ORDINANCE NO. ORD- 12-0001

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

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

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

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

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

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

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

hereto and incorporated herein by this reference.

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

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

I hereby certify that the foregoing ordinance was adopted by the City Council of the City of Long Beach at its meeting of January 17, 2012, by the following vote:

Ayes: Councilmembers: Garcia, DeLong, Andrews, Johnson, Gabelich, Neal.

Noes: Councilmembers: None.

Absent: Councilmembers: Lowenthal, O'Donnell, Schipske.

City Clerk

Approved: 1/19/12 (Date)

Mayor

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

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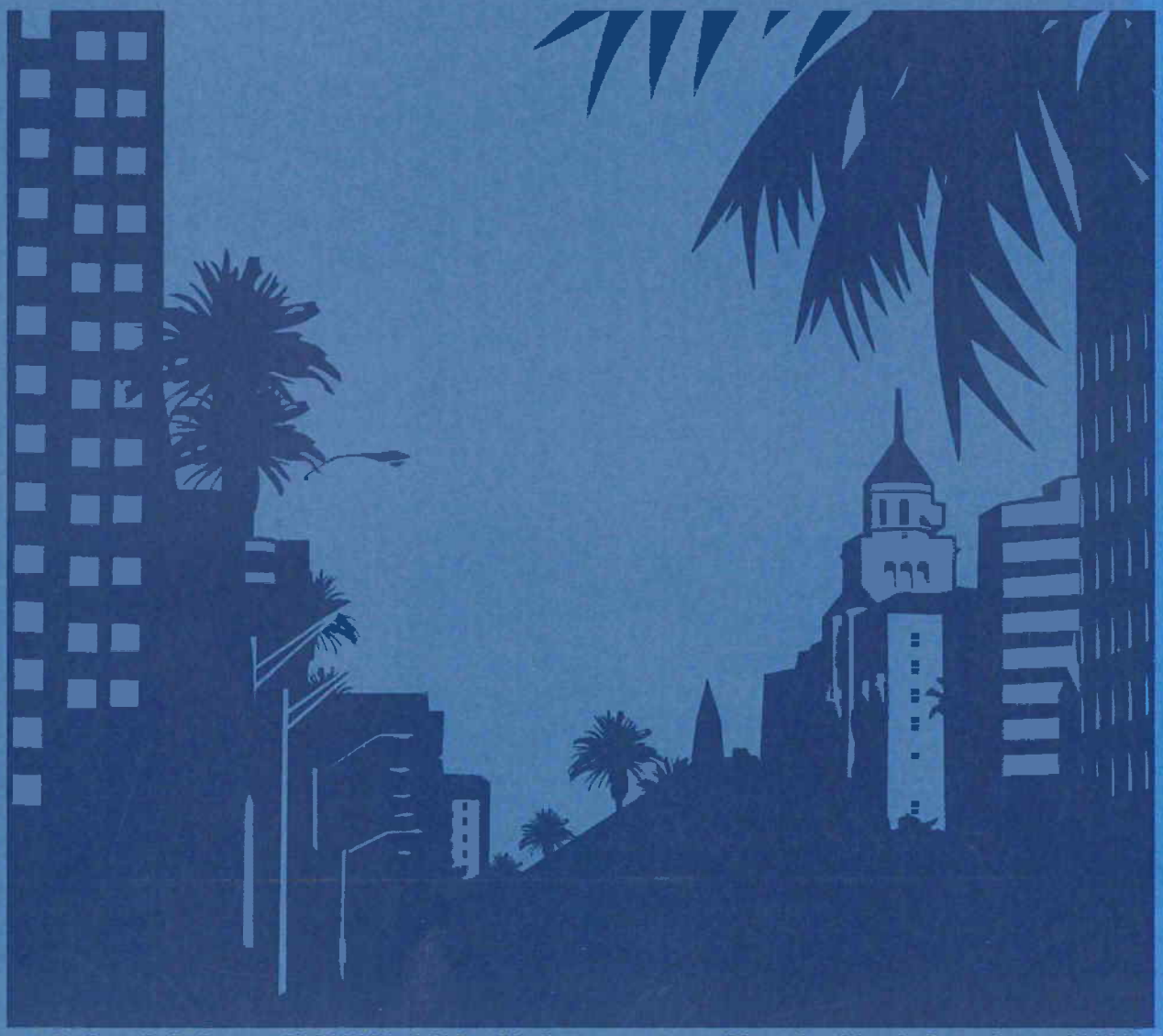
Exhibit A

CITY OF LONG BEACH

DOWNTOWN PLAN



January 2012

ACKNOWLEDGEMENTS

Mayor and City Council

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

City of Long Beach Planning Commission

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

City of Long Beach Redevelopment Agency Board

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

City of Long Beach Development Services Staff

Amy J. Bodek, Director

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David S. White
Jamilla Vollmann
Pear Utrapiromsuk
Erika Martin

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

Special Recognition

Downtown Visioning Committee Members
Downtown Steering Committee Members

Consultant Team

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

CITY OF LONG BEACH

DOWNTOWN PLAN

January 2012

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

TABLE OF CONTENTS

1 VISION + INTRODUCTION
3 Creating a Plan for Downtown
8 The Vision for Downtown
19 Highlights of the Plan

21 CHARACTER + CONNECTIVITY
23 Character
27 Connectivity

35 DEVELOPMENT STANDARDS
37 Zoning
40 Permitted Land Uses
46 Intensity, Height, and Transitions
48 Development Intensity and Development Incentives
50 Parking Standards and Transportation Management
52 Build-To Line/Setbacks Standards
54 Open Space Standards
56 Additional Standards

57 DESIGN STANDARDS
59 Overall Standards
72 Standards by Building Type
74 Standards by Building Type – Low Rise
78 Standards by Building Type – Mid Rise
82 Standards by Building Type – Towers
86 The Design of Private Open Space
88 Parking Structure Design

91 STREETSCAPE + PUBLIC REALM STANDARDS
93 Introduction
94 Streetscape
95 Street Trees
97 Planting
98 Hardscape
99 Site Furnishings and Lighting
100 Public Open Space
101 Pedestrian Connectivity
102 Public Art

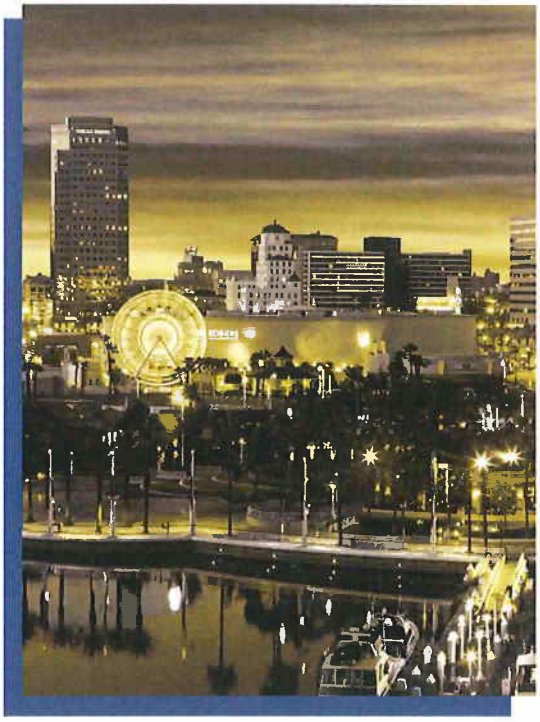
103 SIGN STANDARDS
105 Overall Guidelines and Compliance with Zoning Code
107 Guidelines by Sign Type
109 Temporary and Prohibited Sign

111 HISTORIC PRESERVATION
113 Historic Resources in Long Beach

119 PLAN ADMINISTRATION
121 Policy Basis and Role of the Downtown Plan
122 Development Approval Process

1

VISION + INTRODUCTION



CREATING A PLAN FOR DOWNTOWN

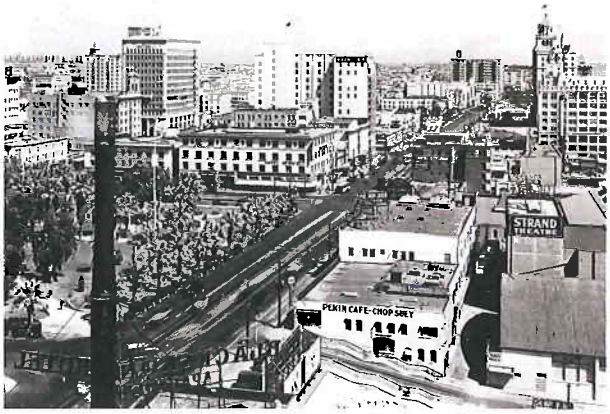
THE IMPORTANCE OF A DOWNTOWN PLAN

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

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

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

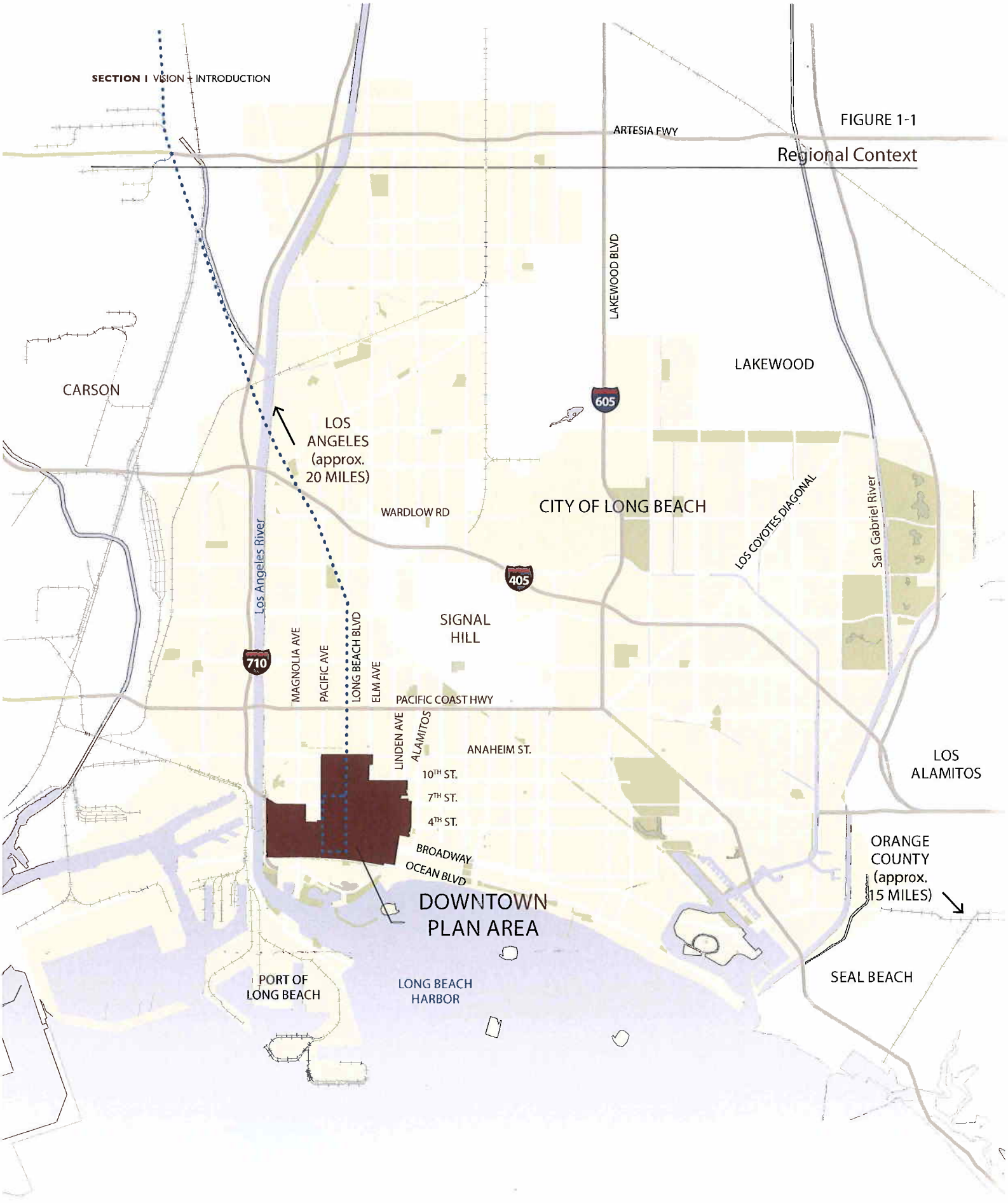
As a Pacific Rim city, Long Beach has many influences economically and culturally. Downtown continues to be the hub of tourism, business and transit for the entire city. It is also home to a growing population of residents who want, within a livable urban core, convenient amenities and services. Today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



Build on Downtown Long Beach's historical roots

Downtown Long Beach is a memorable place

FIGURE 1-1
Regional Context



CREATING A PLAN FOR DOWNTOWN

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

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

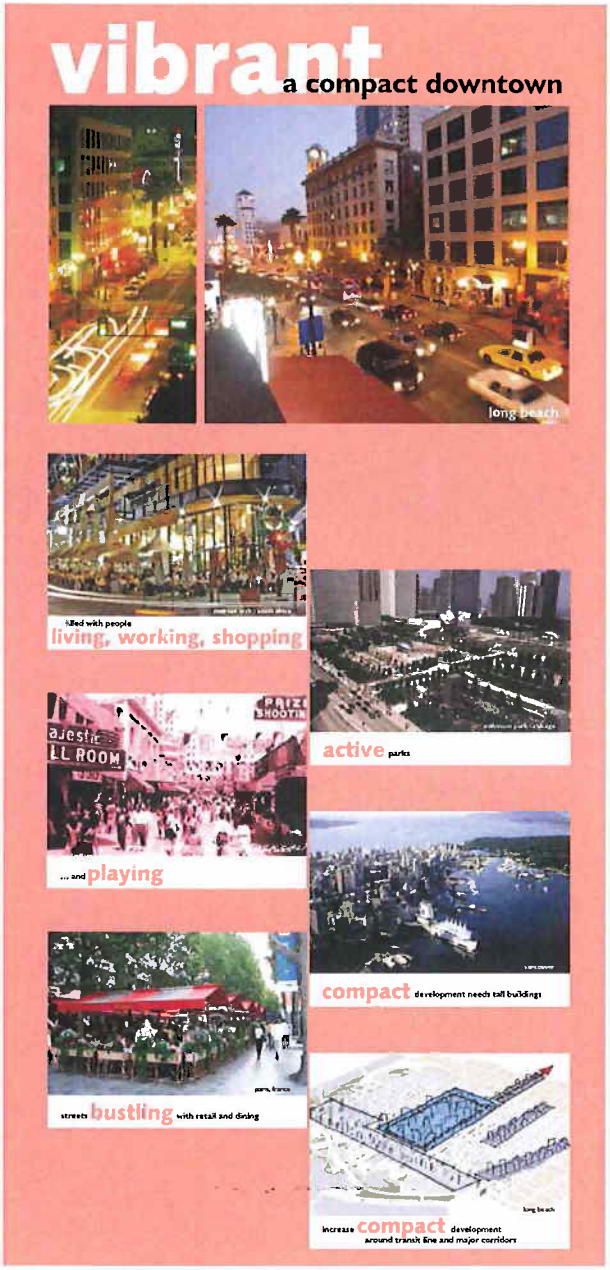
As a magnet for investment, office and residential towers, and civic institutions, Downtown will always experience more large-scale development activity than the City's surrounding residential neighborhoods. However, because of the magnitude of that financial investment, and the desire to attract jobs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

