalk design may change to encourage pedestrian activity in a neighborhood center.

## Transit Stop

### Transit Stop - on narrow sidewalk



## GOAL UD14

**Streets will have a specific role and identity that contributes to the neighborhood's character, while supporting specific functional requirements.**



### GOALS

- UD14.1** Design the character and scale of the street to support its functional designation and overlay networks (i.e. bike boulevard or bicycle-friendly retail district, transit street, green street, etc.).
- UD14.2** Enhance the character of streets that are valued by Long Beach residents, and improve streets that are don't function well or are not attractive places to walk or shop along.
- UD14.3** Reinforce the street's identity with features such as consistent street trees, and regulate setbacks.
- UD14.4** Identify and preserve existing view corridors; establish new ones that may be needed and enhance any that are unattractive and detract from the neighborhood's character.
- UD14.5** Address the preponderance of corridors in the City that lack a clear development vision or useful services so the streetscape and development work in tandem to create strong neighborhood centers.



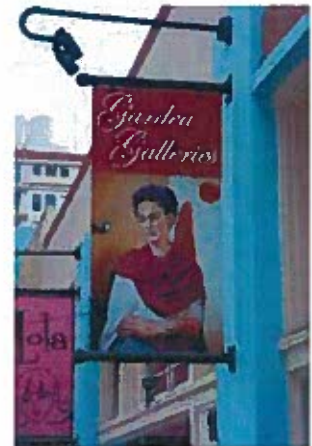
**Bike-friendly** retail district on shaded, tree-lined street brings customers to the front door.

## GOAL UD15

**Modify streetscape design over time to accommodate and enhance neighborhood centers.**

### GOALS

- UD15.1** Enhance the streetscape within neighborhood centers and develop architectural guidelines, a cohesive signage program and an identified network of public and private open spaces reflective of local condition.
- UD15.2** Establish design guidelines to promote a consistent approach to the street wall and ground floor treatment at neighborhood centers.
- UD15.3** Emphasize gateways into Long Beach and its neighborhood centers through landscaping, architecture, street furniture, and appropriate signage.

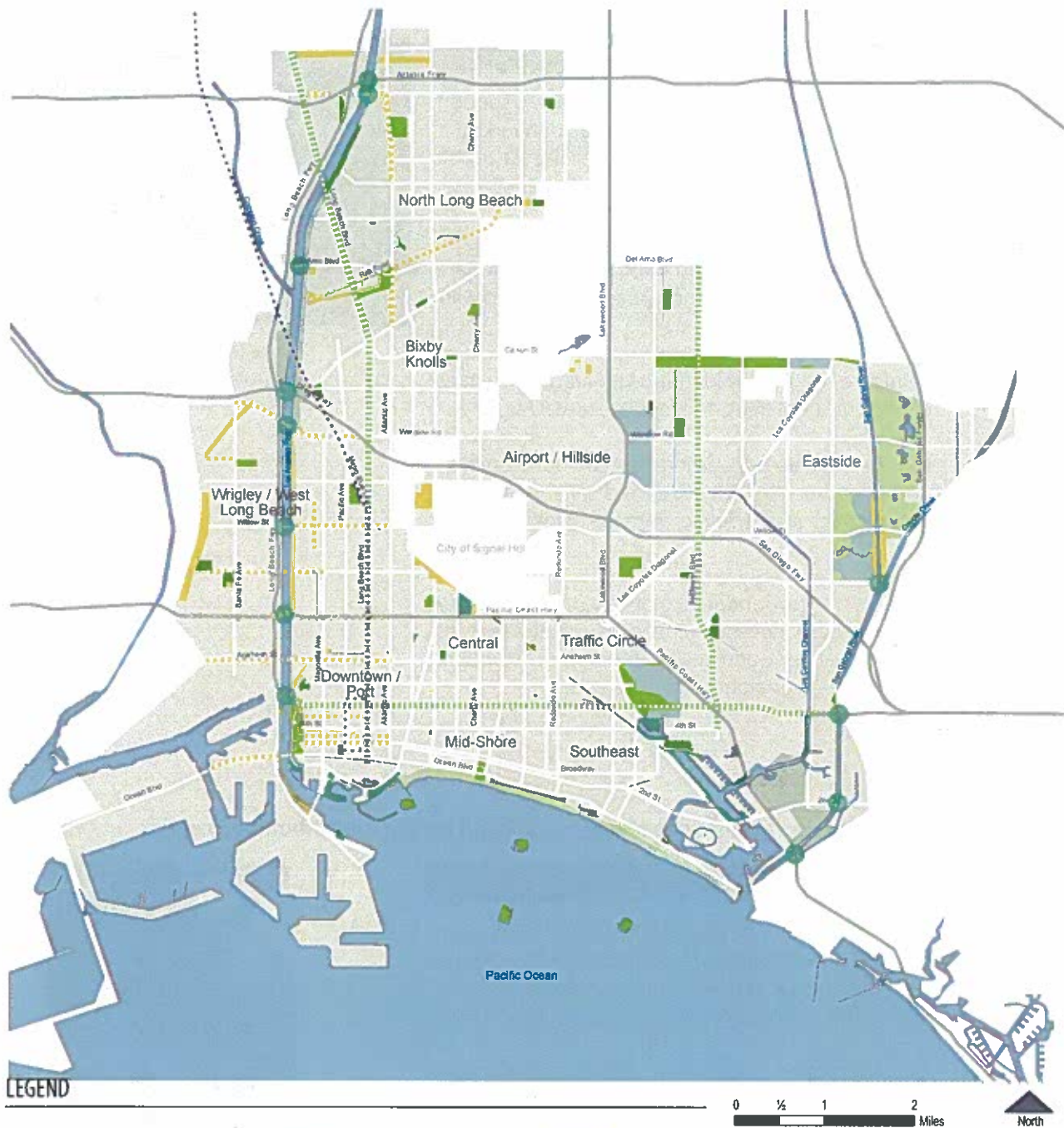


**Cohesive and interesting signage and banners** can enhance a neighborhood.



# Parks, Public Realm and Sustainability

## Exhibit UD-5



LEGEND

- Existing Regional Park
- Existing Community Park
- Existing Neighborhood Park
- Existing Mini Park
- Existing Greenway Park
- Existing Special Use Park

- Existing Golf Course
- Existing Wetland
- Proposed Green Connector
- Renewed Connection
- Enhanced Public Realm Around Neighborhood Centers  
(will add when known)

- Proposed Park Projects
- Proposed Streetscapes

**Diagram of** Diagram of Long Beach's public realm comprised of existing and proposed open spaces. Noted are corridors that could be developed as "green connectors" to provide improved access to natural and manmade open spaces.



## GOAL UD16

**Provide greater access to the open space network to promote pedestrian and bicycle activity, support the health and well-being of residents and to increase opportunities for recreation.**



### GOALS

- UD16.1** Preserve and enhance access existing open space through improvements to the existing facilities and the wayfinding programs to new and existing open spaces.
- UD16.2** Seek opportunities to provide new publicly accessible open spaces, and require open space for residents on new developments, which provide linkages to the greater open space network.
- UD16.3** Provide incentives for development to provide enhanced open spaces beyond the minimum required.
- UD16.4** Design designated green connectors to function as additional open space and a link in the open space network (like designating 7th Street as a "Green Street").
- UD16.5** Enhance the open space network around neighborhood centers by providing paseos, entry forecourts, courtyards, plazas, larger parkways, and landscaped setbacks.
- UD16.6** Look for opportunities to identify "walking loops" through neighborhoods that provide easy-to-follow routes (with distances noted) for exercise and pleasure.



**Rose Park**, a small neighborhood park, serves the Historic District.

## GOAL UD17

**Increase permeable surfaces and landscaping in open space and larger paved areas to help reduce storm-water run-off, and to support flora, fauna and habitats.**

### GOALS

- UD17.1** Provide permeable surfaces and additional planted areas within open space whenever possible, to reduce storm-water run-off and cool local temperatures.
- UD17.2** Look for opportunities on underutilized streets where unused roadway can become open space (i.e., an enlarged parkway, greening unpaved alleys, drainage swale, linear or pocket park, etc.)
- UD17.3** Encourage sustainable parking lots that integrate bio-swales and slow infiltration of storm water run-off and trees for shade.



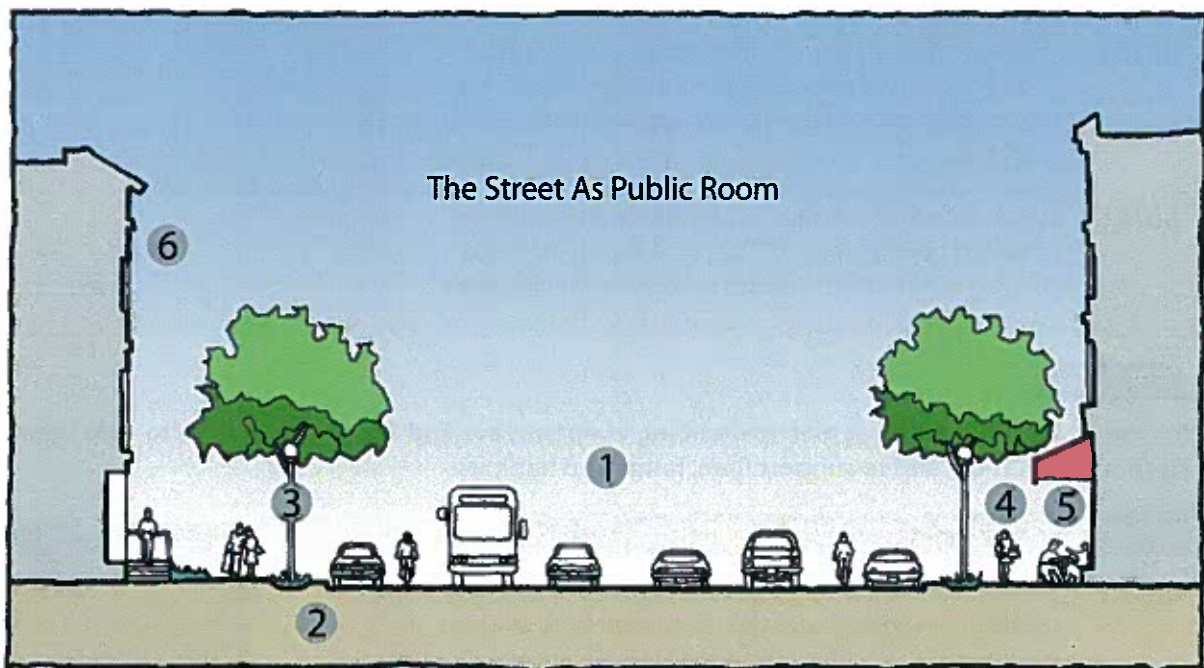
**Large, permeable tree wells** with structural soil ensures a tree's longevity in an urban setting (Santa Monica).

## Streets and Sidewalks – At the Neighborhood Scale

Most memorable places within a city are experienced within the visible zone formed by the buildings that face the street, including the sidewalks and roadway. The cross section below illustrates the major elements that contribute to how we perceive and experience most neighborhoods. Our frame of reference is usually limited to the lower three floors of a building when we are a pedestrian on the sidewalk and include the building's street wall, the sidewalk width (setback, walking zone and curb zone), landscape (parkways and street trees), lighting (pedestrian and roadbed), and amenities (furnishings, wayfinding signs, transit shelters). The following section establishes urban design principles for the sidewalk environment. The street – which is comprised of the roadway and mobility elements (i.e., what exists between the curbs) -- is addressed in the mobility chapter that follows.

### Elements of the Street as Public Room

- |                         |              |
|-------------------------|--------------|
| 1 Street                | 4 Walk Zone  |
| 2 Curb Zone             | 5 Setback    |
| 3 Planting/Amenity Zone | 6 Streetwall |



**The public room** of the street is comprised of six major elements within our view range as a pedestrian walking on the sidewalk: the street, curb zone, landscaping, walking zone, setbacks and the streetwall created by buildings. The street itself could include parking stalls, bike lanes, travel lanes and a median. These elements work together to establish the character of the street, and in turn the neighborhood. How we utilize this public resource is critical to the livability of neighborhoods.