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

Enhance what is great

Retain the architectual legacy

CREATING A PLAN FOR DOWNTOWN



Thirteen posters were created during the Downtown visioning process

THE VISIONING PROCESS

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

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

Today's Economic Forces

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

Input received at public workshops

CREATING A PLAN FOR DOWNTOWN

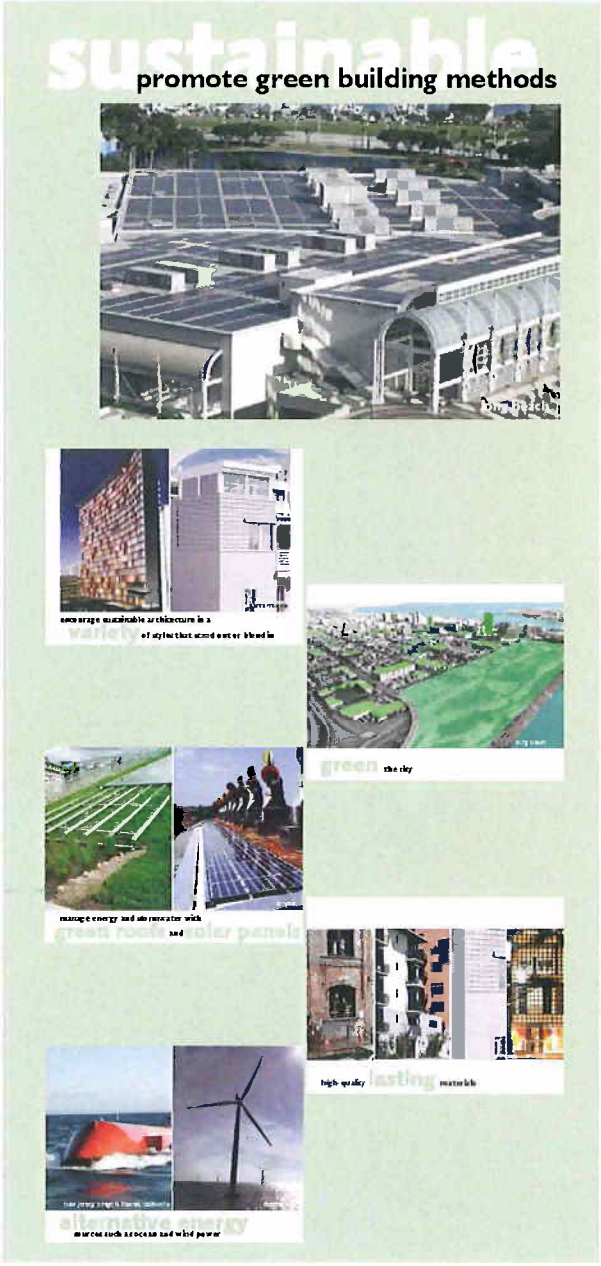
Steering Committee examined height standards on bus tour

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

A SUSTAINABLE FUTURE

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

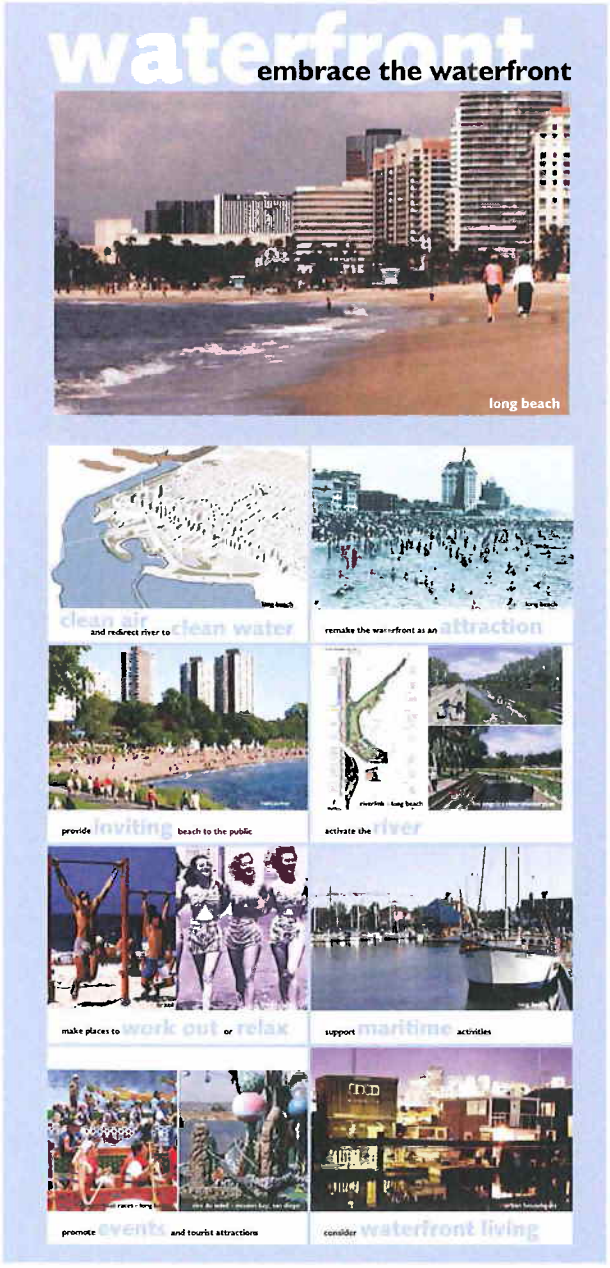
The Downtown Plan addresses the issues of sustainable design at the most fundamental level of planning and design. These standards reinforce a land use and transportation relationship that supports transit-oriented development nearest the Metro Blue Line stations, walkable streets, a bicycle-friendly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



THE VISION FOR DOWNTOWN

VISIONING STATEMENT

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



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

GUIDING PRINCIPLES

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

Major attractions are adjacent to Downtown

THE VISION FOR DOWNTOWN

WHAT WILL BE THE OUTCOME?

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

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

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

Development is balanced with open space

GUIDING PRINCIPLES FOR DOWNTOWN LONG BEACH

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

THE VISION FOR DOWNTOWN

DESTINATION DOWNTOWN

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

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

Enhanced Mobility

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

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

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

Dedicated bike paths improve rider safety

THE VISION FOR DOWNTOWN

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

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

Enhanced stations make transit use more comfortable

Interconnected Pedestrian Space

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

Mutli-modal systems give community members greater choices

THE VISION FOR DOWNTOWN

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

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

Quality Urban Architecture

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

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

THE CASE FOR PEDESTRIANS

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

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

Successful open space can be either formal or informal

Open spaces large and small activate Downtown

THE VISION FOR DOWNTOWN

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

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

Bold ideas and timeless design principles

ARCHITECTURAL CHARACTER

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

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

THE VISION FOR DOWNTOWN

Sustainability

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

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

SUSTAINABILITY FRAMEWORK

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

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

THE VISION FOR DOWNTOWN

Activities and Events - Enrichment of Arts and Culture

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

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

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

THE ROLE OF ARTS AND CULTURE IN DOWNTOWN

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

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

Unique events draw people from near and far

THE VISION FOR DOWNTOWN

A Respect for History

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

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

HISTORIC CHARACTER

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

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

Encourage new uses for older buildings

THE VISION FOR DOWNTOWN

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

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

Supporting Infrastructure

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

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

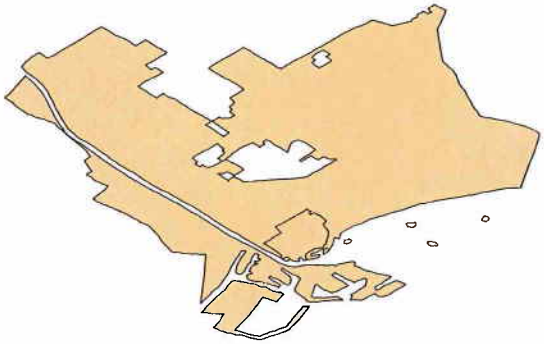
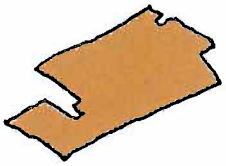
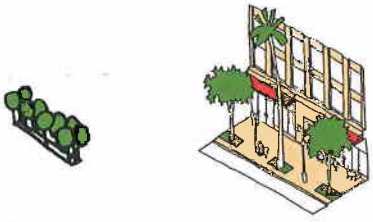
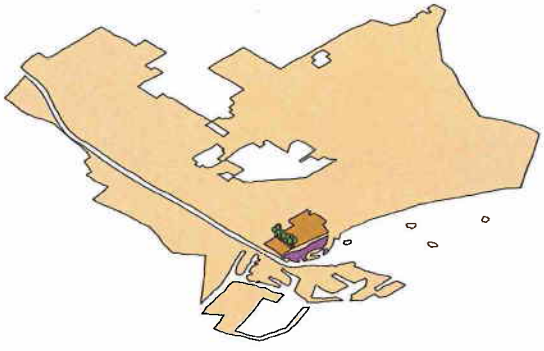
INFRASTRUCTURE SYSTEMS AS DEVELOPMENT CATALYST

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

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

THE VISION FOR DOWNTOWN

Understanding The Planning Document Hierarchy For Downtown Long Beach

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

HIGHLIGHTS OF THE PLAN

RELATIONSHIP TO OTHER PLANS

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

Second in the hierarchy of regulating documents are Specific Plans. **This *Downtown Plan* is not a Specific Plan, but will provide very localized guidance and standards for new development.**

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

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

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

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

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

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

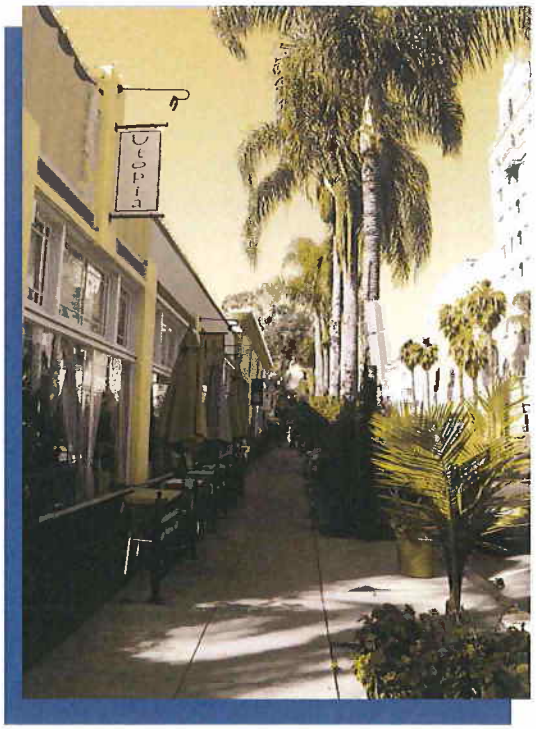
Section 6 – Sign Standards provides overall guidance in the design of commercial, residential and temporary signs.

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

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

2

CHARACTER+CONNECTIVITY



CHARACTER

DOWNTOWN CHARACTER AREAS

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

CIVIC CENTER

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

BUSINESS AND ENTERTAINMENT AREA

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

CHARACTER

WILLMORE HISTORIC DISTRICT

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

EAST VILLAGE

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

WEST END

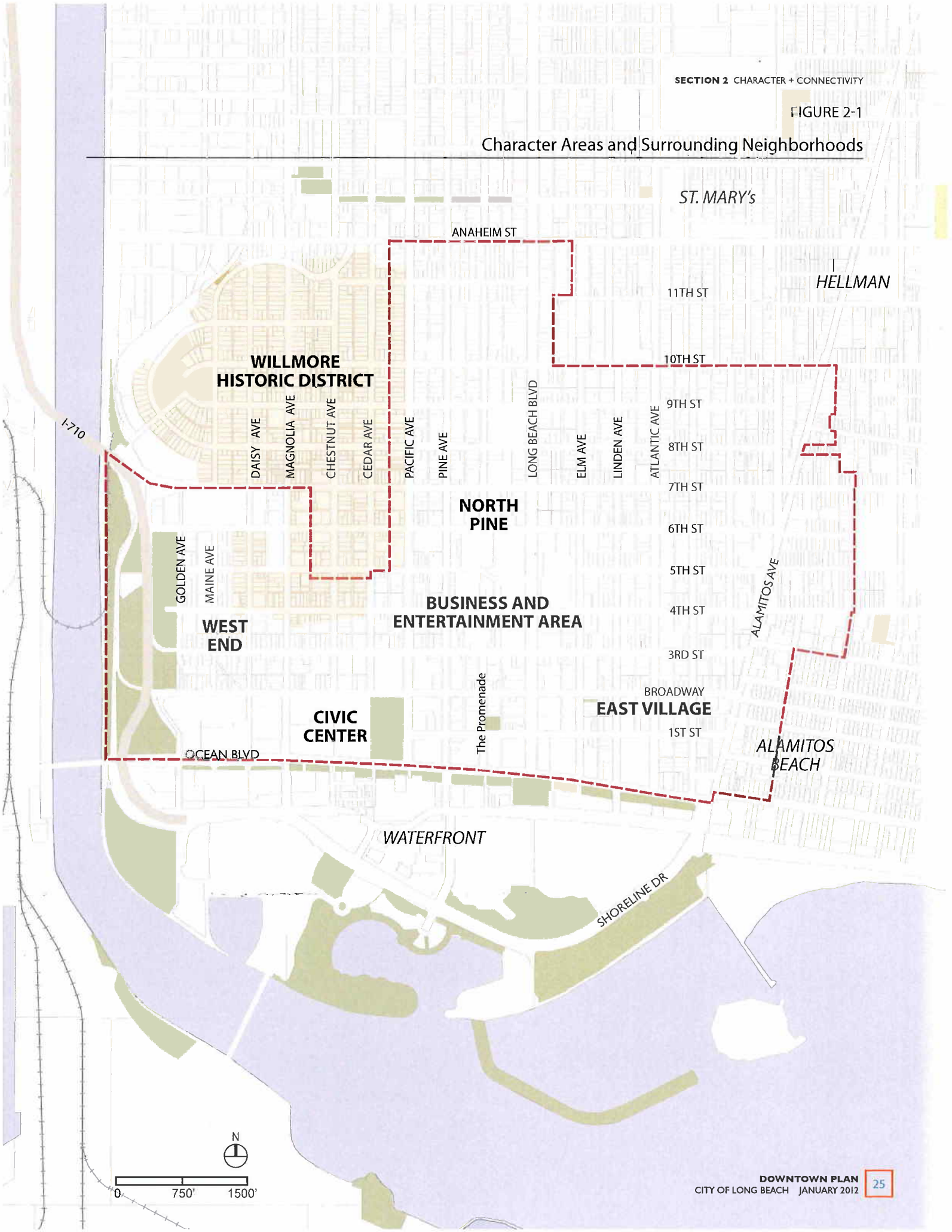
The West End is located at the west side of Downtown, east of the I-710 freeway and Cesar Chavez Park. This district is defined by low-rise, single- and multi-family residential uses, and neighborhood amenities like churches and schools. This district represents the traditional neighborhoods with walkable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