## GOAL UD18

### Design streets to enhance the pedestrian experience.



#### GOALS

- UD18.1** Streets should be designed to accommodate people using multiple modes of travel in cooperation with automobile traffic - especially pedestrians, disabled persons, bicyclists & transit patrons.
- UD18.2** Design sidewalks to maximize the walk zone for pedestrians and meet current Americans with Disabilities Act (ADA) regulations and use a universal design approach.
- UD18.3** Amenities on the sidewalk should be appropriate for the street designation (transit street, bicycle street, pedestrian street, and green streets).
- UD18.4** Streetscape improvements should use an enduring design style that employs long-lived materials.
- UD18.5** Streetscape improvements should integrate innovative approaches to safety at intersections.
- UD18.6** Streets should be evaluated and identified for underutilized or excessive right-of-way that could be converted to usable public space, pedestrian ways, or parkways; improvements should be planned and implemented to capture these opportunities and guidelines should be developed to guide how they are ultimately realized.
- UD18.7** Where feasible in commercial areas, provide curb zones to provide a paved landing strip between the curbside parking and parkway/amenity zone.
- UD18.8** Sidewalks should be designed to help buffer pedestrians from traffic, for example, using street parking and planting zones on commercial streets, or continuous parkways on residential streets.

**A curb extension** in Long Beach's East Village provides additional dining at an active neighborhood center.



## GOALS • UD18 Continued

- UD18.9** Accommodate sidewalk furniture and other pedestrian amenities in neighborhood centers to promote active sidewalk life (such as public restrooms, drinking fountains, etc.).
- UD18.10** Include art wherever feasible.
- UD18.11** On streets with residential uses provide pedestrian access on a paved path between the curb zone, parkway and the walk zone used by pedestrians.
- UD18.12** On streets with commercial uses accommodate a variety of uses (such as display and patio dining) wherever possible without compromising the walk zone
- UD18.13** Integrate elements into neighborhood centers that promote pedestrian activity and contribute to safety (such as sidewalk extensions, bollards, pedestrian lighting and shade trees).
- UD18.14** Streets shall be designed following universal design principles to accommodate access for all.
- UD18.15** Minimize visual clutter that detracts from an overall positive experience of a pedestrian, this would include regulating signage and the use of electronic signs and billboards (which are appropriate in certain urban locations more than others).



**Artful bike rack** in Bixby Knolls, Long Beach.



**The Promenade** is a unique pedestrian experience in Downtown.

## GOAL UD19

### Design streets using sustainable streetscape strategies.



#### GOALS

- UD19.1** Where feasible, accommodate large canopy street trees that contribute to the city's urban forest that do not block storefronts and provide shade for pedestrians and parked cars and bikes.
- UD19.2** Streetscapes should integrate native, drought-tolerant or low water-use plant species, and be easily maintained to assure their longevity
- UD19.3** Collect and filter "first flush" storm-water with innovative parkways, naturalized drainage swales, green drainage systems, and planter boxes in order to minimize run-off to the City's rivers and the ocean, including any Low Impact Development policies that are adopted
- UD19.4** Incorporate continuous landscaped parkways when fronting residential areas, tree wells with permeable surfaces when fronting commercial uses, and connect drains to parklands and other open areas to cleanse runoff before it enters the stormdrain system
- UD19.5** Promote the use of permeable paving wherever appropriate for sidewalks, parking lots or on-street parking stalls, and other zones that would normally be paved.

**Integrated bio-swale in parking lot.**



**Double rows of trees in permeable surfaces frame a sidewalk.**



## GOAL UD20

**Buildings shall have well-designed street walls, contributing to making great streets and creating vibrant pedestrian environments.**

### GOALS

- UD20.1** Design building street walls to promote pedestrian activity with active ground floor uses and entrances that engage the street; in some cases, like Downtown or in neighborhood village centers, the setback should be minimal or zero where sidewalks sufficiently wide (12' or greater).
- UD20.2** Ground floor spaces should maximize transparency of the exterior wall or storefront to encourage "eyes on the street" and a connection between the sidewalk and uses inside and to provide illumination along pedestrian retail areas.
- UD20.3** Buildings should be designed to support a pedestrian-oriented environment through the massing and details (this could include architectural features that reinforce neighborhood character and elements that define the pedestrian environment along the sidewalk, such as canopies, awnings, and overhangs).
- UD20.4** Buildings should be constructed of high quality and durable materials, especially at the ground floor most experienced by pedestrians.



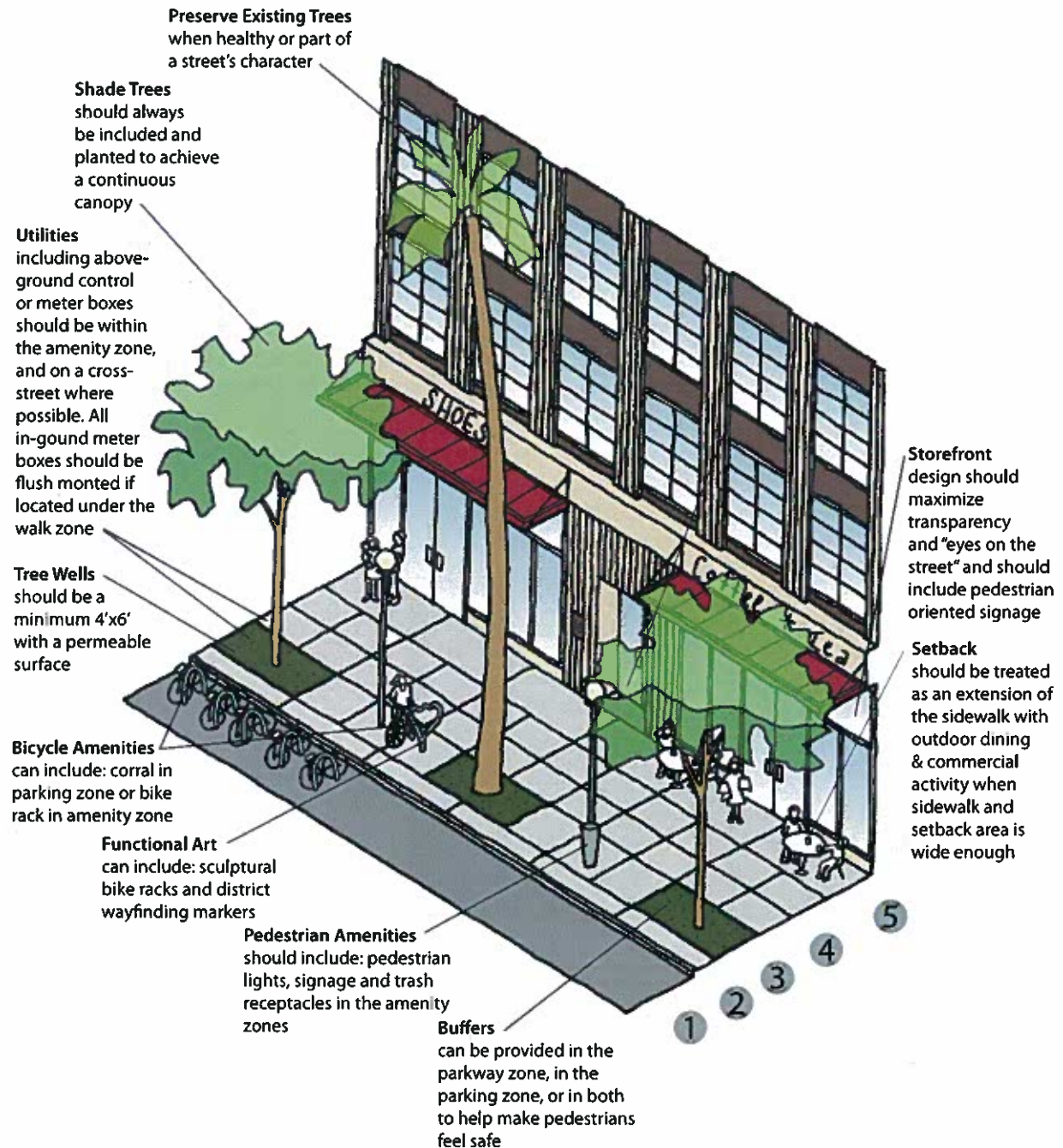
*Ground floor storefront windows, canopy and signage are designed to contribute to a pedestrian-friendly sidewalk in Long Beach.*