NORTH PINE

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

FIGURE 2-1

Character Areas and Surrounding Neighborhoods



CHARACTER

SURROUNDING CONTEXT

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

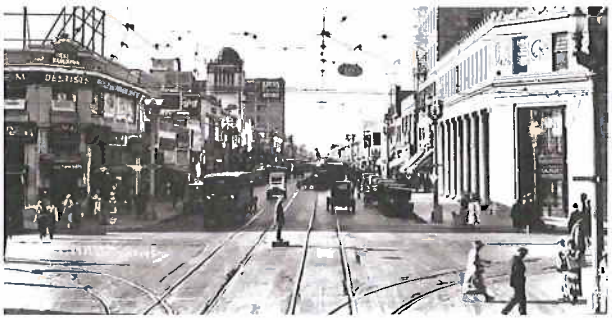
Waterfront

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

Residential Neighborhoods

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

CONNECTIVITY



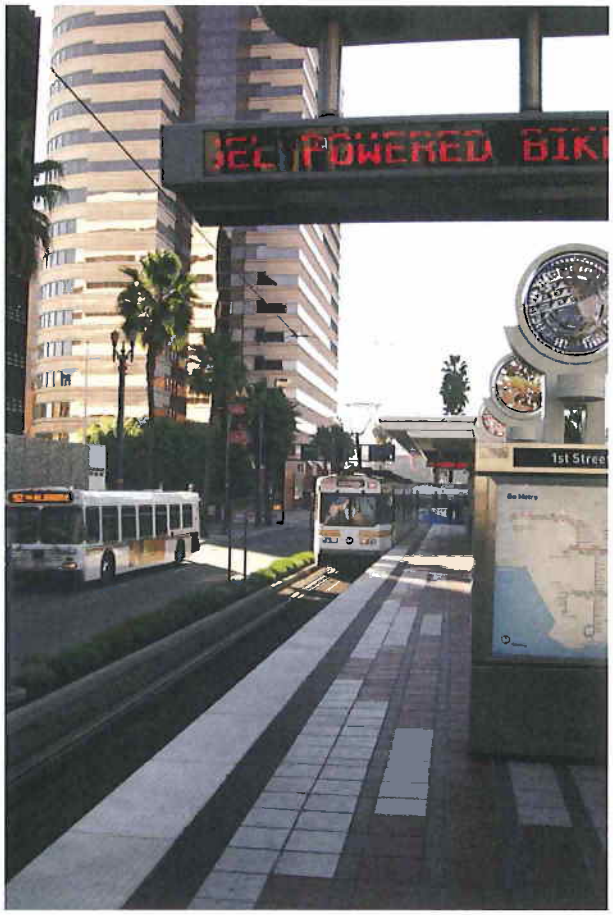
THE IMPORTANCE OF CONNECTIVITY

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

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

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

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



CONNECTIVITY

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

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

DOWNTOWN STREETS

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

Key Streets

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

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

CONNECTIVITY

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

LONG BEACH BLVD

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

WEST END

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

EAST VILLAGE

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

CONNECTIVITY

Overall Guidelines for Walkability:

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

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

Neighborhood Streets

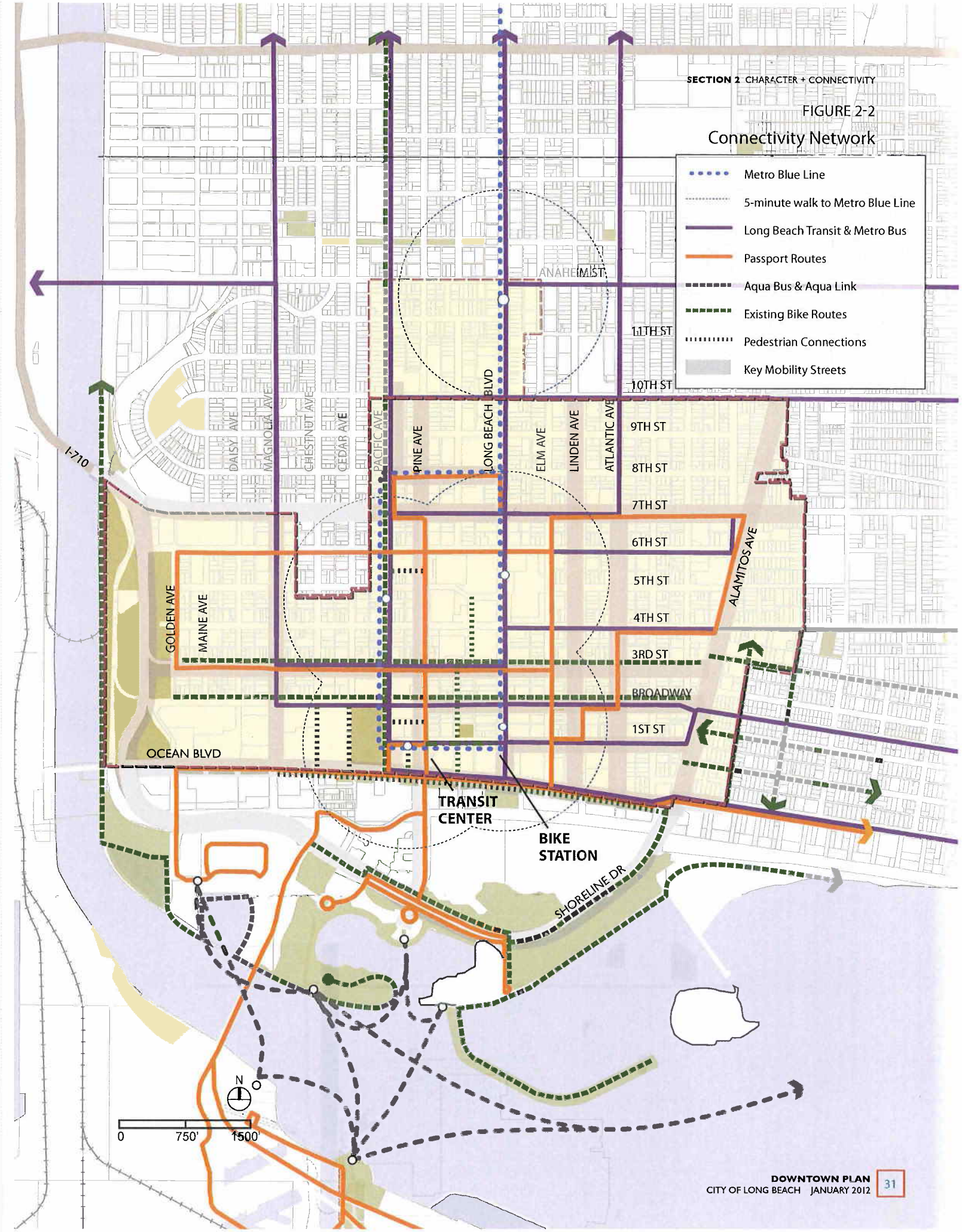
Neighborhood streets complete the street network, composing the neighborhoods and city fabric and connecting the major streets. They are typically narrower; post slower speeds; and allow for a greater commingling of vehicles, pedestrians, and bicycles than primary streets.

PEDESTRIAN CONNECTIONS

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

FIGURE 2-2

Connectivity Network



CONNECTIVITY

TRANSIT

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

Los Angeles Metro System

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

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

Local Bus and Water Taxis

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

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

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

CONNECTIVITY

BIKEWAYS

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

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

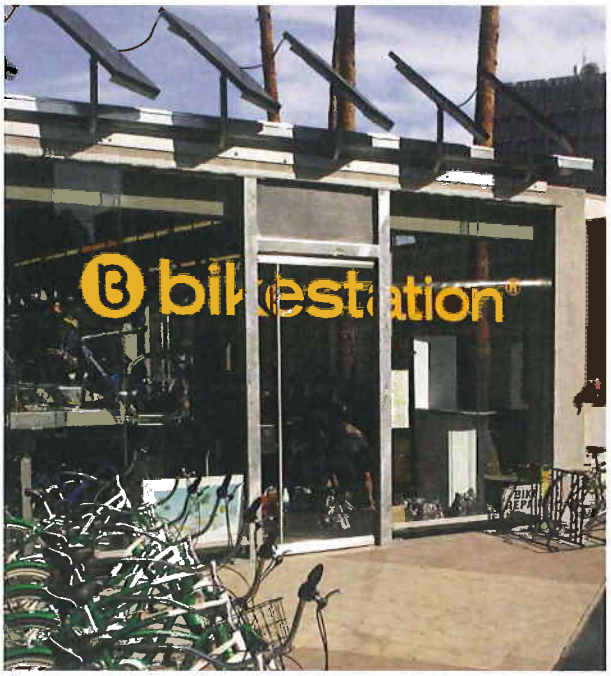
In 2008, the City began operation of City Bike Share, which encourages City employees to park their cars once and use bicycles to travel to nearby meetings, lunches, or errands. In 2009, the City was awarded funding to develop a Metro Blue Line Bicycle and Pedestrian Access Plan. This Plan will assess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

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

Overall Guidelines for a Bicycle-Friendly Downtown:

1. *Establish pedestrian and bicycle priority zones on primary and secondary streets within Downtown. Use traffic–calming measures to ensure safety for bicyclists riding in the street, and at pedestrian crosswalks.*

2. *Promote shared transit, pedestrian, and cyclist use on key transit streets. Enhance the attractiveness of these streetscapes to raise user awareness and comfort.*



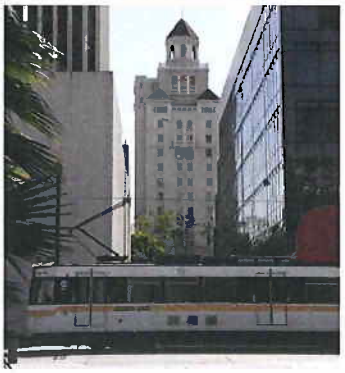
CONNECTIVITY

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

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

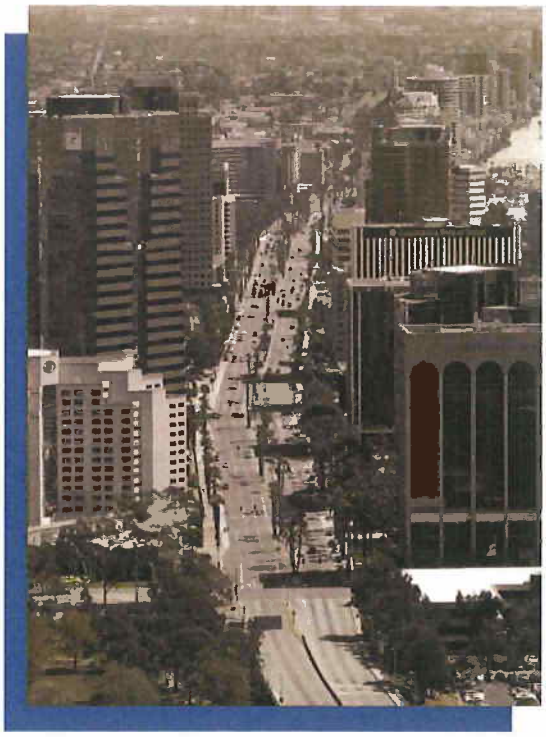
Overall Guidelines for Creating Great Streets:

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



3

DEVELOPMENT STANDARDS



ZONING

Aerial view of the Downtown core from the waterfront.

THE IMPORTANCE OF DEVELOPMENT STANDARDS

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

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

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

DOWNTOWN PLAN AREA

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

DOWNTOWN NEIGHBORHOOD OVERLAY

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

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

ZONING

ADDITIONAL ZONING STANDARDS: GROUND-FLOOR PEDESTRIAN-ORIENTED USES

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

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

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

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

REGULATION OF LAND USES

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

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

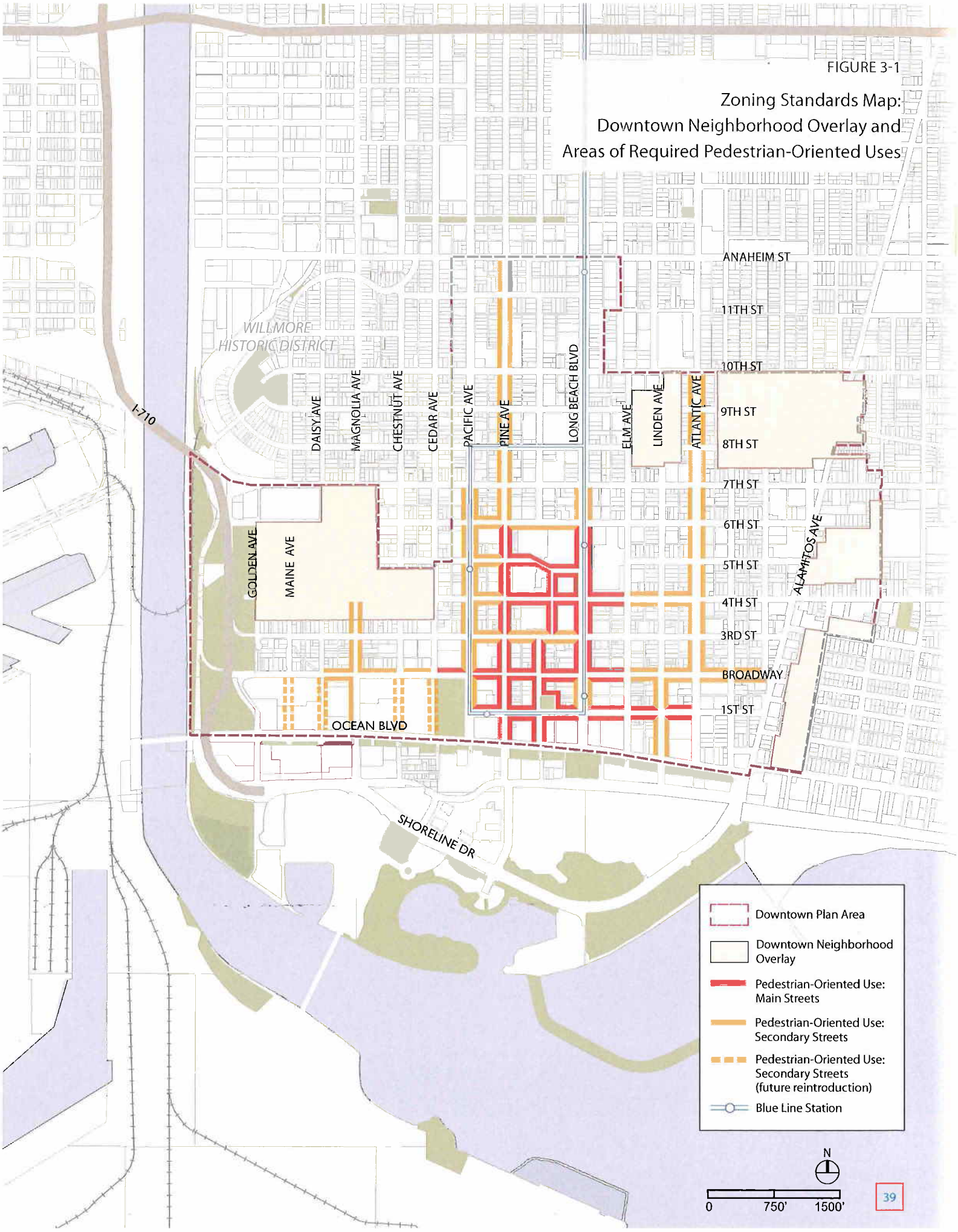


FIGURE 3-1
Zoning Standards Map:
Downtown Neighborhood Overlay and
Areas of Required Pedestrian-Oriented Uses
ANAHEIM ST
11TH ST
10TH ST
9TH ST
8TH ST
7TH ST
6TH ST
5TH ST
4TH ST
3RD ST
BROADWAY
1ST ST
OCEAN BLVD
SHORELINE DR
I-710
WILLMORE HISTORIC DISTRICT
DAISY AVE
MAGNOLIA AVE
CHESTNUT AVE
CEDAR AVE
PACIFIC AVE
PINE AVE
LONG BEACH BLVD
ELM AVE
LINDEN AVE
ATLANTIC AVE
ALAMITOS AVE
GOLDEN AVE
MAINE AVE
Downtown Plan Area
Downtown Neighborhood Overlay
Pedestrian-Oriented Use: Main Streets
Pedestrian-Oriented Use: Secondary Streets
Pedestrian-Oriented Use: Secondary Streets (future reintroduction)
Blue Line Station
N
0
750'
1500'

PERMITTED LAND USES

TABLE 3-1 LAND USES AND PERMIT REQUIREMENTS

Uses Key to Permit Requirements: Y = Permitted use N = Not permitted C = Conditional use permit AP = Administrative use permit A = Accessory Use M = Permitted on main and secondary streets S = Permitted on secondary streets T = Temporary use	Downtown Plan Area	Downtown Neighborhood Overlay	Ground-Floor Pedestrian-Oriented Uses [b]	Notes and Exceptions
Alcohol Beverage Sales				
Off-premise sales	C[a]	C[a]		See footnote (a).
On-premise sales	Y*/C[a]	C[a]	M, S	*Permitted by right within the height incentive area only. All other areas require a conditional use permit. Also see footnote (a).
Automobile Uses				
Auto detailing, with handheld machines only	AP*	AP*		*Inside parking structures or garages only.
Car wash	N	N		
Gasoline sales	N	N		
General auto repair (body work, painting, major mechanical work, etc.), as defined in 21.15.280	N	N		
Minor auto repair, as defined in 21.15.190	AP*	N		*Installation or sale of stereos and car alarms prohibited.
Limousine service (does not include auto repair)	A*	A*		*Accessory to hotel use only.
Motorcycle/scooter/jet ski sales	AP*	C*		*Indoor showroom only. Drop-off for off-site repair is allowed. Oil changes and minor on-site repair of tires, lights, etc. are allowed; any engine repair is prohibited on-site. No engine demonstrations on-site.
Parking structure	C*	C*		*Surface parking lots are limited to interim uses only.
Recreational vehicle storage	N	N		
Rental agency (does not include auto repair)	A*	N		*Accessory to hotel use only.
Rental agency – other than passenger cars	N	N		
Surface parking lot (interim only)	Y*	Y*		Interim use only. Subject to annual approval and review by Site Plan Review Committee. See Section 4, page 88, Parking Structure Design.
Vehicle/automotive parts – without installation	AP*	N		*Sale of stereos and car alarms prohibited.
Vehicle/automotive parts – with installation; tire store	N	N		
Vehicle sales – indoor showroom only	AP	AP		
Vehicle sales – outdoor	N	N		
Billboards				
Billboards/off-site advertising signs (any size)	N	N		

PERMITTED LAND USES

TABLE 3-1 LAND USES AND PERMIT REQUIREMENTS

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

PERMITTED LAND USES

TABLE 3-1 LAND USES AND PERMIT REQUIREMENTS

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

PERMITTED LAND USES

TABLE 3-1 LAND USES AND PERMIT REQUIREMENTS

Uses	Downtown Plan Area	Downtown-Neighborhood Overlay	Ground-Floor Pedestrian-Oriented Uses [b]	Notes and Exceptions
Key to Permit Requirements: Y = Permitted use N = Not permitted C = Conditional use permit AP = Administrative use permit A = Accessory Use M = Permitted on main and secondary streets S = Permitted on secondary streets T = Temporary use				
Industrial arts trade school or rehabilitation workshop	AP	N	S	
Museum	Y	AP	M, S	
Mortuary	N	N		
Parsonage	A*	A*		*Accessory to a house of worship.
Professional or business school	Y	AP	M, S	
Social service office (as defined in 21.15.2795) with or without food distribution	C	N		
Residential Uses				
Artist studio with residence	Y	Y	S	
Caretaker residence	A	A		
Child day care – accessory to residence, 14 or fewer children	A*	A*		*Subject to Section 21.51.230.
Child day care – accessory to residence, more than 14 children	C*	C*	S	*Subject to Section 21.52.249.
Community correctional reentry facility	N	N		
Residential	Y	Y	S	
Shopkeeper unit	Y*	Y*	S	*Commercial uses are regulated as set forth in this table and document.
Special group residence* (as defined in 21.15.2810)	C**	C**		**Subject to 21.52.271.
Restaurants & Ready-to-eat foods				
Restaurants & Ready-to-eat foods	Y*	AP*	M, S	*Drive-thru lanes prohibited.
Outdoor dining	A	A		
Vending cart – food items only	AP*	AP*	M, S	*Subject to 21.45.170.
Retail Sales				
Basic retail sales	Y	AP	M, S	
Building supply or hardware store with lumber, drywall, or masonry (hardware stores w/o lumber, drywall, or masonry are considered basic retail)	N	N		
Flower stand or newsstand – not accessory to another use	Y*	Y*	M, S	*Subject to 21.45.135, except subsection (B.1).
Itinerant vendor	T	N		

PERMITTED LAND USES

TABLE 3-1 LAND USES AND PERMIT REQUIREMENTS

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

PERMITTED LAND USES

Notes:

(a) The following alcoholic beverage sales may be exempted from the Conditional Use Permit requirement:

1. Restaurants with alcoholic beverage service only with meals. This generally means any use with a fixed bar is not exempt. A service bar is not considered a fixed bar. For example, a sushi bar, where alcoholic beverages are served at the same bar where meals are served, is considered serving alcoholic beverages only with meal service. A cocktail lounge without a bar, but with primarily service of only hors d'oeuvres and alcoholic beverages is not exempt. Any restaurant with more than 30 percent of gross sales consisting of alcoholic beverages shall lose its exemption and be required to obtain a Conditional Use Permit to continue to sell alcohol.
2. Department store or florist with accessory sale of alcoholic beverages.
3. A brew pub or other similar facility that produces for on-site consumption may offer off-premises sales in accordance with State law.
4. Grocery stores of 20,000 square feet or greater with accessory sale of alcoholic beverages.

(b) Refer to Figure 3-1, which depicts areas in Downtown Long Beach that require a certain mix or percentage of ground-floor, pedestrian-oriented uses. Refer to Additional Zoning Standards: Pedestrian-Oriented Uses for specific development standards on ground-floor, pedestrian-oriented uses.

INTENSITY, HEIGHT AND TRANSITIONS

INTENSITY

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

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

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

UNIT SIZE

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

LOT SIZE

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

UNIT MIX

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

HEIGHT

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

TRANSITIONS

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

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

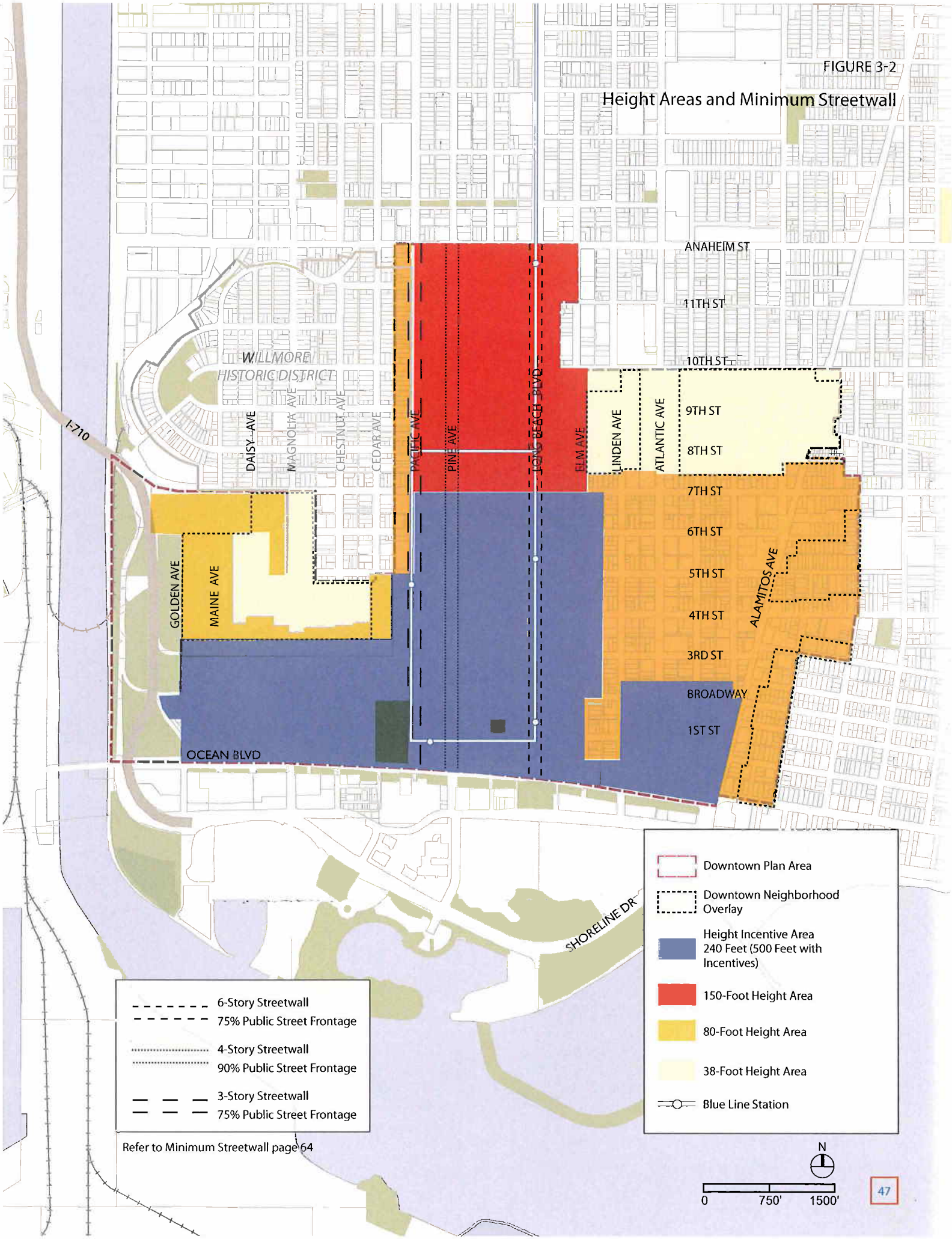
TABLE 3-2 DENSITY, UNIT AND LOT SIZE

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

*Minimum unit size may be reduced from 600 sq ft to a minimum of 450 sq ft through the Site Plan Review process if the Site Plan Review Committee finds that
(a) The reduced-size units are high-quality dwelling units with sufficient amenities so as to be livable, desirable dwelling units, to be determined at the sole discretion of the Site Plan Review Committee
(b) Not more than 15% of the total units in the project will be units less than 600 sq ft, and
(c) Private open space requirements are not reduced, waived or otherwise abrogated.

FIGURE 3-2

Height Areas and Minimum Streetwall



Refer to Minimum Streetwall page 64

DEVELOPMENT INTENSITY AND DEVELOPMENT INCENTIVES

TABLE 3-3 DENSITY, UNIT AND LOT SIZE

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

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

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

SUSTAINABLE DEVELOPMENT FEATURES

LEED® Certification

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

Prior to issuance of a planning permit for one or more buildings receiving a development bonus for LEED Certification (or equivalent), the project developer shall post a performance bond equal to $1.50/sf for each building receiving a development bonus but no less than $100,000 for each application. To fully comply with these provisions, all affected projects must receive LEED Certification (or equivalent) within 1 year of the issuance of Certificate of Occupancy (CofO). If the LEED Certification process (or equivalent) is delayed through no fault of applicant, then the 1-year period and bond shall be extended accordingly. The City shall release the performance bond within 1 week of receipt of evidence of LEED Certification. If the performance bond is drawn upon by the City, all obligations of the Developer shall be deemed fulfilled and any bond monies so drawn will be used by the City to fund maintenance, sustainability and other obligations within or related to Downtown.

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

Green roofs, also known as eco-roofs or eco-roof decks, are encouraged in Downtown because they reduce stormwater runoff, lower energy consumption, and provide for a visually interesting roofscape. If they are publicly accessible, they also provide needed open space. Projects that incorporate a green roof are eligible to receive a development bonus, as indicated in Table 3-4.

Renewable Energy

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

PROVISION OF PUBLIC OPEN SPACE

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

DEVELOPMENT INTENSITY AND DEVELOPMENT INCENTIVES

TABLE 3-4 DEVELOPMENT INCENTIVES

Incentives for Height Incentive Area	Maximum FAR per Incentive*
LEED® Certification or Equivalent	
LEED® Silver Certified or Equivalent process	0.5
LEED® Gold, Platinum or Equivalent	1.0
Green Roof or Eco-Roof	
Option 1: 30% of footprint	0.25
Option 2: 31–60% of footprint	0.5
Option 3: Above 61% of footprint	1.0
Renewable Energy	
Option 1: Meet minimum 25% of energy needs	0.5
Option 2: Exceed 25% of energy needs	1.0
Provision of Public Open Space (See Section 5)	
Option 1: 10% of site	0.5
Option 2: 20% of site	1.0
Rehabilitation of Historic Buildings (See Section 7)	
Gross area (or percentage thereof) of existing building is removed from FAR calculation	1.0

*The total combined development bonus shall not exceed an FAR of 3.0 per project.

REHABILITATION OF HISTORIC BUILDINGS

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

AFFORDABLE HOUSING

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

PARKING STANDARDS AND TRANSPORTATION DEMAND MANAGEMENT

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

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

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

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

TRANSPORTATION SYSTEM DEMAND MANAGEMENT

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

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

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

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

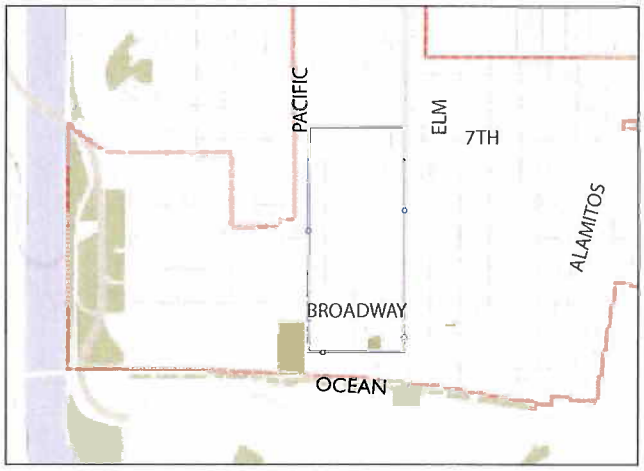


Figure 3-3: Alternative Mobility Overlay Area

TDM strategies applicable to reduced parking requirements, subject to the discretion of the Site Plan Review Committee, include:

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

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

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

PARKING STANDARDS AND TRANSPORTATION DEMAND MANAGEMENT

TABLE 3-5 RESIDENTIAL OFF-STREET PARKING

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

TABLE 3-6 NONRESIDENTIAL OFF-STREET PARKING

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

Note: If ground-floor uses of historic landmarks are converted to restaurant, retail, or entertainment uses. Other uses require the minimum parking required in Table 3-6.

sf = square feet

TABLE 3-7 BICYCLE PARKING

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

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

sf = square feet

BUILD-TO LINE/SETBACK STANDARDS

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

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

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

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

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

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

Build-To Lines and Setbacks

In some areas of Downtown, setbacks are prohibited. Buildings shall be built to the property line, which is a Zero-Foot Build-To Line. For Zero-Foot Build-To Lines, up to 20 percent of the building frontage may be set back not more than 5 feet.