- UD20.5** Architects and developers should strive to create innovative architecture, especially in neighborhood centers, to create unique places within the city and local landmarks.
- UD20.6** Provide locations for art to be displayed or performed.
- UD20.7** Buildings should be designed to conceal items such as above-ground wires, communication boxes, back-flow preventers, and electric transformers that create visual distractions.
- UD20.8** Buildings should integrate a setback where required to provide retail or dining zone at neighborhood centers.
- UD20.9** Buildings should integrate bike corrals and other transit amenities when located at heavily used transit stops, retail areas and activity centers.
- UD20.10** New projects should aim to repair the urban fabric where it has eroded (e.g. re-establishing a uniform street wall where it once existed but buildings have been demolished over time).



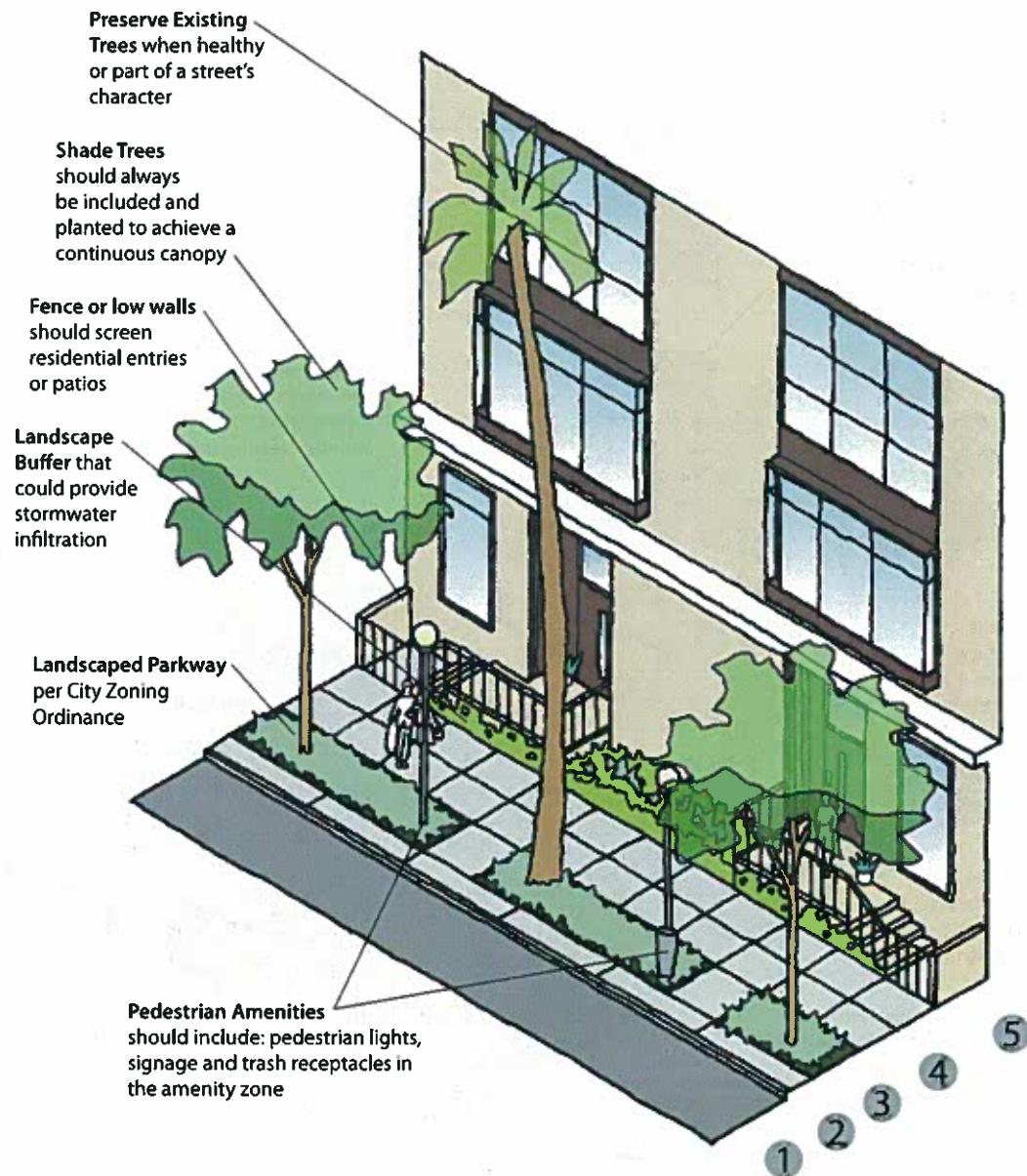
**Great streets** are inviting and interesting, attracting people and creating commercial activity.

## Sidewalk Adjacent to Bike-Friendly Retail-Area

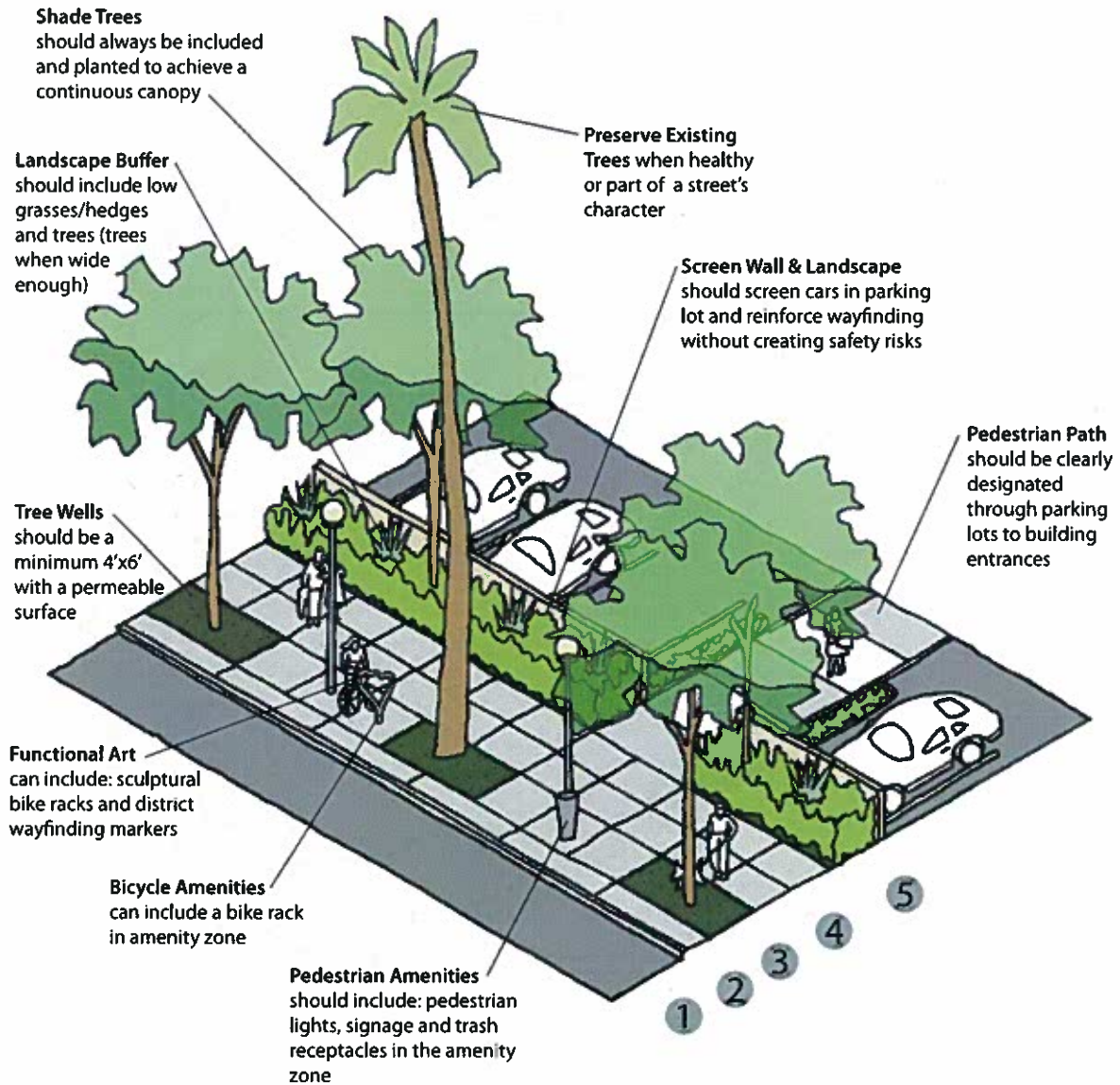




## Sidewalk Adjacent to Residential



## Sidewalk Adjacent to Parking



## Flexible Programming of Streets

Temporary programs such as fairs, festivals, farmer's markets, and special event dining are great ways to activate the street, highlight local farmers, artists, and businesses, and bring the community together.

### GOAL UD21

**Design and improve streets to be flexible, easily accommodating temporary uses that might be programmed to serve the neighborhood.**

#### GOALS

**UD21.1** For special and regular events consider utilizing the street parking zone for temporary outdoor dining, farmer's markets, and other similar use, removing traffic on some or all of the lanes on streets to encourage flexible use of smaller or perpendicular streets to be closed off for major events and weekly farmer's markets (e.g., Pacific Avenue in Wrigley, East Village at 1st Street, Pine Ave. at 4th Street at City Place).

**UD21.2** Encourage and continue to support events such as "ciclovía", parades, and street festivals to raise awareness about other uses of streets and encouraging walking and bicycling to promote healthy lifestyles and community engagement.



**Farmers Markets** promote healthy living and support local growers.



**Ciclovía bike day** in Bogota, Columbia.



**Summer and Music Festival**, Long Beach.







# EMERGING THEMES

October 8, 2007

City of  
Long Beach  
Planning & Building  
Department









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Prepared by EDAA|AECOM  
Public outreach conducted by MIG





# I. INTRODUCTION

## LONG BEACH 2030: IMAGINE THE POSSIBILITIES

The City of Long Beach has embarked on an exciting journey to envision the desired future city in the year 2030 and to establish a road map to get there. Long Beach 2030 is a community-based process for updating the General Plan, which guides the shape, form, and location of future improvements and development throughout the city. All cities are required by the State of California to have a General Plan that addresses land use, circulation and transportation, safety, and environmental quality. These are topics that affect both the daily lives of residents and the vitality of local commerce.

Long Beach's General Plan has not been comprehensively updated since 1975. Several elements such as the Land Use and Transportation were independently updated in the late 1980s. Much has changed since then. Long Beach 2030 is the community's opportunity to voice their concerns, ideas, and aspirations for specific neighborhoods and the entire city. The input from people involved in Long Beach 2030 will provide direction for new policies and programs in the new General Plan. Imagine the possibilities—it is all up to you!



## VISIONING PROCESS

The first step in Long Beach 2030 has been Visioning, a process for the community to discuss the current state of the city, aspirations for the future, and the types of changes needed to achieve these aspirations.

To involve as many people as possible in the process, the City made extensive efforts to reach the entire Long Beach community. Appendix A contains a complete summary of the community outreach methods employed during the Visioning process. These methods included, but not were limited to, the following:

- Phone banks to contact community groups, neighborhood organizations, and businesses representing the diverse composition of Long Beach. A total of 185 were contacted.