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

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

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

Pedestrian-oriented uses activate the street edge.

Pedestrian-Oriented Uses

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

Entrances Facing the Street

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

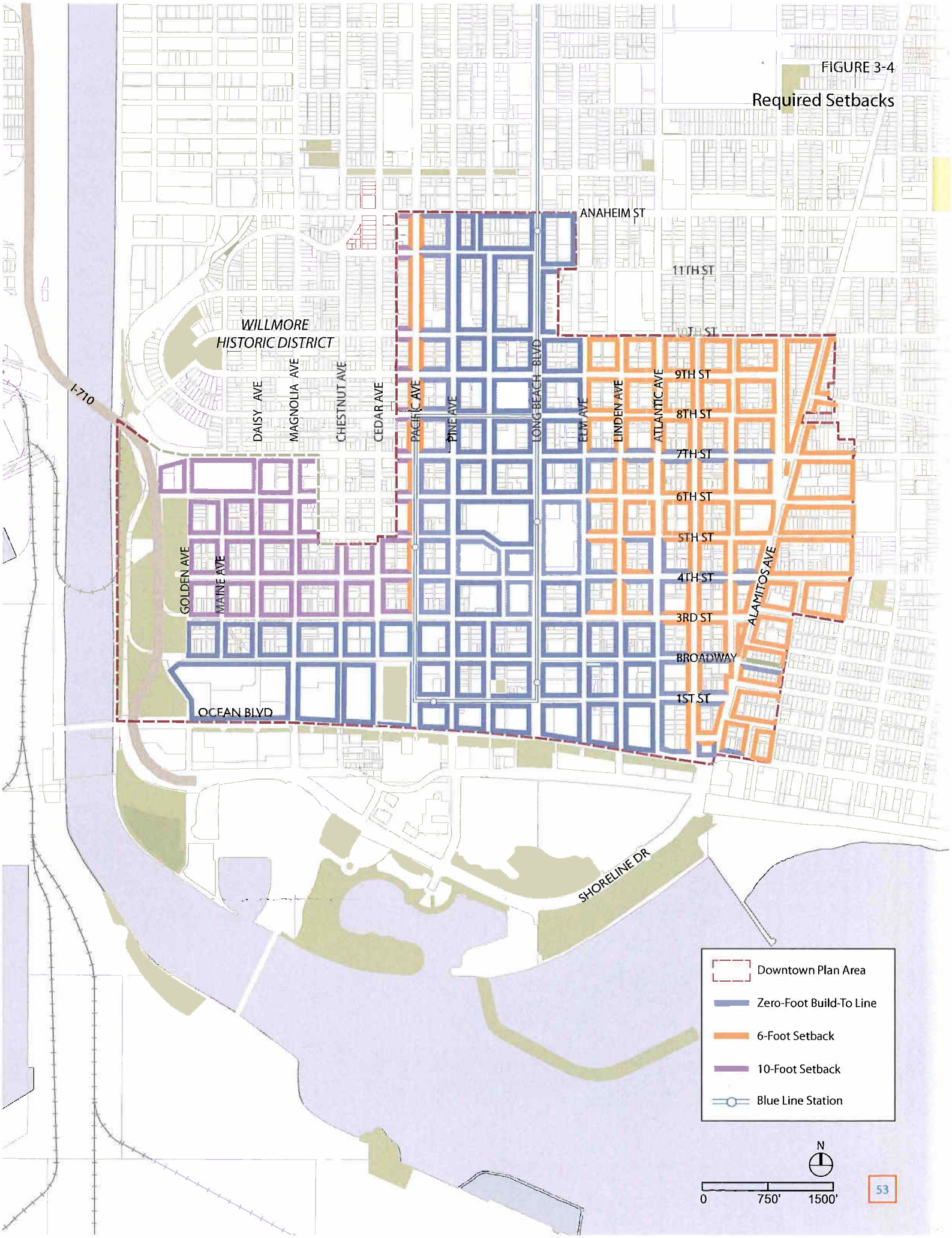


FIGURE 3-4
Required Setbacks
ANAHEIM ST
11TH ST
10TH ST
9TH ST
8TH ST
7TH ST
6TH ST
5TH ST
4TH ST
3RD ST
BROADWAY
1ST ST
WILLMORE
HISTORIC DISTRICT
I-710
DAISY AVE
MAGNOLIA AVE
CHESTNUT AVE
CEDAR AVE
PACIFIC AVE
PINE AVE
LONG BEACH BLVD
ELM AVE
LINDEN AVE
ATLANTIC AVE
ALAMITOS AVE
GOLDEN AVE
MAINE AVE
OCEAN BLVD
SHORELINE DR
Downtown Plan Area
Zero-Foot Build-To Line
6-Foot Setback
10-Foot Setback
Blue Line Station
N
0
750'
1500'
53

BUILD-TO LINE/SETBACK/OPEN SPACE STANDARDS

Surface Parking Lots

Surface parking lots may be built, as an interim use with site plan review, within the setback provided a continuous 6-foot-wide landscaped area is maintained between the parking lot and the street property line. Refer to Sections 21.42 and 21.44 of the Long Beach Municipal Code. Additional standards for the landscape treatment of parking can be found within the Parking Treatment portion of Section 4.

Interior Setbacks

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

Standards for required corner cut-off

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

OPEN SPACE

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

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

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

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

TABLE 3-8 BUILD-TO LINE AND SETBACK STANDARDS [(a)]

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

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

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

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

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

ROW = Right-of-way

SETBACK/OPEN SPACE STANDARDS

TABLE 3-9 INTERIOR SETBACK STANDARDS

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

(a) If ground floor use is either residential or hotel/motel guest rooms, a 5 foot interior setback is required in all areas.
(b) No maximum setback is stipulated.
(c) Required alley setbacks are measured from the centerline of the alley.
(d) Setback is 0 feet if the structure is attached to a building on a abutting lot or if no building on an abutting lot is within 5 feet of property line. If no attachment can be achieved, a setback of 5 feet is required.

TABLE 3-10 OPEN SPACE STANDARDS

Type of Open Space	Requirements			Notes
		% Common Outdoor Open Space		
	Lot Size	Projects with 21+ residential units	All other development projects	
Common Outdoor Open Space – as a percentage of the lot area	≤10,000 sf	10	Exempt	1. Each project shall provide common outdoor space at grade, podium, or roof level. 2. Public open spaces directly accessible and visible from the public right-of-way are encouraged. 3. Minimum area for common outdoor open space is 1,000 sf for projects of 21 or more new residential units and 500 feet for all other projects. Minimum dimensions of at least one portion of the open space shall measure 40 feet x 12 feet or greater. 4. All common outdoor open space areas shall be well designed. Common open space may include rooftop decks, court game areas, tot lots, swimming pools, landscaped areas, community gardens, and courtyards. At least 10% of the open space area shall be planting.
	10,001 - 30,000 sf	15	5	
	>30,000 sf	20	10	
Additional Standards for Projects of 21 or More New Residential Units [1]				
Common Indoor Open Space	Each project shall provide at least one community room of at least 500 sf.			1. The area shall be located adjacent to, and accessible from the common outdoor open space. 2. Area may contain active or passive recreational facilities, meeting space, exercise rooms, computer terminals or other activity space but must be accessible through a common corridor.
Private Open Space	At least 50% of all residential dwelling units shall provide private open space on a balcony, patio, or roof terrace.			1. Minimum area of private open space is 36 sf with a minimum width of 6 feet.

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

ADDITIONAL STANDARDS

Residential Amenities

Residential developments consisting of 21 units or more shall provide storage space subject to the discretion of the Site Plan Review Committee. Each storage space shall be a minimum of 25 square feet in area and shall contain not less than one hundred 175 cubic feet. A garage shall not count as a storage space.

Off-Site Improvements

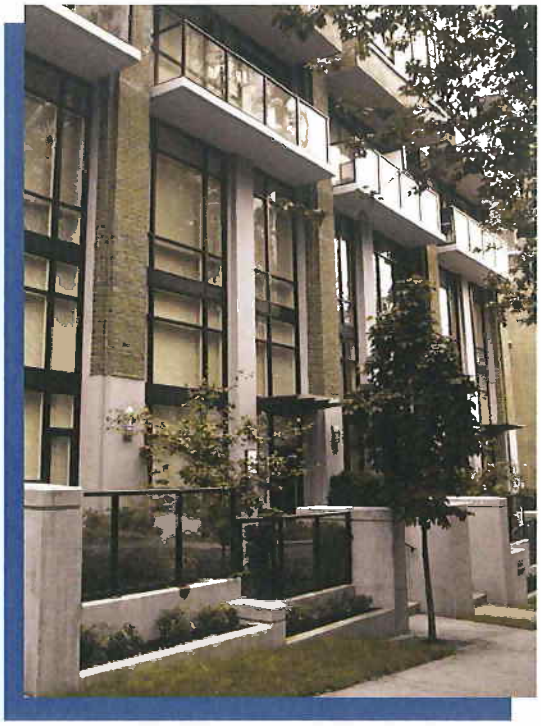
All development projects in Downtown shall comply with the requirements of Chapter 21.47 of the Long Beach Municipal Code (Dedication, Reservation and Improvement of Public Rights-of-way). In addition, off-site improvements may include such items as street lights, bumpouts, street trees, and intersection improvements, as well as other public facilities. Such improvements are subject to the Site Plan Review process as discussed in Section 5 Streetscape Standards and Improvements (page 93).

Other Development Standards

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

4

DESIGN STANDARDS



OVERALL STANDARDS

THE IMPORTANCE OF GOOD DESIGN

Well-designed buildings are the "building blocks" of great streets and neighborhoods. Downtown Long Beach is composed of buildings that reflect a variety of periods, from Craftsman to Spanish, and Art Deco to Moderne. In areas like the East Village, architectural style contributes to the district's identity with its predominance of Art Deco and Streamlined Moderne buildings. All of these styles represent design innovations and a distinct place in time.

The design of new development projects should attempt to distinguish their own place in time and achieve the same level of distinction of past eras without replication. This can be done through bold and innovative design that consistently follows a singular new style or approach. The use of faux architecture that mimics the past is strongly discouraged as new buildings cannot replicate the method and quality of craftsmanship and often fall short on design and execution.

Good design usually results from projects that were conceived in their total, and respond sensitively to their immediate context, while artfully solving the programmatic needs of the owner and building users. The "big design idea" should then be evident at the finer levels of execution —like the selection of materials, windows, doors, details and landscaping palette, where all elements combine to realize a larger architectural composition.

Downtown Long Beach should be composed of buildings that represent the highest quality of design and construction in Southern California and the West. Quality, while subjective, usually requires a strong combination of skills to achieve. Depth of experience and a proven track record are essential, but quality must be advocated for every day by the developer who conceives it, the architect who designs it, and the contractor who builds it. Their decisions shape design and material choices that represent whether the project is viewed as representing "good design."

The following standards and guidelines underscore design principles intended to produce good buildings, great streets, and memorable places. The design standards and guidelines are not indicative of any style but are intended to encourage innovation and the design of high-quality architecture and urban form.

Included in this section are both standards and guidelines. Standards, as indicated by the word "shall," identify requirements. Guidelines, as indicated by the word "should," describe recommendations for high-quality architecture and urban design. Guidelines should be addressed within all development projects—alternatives will be permitted only if the intent of the design guideline is met.

OVERALL STANDARDS

OVERALL STANDARDS FOR NEW BUILDINGS

1. *New buildings shall respect HISTORIC structures and try to integrate them into new projects.*
2. *New buildings shall respect the SCALE of adjacent structures and respond to their elements in an appropriate manner.*
3. *New buildings should be BOLD AND INNOVATIVE and promote a forward-looking identity for Downtown Long Beach.*
4. *New buildings shall give particular attention to the ground floor to create a PEDESTRIAN-ORIENTED streetscape and the creation of great streets.*
5. *New buildings shall have an underlying DESIGN IDEA that the applicant can articulate through sketches, drawings, and specifications.*
6. *New buildings shall be made of DURABLE and high-quality materials that have a proven longevity in Long Beach.*
7. *Projects shall follow the recommended MATERIALS palette by building type.*
8. *Materials and color shall be used to reinforce variations in building MASSING. They should suggest form changes and turn corners so there is a substantive reading of form and material together.*
9. *Materials shall vary in the VERTICAL plane. Buildings shall exhibit greater detail and higher quality materials at the lower levels, where viewed by pedestrians, and contribute substantially to the streetscape.*
10. *Materials shall vary in tandem with massing in the HORIZONTAL plane, with changes in materials used to emphasize entrance lobbies and massing changes or differentiate uses or tenants.*
11. *The FINISH texture and color of materials shall be compatible with materials used in the project and be consistent with the overall architectural approach.*
12. *Buildings should have a simple COLOR palette that reinforces building massing and is not independent of the building's structural form.*
13. *Color can add a playful and STYLISH quality to projects, but it should be used thoughtfully and in consideration of its longevity within Downtown Long Beach. Unusual or very bright color palettes shall be tested on-site to confirm appropriateness for the site, block, and neighborhood.*
14. *Construction details shall be AUTHENTIC and applied with consistency and brevity.*
15. *No faux architecture is allowed that will mimic a past era with poor design and execution.*

OVERALL STANDARDS

For residential projects of two new units or more, or nonresidential projects consisting of 1,000 square feet or more of new building area, the standards and design goals contained in this chapter shall be met to the satisfaction of the Director of Development Services, the Site Plan Review Committee, or the Planning Commission, as appropriate. The Site Plan Review Committee may consider alternate configurations or approaches to the standards and guidelines on a limited project-by-project basis, if such changes are found to be consistent with the goals of this Plan.

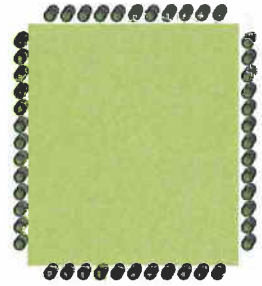
This section begins at the scale of the block structure and building massing, and then discusses the incorporation of setbacks and pedestrian-oriented uses into the overall block design. Guidelines specific to the building type are addressed in the subsequent portion of this section.