- Attendance at community events such as farmers' markets, ethnic festivals, music concerts, car shows, and neighborhood movie nights.
- Invitations to participate distributed to the 558 subscribers to the Long Beach E-notify Website.
- Mass distribution of printed information, including the Long Beach 2030 Survey, Long Beach 2030 Fact Sheet (with schedule and location information for the Community Festivals), and Community Festival posters.
- Focused outreach to hard-to-reach community members by two separate and distinct minority outreach firms, Diverse Strategies for Organizing, and Diversity Research and Consulting Group, under contract to the City (included door-to-door canvassing and "man on the street" surveys at commercial centers and select street intersections).

The following table summarizes the various methods of outreach that were employed throughout the visioning process to reach a wide range of Long Beach citizens.



### ***Long Beach 2030 Survey***

The Long Beach 2030 Survey was made available in an on-line version and as hard copy to be completed by hand. The eight survey questions focused on:

- Identifying Long Beach qualities that people value,
- Moving around the city,
- Protecting and enhancing the environment, and
- Balancing new development with the historic assets from the past.



For each survey question, input was systematically analyzed for recurring topics. Frequency counts were then calculated for these topics. The tables in Appendix B summarize the top five answers to individual survey questions.

As a result of the outreach conducted by the City, approximately 1,000 surveys were completed. This number of completed surveys represents the voices of a significant number of community members. However, while statistical sampling techniques were not used, the survey results provide a starting place for identifying key community issues.

Please see Appendix B for the full survey.

Public Outreach Summary Table

OUTREACH METHOD	ACCOMPLISHMENTS
<b>Electronic communication</b>	<ul style="list-style-type: none"> <li>Internet website at <a href="http://www.longbeach2030.org">www.longbeach2030.org</a>, which includes project summary, updates, event calendar, and major document depository</li> <li>Phone hotline at 562-570-PLAN describing the current phase of the project, how to obtain and fill out a survey, and voicemail to leave a message for staff call-back</li> </ul>
<b>Direct contact</b>	<ul style="list-style-type: none"> <li>E-mail blasts</li> <li>Mailing list</li> <li>Use of existing City outreach lists</li> </ul>
<b>City media outreach</b>	<ul style="list-style-type: none"> <li>Director of Planning &amp; Building interview on public access channel</li> <li>City Manager's weekly report</li> <li>Community Planning monthly bulletin</li> </ul>
<b>Advertising</b>	<ul style="list-style-type: none"> <li>Branding to facilitate project identity and awareness</li> <li>Multi-lingual fact sheet containing a project summary and description of how to get involved and be heard</li> <li>Newspaper</li> <li>Variable message freeway signs</li> <li>Targeted delivery</li> <li>Posters distributed to businesses, schools, and other public facilities</li> <li>Kiosk in City Hall lobby</li> <li>Mobile "plan van"</li> </ul>
<b>Surveys</b>	<ul style="list-style-type: none"> <li>Prepared in three languages</li> <li>Internet—over 350 received through July 2007</li> <li>Direct mail and hand-outs at events—over 600 received through July 2007</li> <li>Personal delivery</li> <li>Month-long phone bank involving 15 City staff planners contacting 185 organizations, stakeholders, businesses, and individuals during March 2007</li> <li>Outreach consulting firms canvassed neighborhoods with predominately minority populations, using bilingual representatives in certain neighborhoods</li> </ul>



### **Long Beach 2030 Community Festivals**

The City's Planning and Building Department sponsored five Long Beach 2030 Community Festivals designed to present information on the purpose and importance of creating the Long Beach 2030 Plan, gather feedback from community members on issues and opportunities to improve the quality of life and character of Long Beach neighborhoods, and document this input to inform the framework for the 2030 Plan. Personnel from the City's Health Department, Public Works Transportation Bureau, Port of Long Beach, and Long Beach Transit helped to staff the events. To make attendance easy and convenient, the Long Beach 2030 Community Festivals were held in five locations on Saturday mornings over the course of 6 weeks:

- Hill Middle School – May 19, 2007
- Stephenson Elementary School – June 2, 2007
- Jordan High School – June 9, 2007
- El Dorado Park Senior Center – June 16, 2007
- Hughes Middle School – June 23, 2007

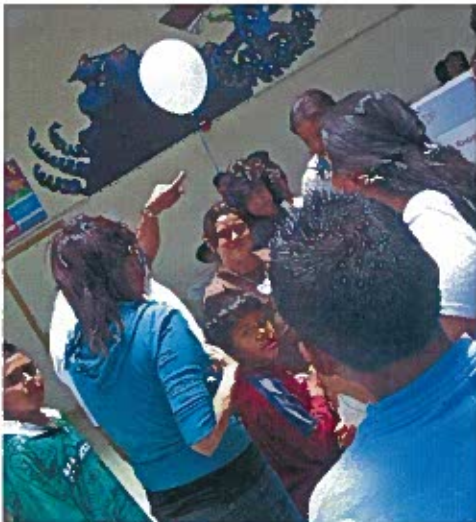


A combined total of 200 people participated. Materials were provided in English, Spanish, and Khmer. Spanish-speaking staff were available at all of events.

The Long Beach 2030 Community Festivals were designed to be family friendly, offering snacks and refreshments, a children's workshop play area, and a special bicycle raffle. The festivals had a "open house" format where people could drop in and circulate through sequential activities at their convenience. The first stop was a "timeline wall" depicting Long Beach's past growth, development milestones, evolving technologies for new transportation modes, and housing opportunities. The timeline's purpose was to put participants in a "where we've been and what's next by 2030?" mindset.

Participants then visited nine community livability stations: Live, Move, Work, Play, Shop, Healthy, Heritage, Arts & Culture, and Green. At each station participants were introduced to city planning themes, issues, and information. Each station also provided opportunities for participants to post notes on their perspectives regarding the different community livability factors as well as suggestions for future improvements. The last activity consisted of the chance to "Create Your Own City." In this mapping exercise, people made notes, drew pictures, and used stickers to identify the location and new ideas and directions for different parts of Long Beach and the whole city by 2030.





At each of these livability stations, participants were first asked to review introductory information to provide a common context. Next, participants engaged in an activity to obtain their visioning input before moving on to the next station. Ideas and comments received from participants were left at each station for all participants to review. All input collected during the Long Beach 2030 Community Festivals was transcribed and documented (see Appendix C). For each question posed at the stations, input was analyzed for recurring topics. Frequency counts of these topics were completed to identify trends and priorities.

## EMERGING THEMES

The Long Beach 2030 Plan will reflect the contributions made by community members during the Visioning process. An essential step in creating a responsive plan is to identify the major themes that emerged during the Long Beach 2030 Survey and Community Festivals—that is, the ideas repeated by many people.

The emerging themes for Long Beach 2030 are documented in this working paper. This Introduction is followed by a section that presents the emerging themes. A third section documents the major ideas and issues focused on specific parts of the city that were supplied during the Long Beach 2030 Community Festivals. Three appendices, referenced earlier in the Introduction, follow these sections:

- Appendix A: Community Outreach Log for Long Beach 2030 Visioning
- Appendix B: Long Beach 2030 Survey Results (including a copy of the survey instrument and tables tabulating responses by question)
- Appendix C: Long Beach 2030 Community Festival Results (including summary tables and transcriptions of all input provided by participants)

## NEXT STEPS

The emerging themes will be used to guide the creation of the Long Beach 2030 Framework. The Long Beach 2030 Framework will establish a citywide strategy for achieving the changes and improvements articulated in the emerging themes. More specifically, it will integrate citywide strategies for land use, mobility, urban design, economic development, historic preservation, and environmental sustainability. Future public outreach efforts will engage community members in the process of fine-tuning the Long Beach 2030 Framework. Following this process, the City will begin drafting the new Long Beach 2030 Plan.





## 2. EMERGING THEMES

The community raised an extensive range of issues, ideas, and opportunities during the Visioning process. From this input surfaced a set of emerging themes described below that encapsulate the desires of the community for Long Beach's future. The emerging themes will guide formulation of citywide planning strategies that will be incorporated into the Long Beach 2030 Plan. Each theme is accompanied by a listing of opportunities for further exploration in the Long Beach 2030 Plan.

The emerging themes represent a synthesis of a rich compilation of input by people from diverse perspectives and experiences, as illustrated by the quotes from participants of the Visioning process. For a comprehensive understanding of the Visioning results, the emerging themes should be reviewed in concert with the more detailed summaries in the appendices.





## A CITY AT THE WATER'S EDGE



*"I live in Long Beach because I was born and raised here. I love the diversity and the beach."*

*"We came here for the diversity of the people and culture and the historic architecture and neighborhoods. Plus the coastal weather can't be beat!"*

*"I moved here because it was close to work but stayed because Long Beach is the perfect size, has a real sense of community, and there's lots to do!"*

Long Beach is loved for its coastal location, proximity to water, temperate climate, and outdoor activities. The bay and beaches are an important part of Long Beach's identity and distinguish it from other cities. The community also relishes the diversity of people, activity, culture, and historic neighborhoods and districts that are found in larger, established cities like Long Beach. Retaining this environment—and enhancing it—are important as Long Beach continues to evolve and change. While environmental concerns about port industries are growing, proactively addressing impacts helps maintain Long Beach's special identity.

### **Opportunities for Consideration in Long Beach 2030 Plan**

- Protecting and improving connections, both physical and visual, to the bay and beaches.
- Incorporating reminders of the city's waterfront location in the design of public spaces and streetscape throughout Long Beach where appropriate.
- Protecting views of the water from streets, parks, and other public areas.
- Creating more usable public spaces in waterfront areas and beaches.
- Improving water quality and keeping beaches clean of debris.

## A CLEAN ENVIRONMENT EVERYWHERE



*"Clean it up! Remove the graffiti, get rid of litter and paint, paint everywhere! Show pride and inspire the community to do its part to make Long Beach a wonderful and clean environment."*

*"Environmental concerns need to be taken into consideration when developing future housing, schools, and retail sites."*

*"Cleaner air, beaches, and water!"*

A clean environment tops the list of concerns for many community members. From the stratosphere to the sidewalk, the vision is for cleaner air and water, an abundance of green spaces and trees, and practical alternatives to driving. A cleaner environment for Long Beach, from the perspective of residents, also means cleaning up parks and beaches, removing trash and litter, properly maintaining street landscaping, and improving run-down areas. Some parts of the city are exposed to higher levels of pollutants than others, resulting in greater health and lifestyle impacts to some residents.

### **Opportunities for Consideration in Long Beach 2030 Plan**

- Continuing coordination with the Port of Long Beach to reduce impacts associated with waterfront industry and related truck traffic.
- Implementing "green" technologies in new and existing buildings and development, drainage systems, and infrastructure systems.
- Creating and prioritizing primary walking streets and transit corridors improving the landscape and making streets more walkable.
- Improving air quality.
- Avoiding new housing in areas experiencing disproportionately higher levels of environmental impacts to avoid increasing health risks.

## HEALTHY AND ACTIVE NEIGHBORHOODS



*"We need to exercise more and eat healthier food!"*

*"Children need more playgrounds so that they can be more active."*

*"A healthy Long Beach in 2030 means encouraging people to get outdoors, whether walking or rolling – just being out."*

Closely tied to the vision of a clean environment are healthy and active neighborhoods where people thrive. Long Beach residents love the outdoors. In fact, among Long Beach 2030 Community Festival participants, outdoor recreational activities were reported as the first choice for having fun in Long Beach. Many participants stated that making the city a better place involves creating more spaces for outdoor physical activities such as parks, playgrounds, trails, and walking connections to favorite destinations. Community members also identified access to nutritious food as important in achieving a healthy population.

### **Opportunities for Consideration in Long Beach 2030 Plan**

- Assessing underutilized lands and beaches for new parks and recreational activities.
- Expanding shared use of school district play fields.
- Supplying facilities in parks that match residents' interests and activity goals.
- Establishing nature parks with trails and interpretive programs in different parts of the city.
- Making grocery stores, healthy food markets, and farmers' markets convenient in all city neighborhoods.
- Exploring interest in community gardens.
- Designing neighborhoods that are friendly and inviting for pedestrians, and streets that safely accommodate bicyclists.