BLOCK STRUCTURE

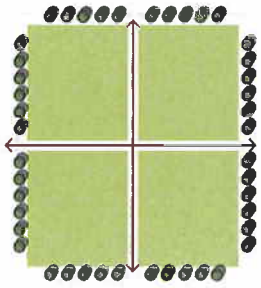
An important feature of Downtown Long Beach is the established block size. The majority of blocks are 300 x 320 feet—a scale that is ideal for pedestrians and walkability. Historically, the blocks were subdivided by alleys and paseos, allowing pedestrians and bicyclists to filter through the block with ease. In many locations, alleys that serve loading docks and parking garages can also be shared with pedestrians. This urban design element is encouraged in new development to ensure the preservation of the fine-grained scale of the City.

New projects shall preserve mid-block alleys and paseos, or create new connections, wherever possible.

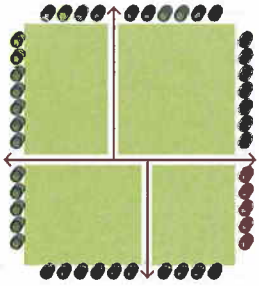
1. Shared use of these zones is allowed and shall be designed to encourage slow vehicle speeds and clearly signed for shared use with pedestrians and bicyclists.
2. Full-block developments that do not provide access through the block should articulate how they will provide a pedestrian-oriented environment that supports the objective of making Downtown more walkable.
3. Full-block development that does not provide public access through the block shall provide a pedestrian-oriented environment that is inviting and interesting along the public frontages.
4. Providing active uses along the alleys and paseos is highly encouraged.



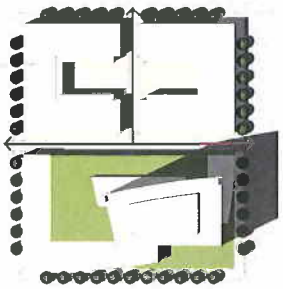
Typical Downtown Full Block
300 x 320 feet



Block subdivided into symmetrical quarter-block sites with alleys aligned (traditional pattern)



Block subdivided into asymmetrical quarter-block lots and alleys that are not aligned



Development on a subdivided block, demonstrating varied massing, heights with paseos or shared-use alleys

The above diagrams show a typical Downtown block and the ability to break down the scale of the block with alleys or paseos, which facilitates pedestrian passage, and fine-grained blocks and buildings, rather than monolithic structures.

OVERALL STANDARDS

MASSING

Massing refers to the physical volume of a building or its breadth, and when considered with height these two factors define the overall scale or presence of a building. Massing and height must be addressed together and usually fall into three categories that are roughly defined as low-rise (1 to 6 stories), mid-rise (7 to 13 stories), and towers (usually 14 stories or higher). All have a street presence shaped by the first several stories, which contributes the most to defining the street's character.

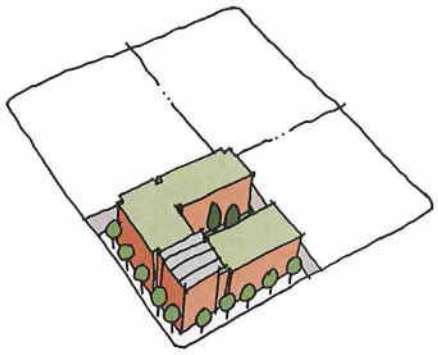
1. Large projects shall be designed as a group of appropriately scaled buildings so that no building shall be more than 200 feet in length without a break (which is comparable to two-thirds of a typical downtown block face).
2. Quarter-block, half-block and full-block development projects shall all follow character and intent of the guidelines. Example images of quarter-block, half-block, and full-block developments are illustrated on the following page.

The Downtown Promenade is an example of a mid-block pedestrian linkage that "breaks down the block" into a walkable scale while providing building entrances and views onto a quieter public space.

A meaningful pedestrian network in Downtown can take root with pedestrian paths and shared-use alleys that link to at-grade courtyards within new developments. Whether at the scale of quarter-block, half-block, or full-block development, placing required parking underground allows courtyards to be developed in the center of the block. Even if realized in phases or by different developers, courtyards should be sited to relate to each other.

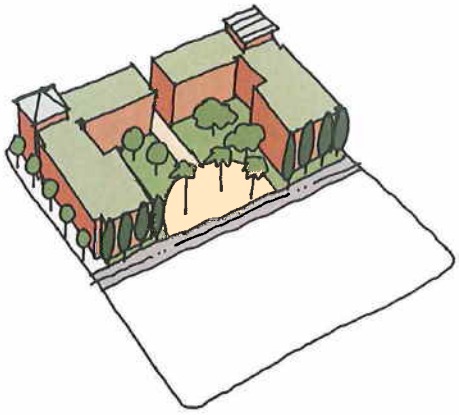
OVERALL STANDARDS

QUARTER BLOCK



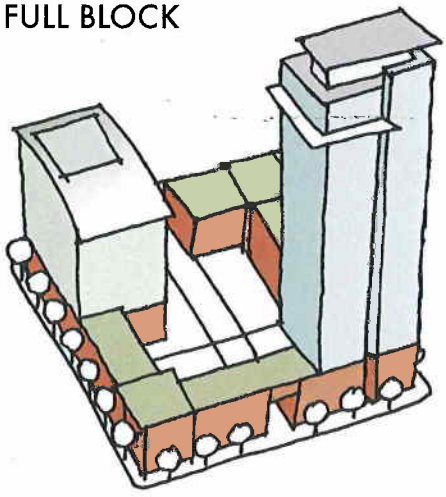
Quarter-block developments in Downtown Long Beach are usually designed on a lot size of approximately 0.5 acre.

HALF BLOCK



Half-block developments in Downtown Long Beach are usually designed on a lot size of approximately 1.25 acres.

FULL BLOCK



Full-block developments in Downtown Long Beach are usually designed on lot size of approximately 2.5 acres.

OVERALL STANDARDS

STREETWALL DESIGN AND THE DESIGN OF SETBACKS

The following guidelines and standards relate to general urban design, the design of the streetwall, and the design of the setbacks. These guidelines and standards have been developed to ensure the development of an urban downtown environment with the best possible street environment for pedestrians. The location of specific setbacks is identified within Section 3: Development Standards.

Minimum Streetwall

A minimum streetwall height on key corridors ensures the "public room of the street" (as shaped by buildings on both sides) is consistent. This requirement should eliminate parcels being underdeveloped along the edges and not contributing to the creation of good streets on Downtown's most identifiable corridors. Streetwall requirements shall be measured on a parcel-by-parcel basis. (See Figure 3-2.)

Long Beach Boulevard. The minimum streetwall shall be six stories for 75 percent of the public street frontage. Establishing this minimum street wall will provide a cohesive block face and promote an appropriate density along Downtown's most important transit street.

Pine Avenue. The minimum streetwall shall be four stories for 90 percent of the public street frontage. Establishing the four-story streetwall along the sidewalk is required to reinforce this important retail and pedestrian-oriented mixed-use environment. Paseos that allow pedestrians and bicyclists to meander through a development or block are encouraged.

Horizontal variation can be provided with changes in the streetwall plane, materials, and color.

The streetwall is the primary contributor to human experience and district identity.

Pacific Avenue. The minimum streetwall shall be three stories for 75 percent of the public street frontage. Establishing the three-story streetwall along the sidewalk is required in this evolving urban district that bridges between the Downtown and low-rise residential or historic areas.

Streetwall Design

The streetwall of a building is the most visible component seen by pedestrians, bicyclists, and motorists. How the mass of the building "meets the street" should be well detailed. The design of the streetwall is what humans experience most intimately when on the sidewalk and is the biggest contributor to district character.

1. Buildings should maintain a generally consistent streetwall (as has been established with most of the historic buildings in Downtown) so the public room of the street is well defined. See Table 3-8 for Setback Standards.
2. The streetwall should include active uses focused along at sidewalk level with the greatest concentration sited at the intersection of two streets.
3. The streetwall should reinforce the building's presence at major corners, public entrances, terminus for a view corridor, or as wayfinding when viewed from key locations within Downtown.
4. Monolithic structures that appear as a massive wall and that block views and overshadow the surrounding neighborhood shall be avoided.
5. Where parking structures are planned, the streetwall should be composed of active uses that screen podium parking, parking structures, and other uses that do not contribute to making a great Downtown street.

OVERALL STANDARDS

Both small and large setbacks can accommodate high-quality building and plant materials in private entrances and patios.

Windows and doors are a part of a comprehensive approach to massing and elevation design. Shown above are inset details, bay windows, taller ground-floor storefronts and emphasis on the pedestrian lobby entrance.

6. The streetwall should be designed to visually clarify paseos, the existing Downtown alley system, and any points where pedestrians can walk through a block.

Variation with the Streetwall

1. Monotonous stretches of uninterrupted façade are highly discouraged. The street wall façade shall exhibit variation in the street wall (by 2 to 4 feet to be read as a substantial change and provide a significant shadow line) by varying materials and colors, massing, fenestration, storefronts, public art, or other architectural elements that are well composed. (Refer to Setback Standards, Page 52.)

2. The maximum width of a bay of blank wall, without a feature in relief or protrusion of at least 6 inches, shall not be more than 25 feet.

3. Variation in the horizontal plane of low-rise mixed-use buildings shall reinforce the buildings, massing and material changes while providing a variety of solid and transparent surfaces.

4. The base of the building (the first 2 to 5 feet above the sidewalk) should be differentiated from the rest of the building façade with treatments such as change in material and/or color, mouldings, or built planters.

5. Physical breaks in the streetwall shall be limited to those necessary to accommodate pedestrian paseos, public plazas, entry forecourts, permitted vehicular access driveways, and hotel drop-offs.

6. Building entrances shall be well designed and emphasized with changes in materials and graphics. Private and public entrance points should be treated differently.

Private Entrances and Patios

1. Private residential street level entrances shall be set back to provide for front porches or small entry courts. The design of patio walls should be well integrated into the overall architectural idea and utilize the highest quality materials. Translucent materials are encouraged to provide a lighter visual barrier between the public and private realm.

2. Live-work or shopkeeper units should be designed to appear like a commercial storefront, gallery, or urban light industrial compatible to the area it is most affiliated with in character.

OVERALL STANDARDS

Windows and Doors

1. Entrances and windows, not garages, should be the dominant elements of the front façades. Window and door placement, size, material, and style should help define a building's architectural style.
2. Building façades shall have a glazed opening at least every 25 feet.
3. To prevent wall surfaces from being monotonously flat, windows and doors shall be recessed at least 3 inches from the face of the finished exterior wall to achieve a sufficient depth and shadow reading. Flush finish installations, especially with stucco, are not permitted.
4. Detailing of windows and doors should reflect the overall design idea of the building and be well crafted and constructed.
5. If a window contains divided lights (multiple panes), true divided lights or quality simulation should be included when using insulated glazing.
6. Metal security doors and exterior security grilles are not allowed.

Awnings, Canopies, and Marquees

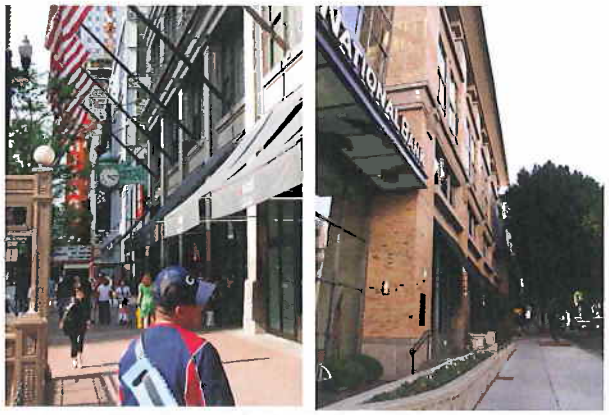
Encroachments such as awnings, canopies, and marquees are encouraged but must be well designed and proportioned so they do not adversely impact the sidewalk environment.

1. The minimum vertical clearance between the ground or street level and the encroachment should be 10 feet. In areas of Zero-Foot Build-To Lines, awnings, canopies, and marquees should not project more than 6 feet into public right-of-way. Encroachments that are designed to require ground support are prohibited. In areas where setbacks are required, awnings, canopies, and marquees should not project past the setback line.
2. Horizontal dimensions should relate to the bays of the building façade. The awning or canopy may encroach over the public sidewalk provided at least 2 feet of clearance is maintained from the street curb line.
3. For awnings and canopies, the materials, shape, rigidity, reflectance, color, lighting, and signage should relate to the architectural design of the building.

Setbacks and Landscape Design

Treatment of the ground plane within the setback may be either planting or a combination of planting and hardscape, and shall be well designed and well maintained.

1. To create visual interest, landscape treatment of setbacks should vary along a street.
2. Setbacks should engage the pedestrian and act as an extension of the public realm.
3. Adjacent to ground-floor residential units, the setback should include elements such as porches, patios, gardens, and stoops.
4. Adjacent to retail, setbacks should include planting (in pots, planters, or the ground) and outdoor dining areas wherever applicable.
5. Where no setback is required, pots or planters should be provided along the building face to add life and character to the sidewalk.
6. Landscaping at the building wall is permitted, provided the planter is part of the building façade and the earth level for planting is at a level of at least 1 foot above sidewalk level.
7. Recesses, bases, and projections may be employed if the setback for landscaping is not more than 5 feet.
8. Additional guidelines specific to each setback are identified on the following pages.



Encroachments such as awnings, canopies, and marquees that do not obstruct the public right-of-way are encouraged.

OVERALL STANDARDS

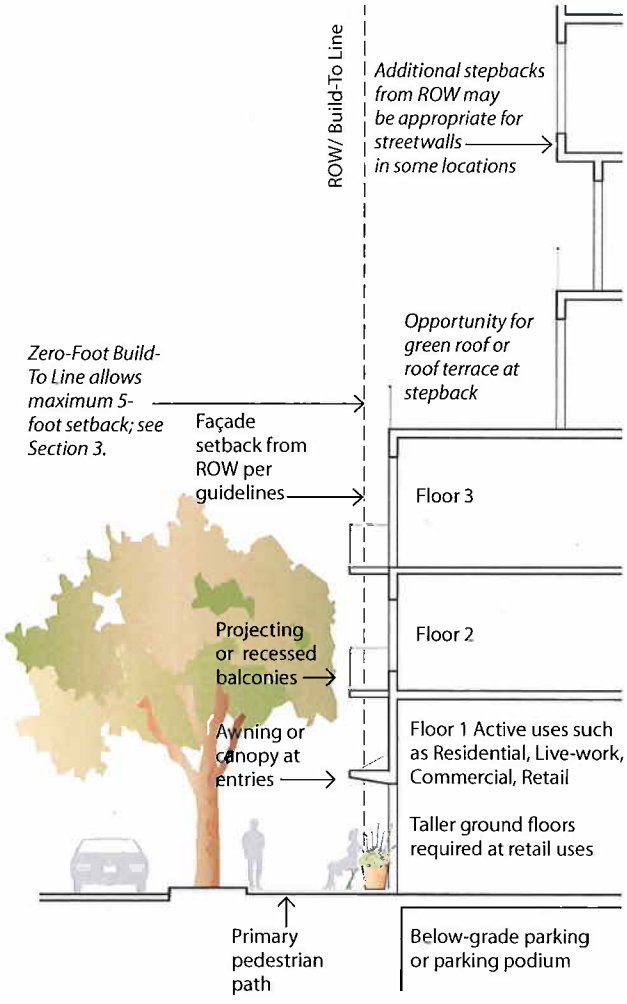
Zero-Foot Build-To Line

In addition to the above, the following standards apply:

To provide a consistent building streetwall that defines the street and pedestrian realm, portions of Downtown, including much of central Downtown, are designated as having a "Zero-Foot Build-to Line," as described in Section 3. (Refer to Setback Standards, Page 52.)

1. Where building façades abut the property line, pots or planters should be provided on the sidewalk, out of the primary pedestrian path.

2. Provide greater setbacks adjacent to retail, patios and dining areas so elements such as trees, planting, and water features can be included. Refer to Section 3: Development Standards for additional standards related to outdoor dining.

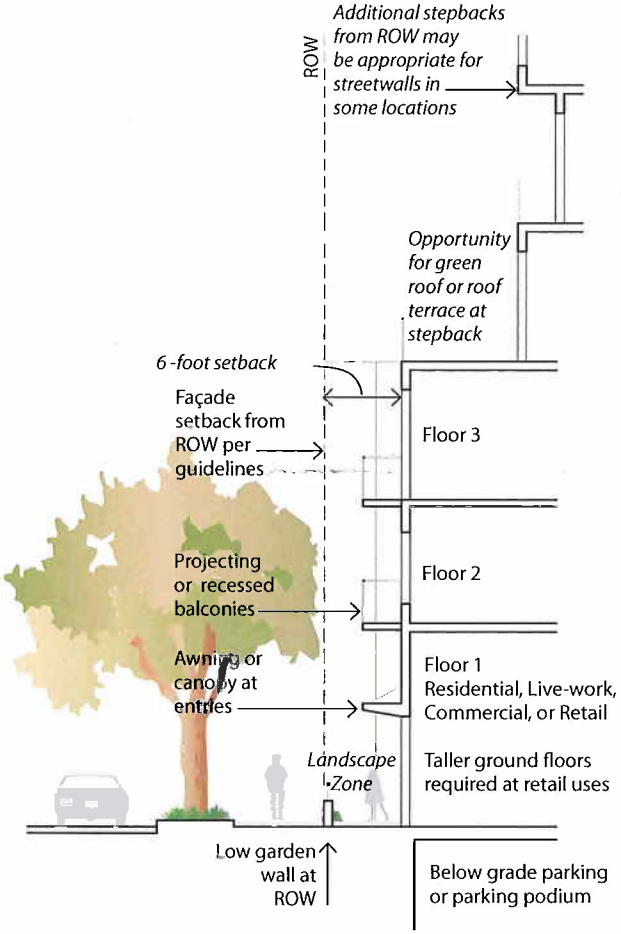


OVERALL STANDARDS

6-Foot Setback

6-foot setbacks are identified for areas at the eastern part of the Downtown, as described in Section 3.

1. In locations where 6-foot setbacks are required, neighborhood retail and other active uses are encouraged at the ground-floor street frontage.
2. An 18-inch planting buffer should be provided between the sidewalk and the low garden wall separating private residential space.
3. The elevation of the setback zone should be no more than 24 inches above sidewalk elevation.
4. The setback zone should be landscaped and may include walkways, steps, patios, solid walls up to 3 feet above sidewalk elevation, and transparent fences (such as wrought iron, glass, etc.) up to a height of 5 feet above sidewalk elevation (or 42 inches above finished elevation of setback).
5. A physical connection should be provided between the residential unit and the sidewalk.

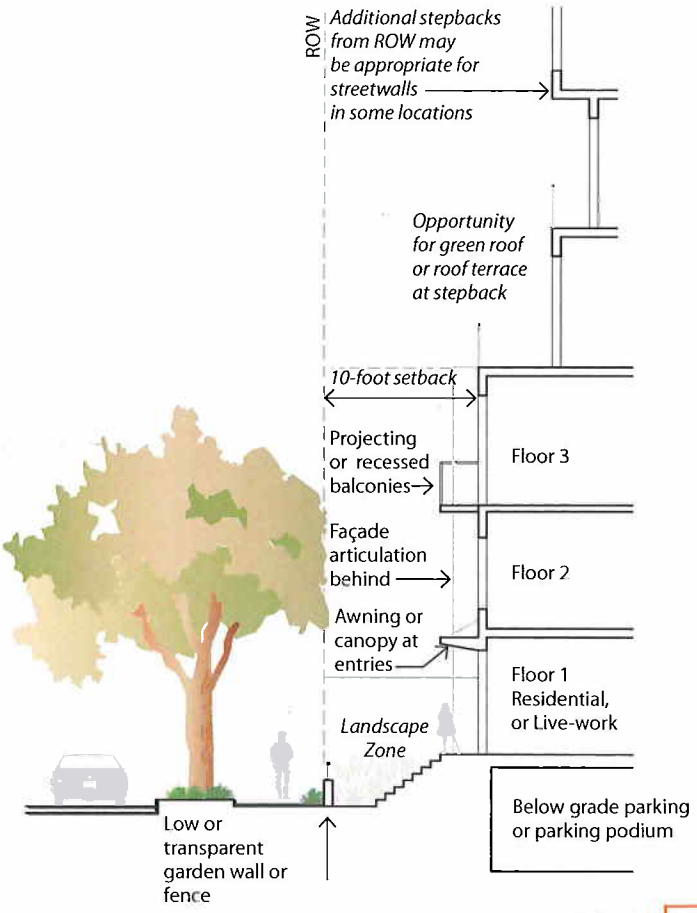


OVERALL STANDARDS

10-Foot Setback

10-foot setbacks are identified for areas at the western part of the Downtown, as described in Section 3.

1. In locations where 10-foot setbacks are required, neighborhood retail and other active uses are encouraged at the ground-floor street frontage.
2. A 2-foot planting buffer should be provided between the sidewalk and the low garden wall separating private residential space.
3. The elevation of the setback zone should be no more than 36 inches above sidewalk elevation.
4. The setback zone should be landscaped and may include walkways, steps, patios, solid walls up to 3 feet above sidewalk elevation, and transparent fences (such as wrought iron, glass, etc.) up to a height of 5 feet above sidewalk elevation (or 42 inches above finished elevation of setback).
5. A physical connection should be provided between the residential unit and the sidewalk.



OVERALL STANDARDS

PEDESTRIAN-ORIENTED USES

The Downtown Plan strategically encourages active street level uses that will increase and expand pedestrian activity. Pedestrian-oriented uses in Downtown Long Beach are defined as uses accessible to the general public that generate walk-in pedestrian clientele and contribute to a high level of pedestrian activity in the public realm. Typical uses include retail shops, restaurants, outdoor dining areas, bars, theaters, performing arts, recreation and entertainment, personal and convenience services, lobbies, libraries, museums, galleries, and public plazas.

Section 3 identifies specific locations where a certain mix or percentage of active pedestrian-oriented uses is required. The following guidelines and standards address specific criteria related to the design of pedestrian-oriented uses.

1. Ground-floor floor-to-ceiling height shall be a minimum of 15 feet or taller to accommodate retail uses.

2. Each storefront bay shall contain an entrance. The primary entrance to each commercial space on the ground floor shall be located on the front façade along the street. If parking is located behind buildings, well-lit secondary rear entrances shall also be provided.

3. Where they occur, ground-floor residential uses, including residences, lobbies, recreation and community rooms, shall provide entries or large windows at the ground floor to activate the street frontage.

Transparency

Clear, nonreflective display windows or doors shall comprise at least 60 percent of the ground-floor street façade of active, pedestrian-oriented uses. Interior blinds, drapes, posters, signage, and interior shelving for product displays visible for the public right-of-way shall obscure no more than 10 percent of the transparent areas of each respective storefront.

The maximum height of the bottom sill of required display windows shall not exceed 30 inches above the adjacent sidewalk. The minimum head height for storefronts and windows at the ground floor should be 80 inches above the adjacent sidewalk.

First-Floor Elevation

The first level of buildings that require pedestrian-oriented uses shall have a floor elevation that is level with the elevation of the adjacent sidewalk.

Entrances Facing the Street

Entrances to uses on ground and upper floors should open onto a public right-of-way. Entrance doors should be set back between 1 to 3 feet from the property line.

Outdoor Dining

Outdoor dining adjacent to the sidewalk is encouraged. It may be provided along segments of the building's front façade that are set back from the property line within the setback, or on the sidewalk. A public sidewalk occupancy permit must be obtained, as outlined in the Municipal Code, Chapter 14.14. In addition, the following standards shall apply:

1. A continuous, unobstructed path of travel to facilitate pedestrian movement.

2. Awnings that project more than 6 feet into public right-of-way, or that are designed to require ground support are prohibited.

3. Retractable or movable shade devices are permitted.

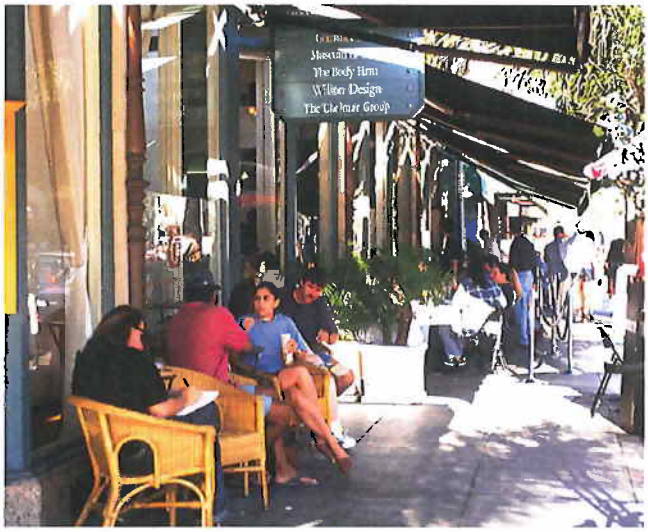
4. Fixed canopies or canopy-type awnings or structures are prohibited.

5. Outdoor dining may not be fully enclosed.

Vehicular Driveway Access

Vehicular driveway access or entries to parking structures are prohibited along frontages that require active, pedestrian-oriented uses. Access shall be taken via the alleys serving the site or, on corner lots, at the street frontage, which does not require active ground-floor uses. The Site Plan Review Committee may consider alternate configurations on a limited project-by-project basis, if such changes are found to be consistent with the goals of this Plan.

OVERALL STANDARDS

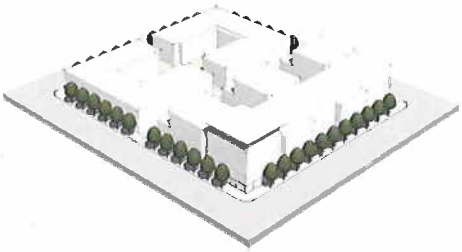


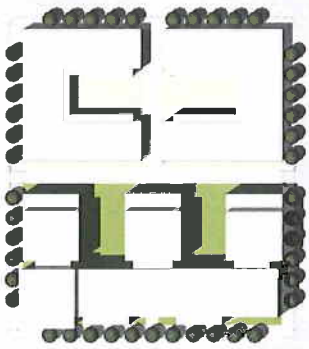
Where the ground-floor frontage is designed to accommodate retail, the building wall is almost completely transparent and is not set back from the sidewalk.

Businesses with pedestrian-oriented design and articulation help to activate the street, increasing safety and community awareness.

STANDARDS BY BUILDING TYPE

LOW-RISE



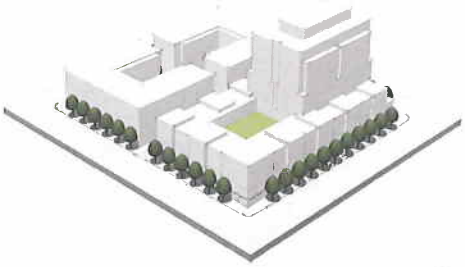


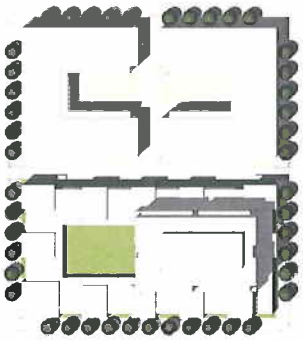
Building Characteristics

- 1 to 6 stories
- Residential, Mixed-use, Commercial

*The architectural design standards of low-rise buildings apply to all building types.

MID-RISE

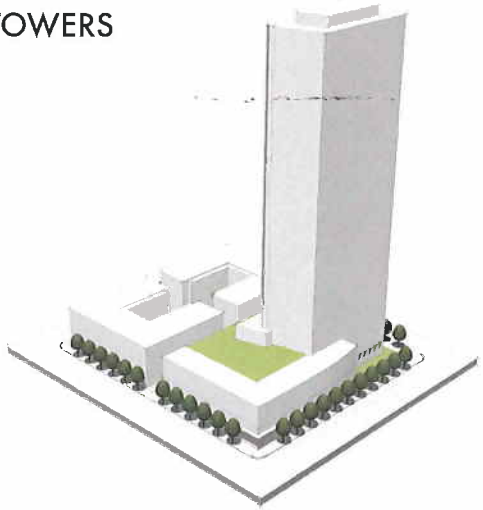


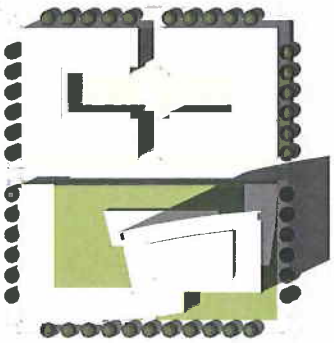


Building Characteristics

- 7 to 13 stories
- Residential, Mixed-use, Commercial

TOWERS





Building Characteristics

- 14 stories and higher
- Residential, Mixed-use, Commercial

STANDARDS BY BUILDING TYPE

INTRODUCTION

The Guidelines and Standards by Building Type are form-based criteria that address the design of all buildings Downtown, and build upon the overarching design guidelines and standards addressed in the previous discussions. In some cases, design criteria may vary for residential and commercial projects as noted.

The guidelines and standards identified on the following pages are arranged according to specific building types; address the size, scale, design, and detailing of that building type; and are organized according to the following building types:

- Low-rise building (See pages 74-77)
- Mid-rise buildings (See pages 78-81)
- Towers (See pages 82-85)

Multiple building types may affect the design of a building. For example, a taller project may include a low-rise component, as well as a mid-rise building and towers. Such projects are expected to adhere to the guidelines and standards established for each of the project components.

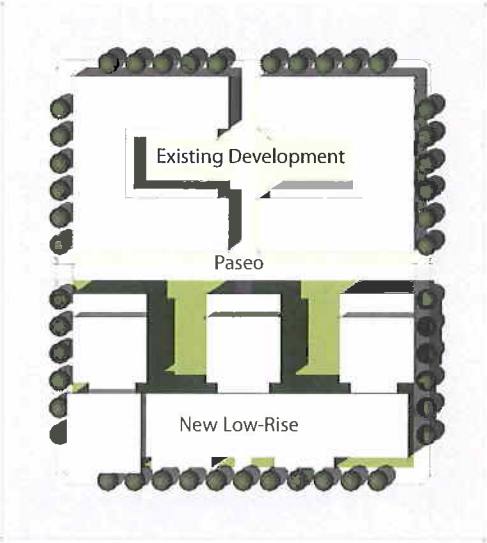
The guidelines and standards start by addressing the scale and massing of that building type, as well as architectural design (the big moves established during schematic design), followed by materials, which have a great effect on the quality and longevity of a building and thus are critical to realizing the standard of design and construction envisioned for Downtown Long Beach.