## EXPANDED TRANSPORTATION CHOICES



*"In the future, I would rather walk or bike to more places or take public transportation."*

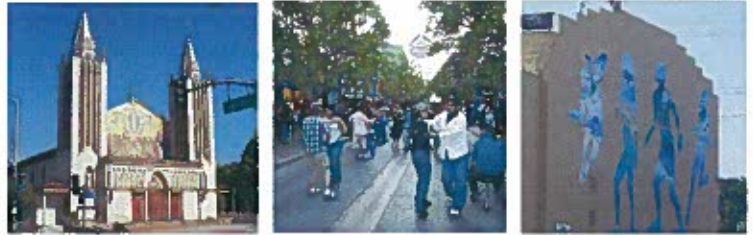
*"I would drive less if I had more things closer to walk to."*

One of Long Beach's strengths is the mix of transportation choices, including walking, transit, bicycling, and driving. Long Beach residents utilize these various options for making trips for work, school, shopping, and leisure, although car use still dominates. The percentage of people that report walking as their primary travel form is higher than in many other Southern California cities. This reflects the combination of walkable environments in many of Long Beach's neighborhoods—where many destinations are located close to where people live—and the number of lower-income households that cannot afford cars. For the future, the consensus points to expanded transportation choices where transit, walking, and bicycling become more convenient and enjoyable. Interestingly, many residents reliant on walking indicated that they hope to use cars for getting around in the future. This underscores the need to address challenges that currently make walking less desirable.

### ***Opportunities for Consideration in Long Beach 2030 Plan***

- Creating environments where people can enjoy walking to transit, shopping, school, and work, as well as open spaces such as parks, beaches, the bay, and natural areas.
- Encouraging new housing and employment centers near transit.
- Improving the citywide system of biking paths and routes.
- Accommodating vehicle use with an efficient city street system without compromising opportunities for safe transit use, walking, and bicycling.
- Providing transit, walking, and bicycling facilities that are safe, comfortable, and connected to the places where people want to go.

## COMMUNITY CONNECTIONS AND CULTURE



*"I know my neighbors and they know me. I feel safe and think the people in the neighborhood have good values."*

*"Historic preservation is important because it gives local residents a chance to feel connected to their city. This leads to more people caring and local pride!"*

*"What makes a great city is togetherness and more involvement from all who live there."*

Strong ties to family, neighborhood, and community were voiced by many people as an important factor in their decision to live in Long Beach. The Long Beach of the future should build on these community connections, manifesting as a civic culture that celebrates diversity. Community connections take on many shapes and forms and include safe walking routes between activity centers and beautiful public spaces where people come together and culture flourishes. Protecting the characteristics that make individual neighborhoods special—such as historic buildings, the design and appearance of buildings, development patterns, and landscaping—is another way to support community connections. The cultural diversity in Long Beach also provides endless possibilities for artistic and cultural expression.

### **Opportunities for Consideration in Long Beach 2030 Plan**

- Enhancing partnerships and connections with the city colleges, university, and medical facilities.
- Reinforcing physical connections between neighborhoods and activity centers to make sure that all places are accessible to all people.
- Preserving significant historic resources to remind people of their connections with past events and people.
- Developing and supporting a citywide public art program that could help to reinforce both neighborhood and city identity.
- Inventorying facilities for arts, culture, and work to bring these programs to underserved areas.
- Allowing new housing developments that are compatible with the character of the surrounding neighborhood and have a positive influence on neighborhood vitality and safety.
- Supporting public libraries.
- Celebrating the diversity of the community through the design of public spaces, including streetscapes, parks, and the waterfront.

## SHARED ECONOMIC PROSPERITY



*"Reducing income inequality and having better jobs will make Long Beach a better city in 2030."*

*"We need more research and high-tech businesses – no more industry. We are overwhelmed with pollution from the port and airport."*

*"Long Beach should be the nation's enviro-biz hub."*

Economic prosperity also needs to play an important role in the future of Long Beach. Important considerations voiced by community members include the need for more well-paying jobs (in part to address the prevalence of poverty in Long Beach), addressing housing needs, and attracting cleaner industries such as research and development and high tech companies. Community dialogue on economic prosperity also included expanding local shopping options, which are perceived as substandard compared to other cities. This type of economic development can help to increase tax revenue, an important resource for improving local services and facilities.

### **Opportunities for Consideration in Long Beach 2030 Plan**

- Promoting the establishment of newly emerging green technologies in industrial areas.
- Retaining employment lands, avoiding conversion to other uses, and minimizing potential land use incompatibilities (existing and future).
- Identifying suitable areas for high tech companies, research and development businesses, and other clean and green industries.
- Expanding job skills training to improve the qualifications of the local labor pool and attract new companies.
- Studying the locational needs of modern retailers and identifying appropriate opportunity sites for redevelopment.
- Providing strategic housing opportunities to accommodate the needs of the local workforce, serving a role in future economic development.

## SAFE AND SECURE ENVIRONMENT



*“In 2030, kids are our first priority. The city is economically healthy, clean, attractive, and free of gangs and blight.”*

*“We need to deal with the statistics on youth – asthma rate, teen pregnancy, and violence.”*

Continued progress must be made towards improving Long Beach safety and security. When people envisioned the city’s future, many expressed concerns about crime and the safety of their families. A sense of safety and security is a primary need. Without addressing the conditions that contribute to these concerns, it will be difficult to achieve other goals for the future such as increasing walking, bicycling, and transit use; attracting new businesses and jobs; and nurturing community connections.

### **Opportunities for Consideration in Long Beach 2030 Plan:**

- Ensuring that public facilities in all neighborhoods are regularly maintained and have sufficient capacity to meet local needs.
- Creating positive activities in street corridors, parks, and other public places to thwart crime.
- Prioritizing redevelopment of areas with blighted, underutilized properties in disrepair.
- Expanding public services—especially schools, fire protection, and law enforcement—to adequately meet existing and projected needs.
- Pursuing programs to alleviate environmental disparities between neighborhoods that affect residents’ ability to pursue educational and professional goals.
- Examining factors associated with Long Beach’s physical environment that contribute to local gang activity and integrate solutions into the Long Beach 2030 Plan.





### 3. COMMUNITY IDEAS FOR SPECIFIC AREAS

During the Long Beach 2030 Community Festivals, the citizens noted their ideas and concerns on a map of the city during the "Create Your Own City" activity. This allowed people to geographically locate their ideas, informing future policy on a place-by-place basis. This was done in two steps. First, participants were supplied with pictogram stickers, representing key activities and planning concepts, to place on the maps. Sticker locations demonstrated where these items currently exist or where citizens see room for intervention or improvement. Second, participants were encouraged to write on the maps, making more specific recommendations for strategic sites.

This activity resulted in a rich collection of responses and communicative maps. The map notations were categorized according to major geographic areas: North, Downtown, West, Central, Coast, Port, Northeast, and Southeast. The map on the following page depicts the most frequently identified ideas.





## COMMUNITY IDEAS FOR SPECIFIC AREAS