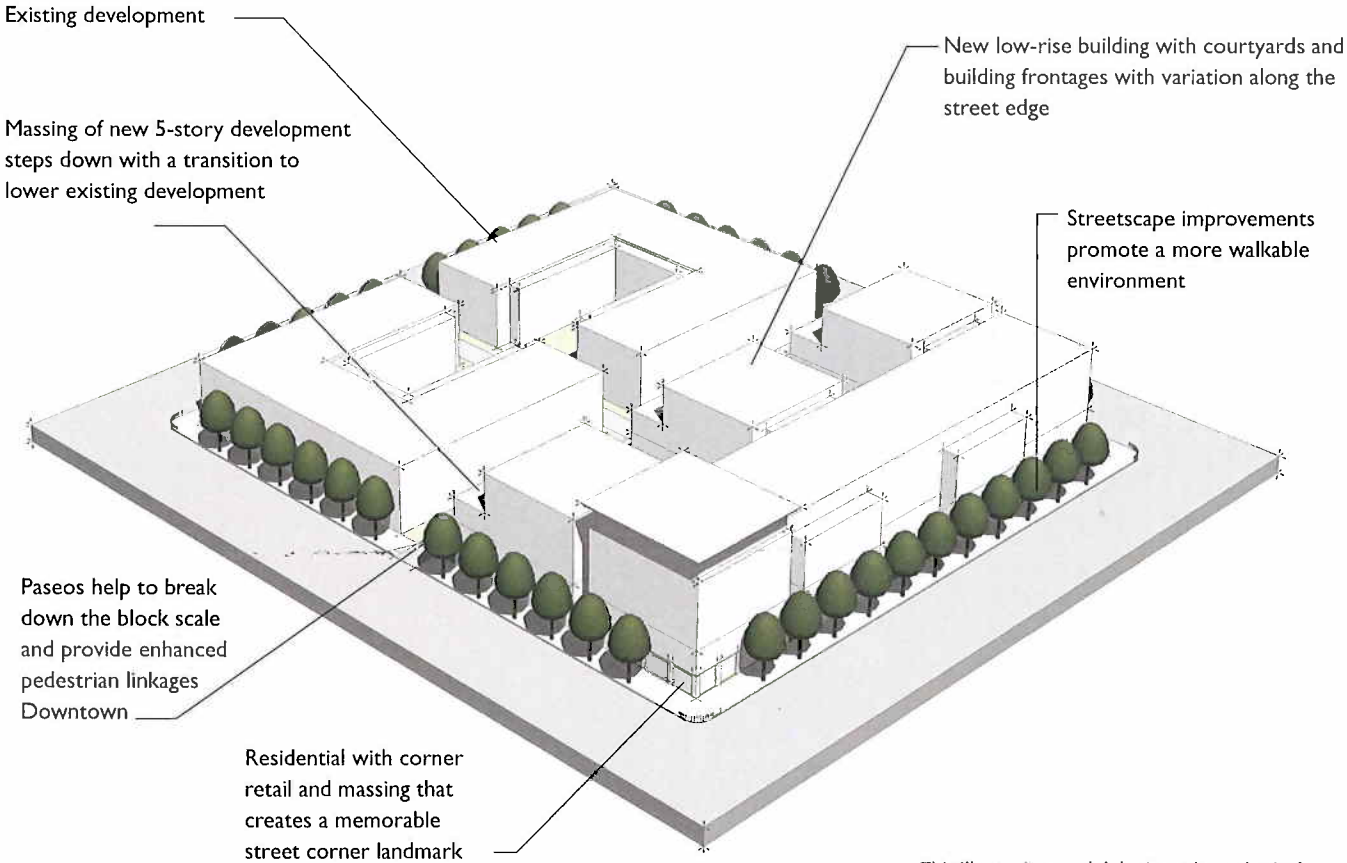
Well-detailed and crafted buildings are highly valued in Long Beach, and new buildings must contribute to this legacy.

STANDARDS BY BUILDING TYPE - LOW RISE

LOW-RISE BUILDINGS

Low-rise buildings are defined as being one to six stories tall. The more recent development projects in Downtown Long Beach have consisted of this building type in the form of multi-family residential or mixed-use projects. By nature of their size, low-rise buildings should be well crafted and exist as good neighbors to other buildings that share the same block and street.





This illustrative model depicts a hypothetical mixed-use low-rise development that might occur on a half-block site in Downtown.

STANDARDS BY BUILDING TYPE - LOW RISE

Architectural Design

New low-rise buildings should contribute to defining the character of the street and improving Downtown's pedestrian environment.

1. Low-rise buildings should respect the existing style and architectural character of their neighborhood and block while enriching both with complementary ideas and design elements.
2. When located on a corner site, low-rise buildings should include design elements that differentiate them from their mid-block neighbors, and integrate special features that accentuate the buildings' presence on the corner and help provide a visual landmark within Downtown.
3. Low-rise massing and roof forms should be simple and straightforward, proportional and well studied if referencing existing styles.
4. Low-rise buildings should represent a single architectural style that all materials and details are true to.
5. Detailed façade elements are essential to reinforce the overall design concept, to create texture, shade, and shadow, and to relate a building to human scale. Exaggeration of details or use of generic, applied details shall not be used as they create a cartoon-like appearance that is not consistent with quality design and the character intended for the Downtown.
6. Infrastructure needs must be understood in the earliest phases of design. This can help avoid misplaced vents, downspouts, life-safety and other site and building infrastructure that can adversely impact the architect's original intention.
7. Courtyards, often included in low-rise buildings, should be designed as a significant feature of the development and be integrated with the overall design idea.
8. New low-rise projects should thoughtfully integrate transit amenities such as bus stops, seating, bike racks, bike storage, and showers where required by code and to encourage their successful use by residents, tenants, and visitors.

Example of low-rise mixed-use project with massing and materials that delineate balconies, building corner and ground floor.

Example of low-rise project with massing and materials that delineate individual units, entrances and roof gardens.

9. While improvements to existing facades are encouraged, quality architectural elements that may already exist on the building should be preserved. Preserving existing facade elements that are both durable and handsome will add to the sustainability of a project and enhance the building's existing attributes.

STANDARDS BY BUILDING TYPE - LOW RISE

Roof Form

1. To maintain the integrity of the building design, the roof form should be consistent with the building's architectural style.
2. The transition of where the façade meets the sky, should be accentuated through design of the roof or overhang. Having no design detail here is allowed if justified within the overall architectural approach of the building.
3. All major building systems and equipment shall be accommodated within the building or enclosed in a penthouse structure that is integrated with the design of the building.

Example of a roof detail that accentuates the top of the streetwall and where the building meets the sky. Example of large window openings, mullion patterns and exterior wall details that together create visual depth and pattern on the exterior wall.

Residential Materials

1. Stucco is not permitted at the ground level but can be integrated into upper floors. A variety of textures can be achieved with a final coat of cementitious stucco, depending on the size of aggregates used, the method of application, and the final use of float or trowel. Acrylic stucco can achieve a more limited range of textures. Smooth, fine-textured finishes like Santa Barbara, 20/30 Float are permitted. Not permitted are rough, irregular or coarse-textured finishes like heavy lace, machine dash, or light lace.
2. Horizontal wood siding and wood trim are allowed for structures four-stories or less, and window and door frames (typically found in the older residential neighborhoods of Downtown).
3. Wood shingles with wood trim at building corners are allowed for structures three-stories or less.
4. Materials such as brick (red, gold, or multi-colored palette), natural stone, and precast concrete are encouraged.
5. Factory-finished metal panels (heavy gage only, in corrugated or flat sections) are encouraged.
6. Façade elements constructed of foam or foam molding are strongly discouraged. If used, they shall be well proportioned and constructed to avoid appearing pasted on the building.
7. High-quality windows should be provided with details that provide for a shadow line and depth, either through inset windows with an integral frame, or insetting the window into the exterior wall. Windows can be composed of wood, wood with vinyl clad exterior, recycled-content aluminum vinyl

Example of a setback elevation that uses some variation in heights, balconies and materials; the windows and doors are well detailed and noticeably inset. Example of higher quality materials and entrance canopies being used at the ground floor.

STANDARDS BY BUILDING TYPE - LOW RISE

Example of a residential infill project that integrates wood siding and details appropriate to its location in a historic neighborhood.

Example of reinforced fiber cement panels integrated in a low-rise residential project.

Example of architectural lighting that complements the texture and graphic pattern of this retro-style façade. Interior lighting and a transparent ground-floor storefront visually connect inside and outside.

clad, steel casement, or anodized aluminum.

8. Reinforced fiber cement panels and installation using a vertical cavity system are allowed.
9. Concrete is permitted when used as part of a larger architectural design approach and shall have a finished architectural appearance.
10. If concrete masonary units are to be used, they should be integral to building design and have appropriate finish at the ground floor.
11. Ceramic tile is prohibited unless it can be justified as part of a historic renovation or public art component.
12. Metal railings, entrance canopies, downspouts, scuppers, shutters, and garage openings should be designed consistently with the building's style and overall aesthetic.

Commercial Materials

1. Use high-quality materials such as granite, stone and precast concrete. Acceptable wall systems include metal panel, curtain wall, frameless glass patch, and high-quality glass storefront. Reinforced fiber cement panels and installation using a vertical cavity system are allowed.
2. Stucco or glass fiber reinforced composite panels are not permitted.
3. Transparency is encouraged in curtain wall systems and fenestration to the greatest extent possible. Highly reflective or very dark glass is not permitted.
4. Façade elements constructed of foam or foam molding are strongly discouraged. If used, they shall be well proportioned and constructed to avoid appearing pasted on the building.

Architectural Lighting

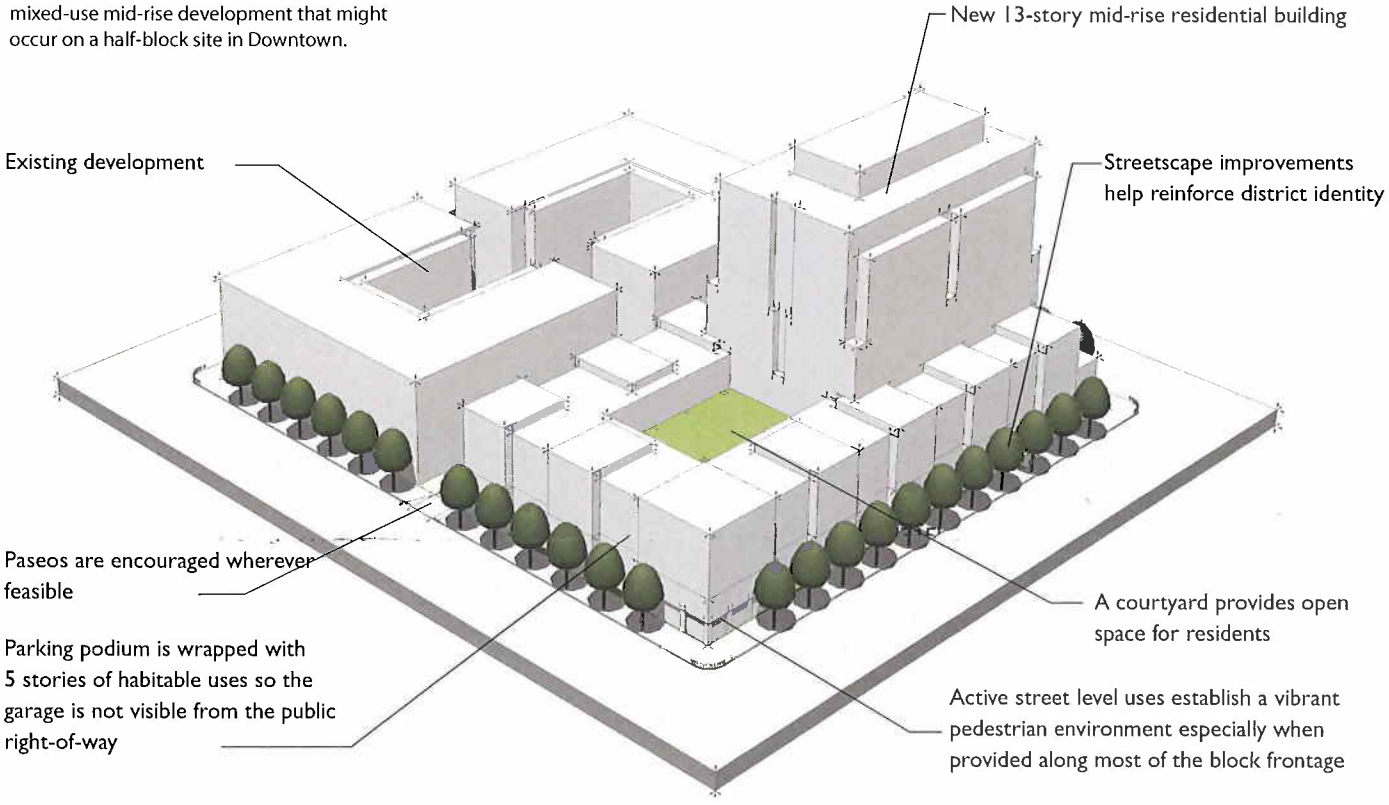
1. Lighting shall be designed to reinforce the architecture and create an inviting street and sidewalk environment at night.
2. A hierarchy of lighting types and fixtures should be provided describing how the lighting relates to the larger architectural idea, forms, and materials.
3. Visible direct lamp glare from unshielded floodlight fixtures is prohibited.
4. Lighting design that allows light to be cast up into the night sky is prohibited.

STANDARDS BY BUILDING TYPE - MID RISE

MID-RISE BUILDINGS

Mid-rise buildings are defined as being 7 to 13 stories tall. The guidelines for mid-rise buildings apply whether they are residential, mixed-use, or commercial projects. By nature of their larger scale, mid-rise buildings establish a strong presence and are often considered Downtown landmarks or major anchors. They are expected to be great examples of design and detailing based on the efficiencies of taller construction. They greatly affect the success of a block and street, and are expected to have a higher quality of design and construction than what is required for low-rise buildings.

This illustrative model depicts a hypothetical mixed-use mid-rise development that might occur on a half-block site in Downtown.



STANDARDS BY BUILDING TYPE - MID RISE

Architectural Design

Both classical and modern mid-rise buildings can exhibit principles of visual order in the vertical plane—often by having a distinct base or ground-floor treatment, a middle or core mid-section with consistent floor levels, and a top that distinguishes a building and defines how it "meets the sky." Some innovative design approaches do not follow this rule but they should exhibit many of these core sensibilities:

1. Mid-rise buildings tend to read more solid than transparent due to structural requirements, cost factors, and the need for privacy in certain zones of the building. The massing and elevations should strike a balance between solid and transparent treatment. The material and detailing choices shall support the overall style being proposed.
2. The massing and design of mid-rise buildings should be sensitive to adjacent scales and carefully address the transition to lower height structures that may exist or be anticipated on the same block.
3. The existing cornice or roof line heights established by historic buildings in Downtown Long Beach shall be reflected in the adjacent cornice, roofline, or horizontal demarcation of new mid-rise buildings.
4. Mixed-use buildings should differentiate architecturally between their ground-floor activities and the uses up above. For example, fenestration and exterior materials could be different at ground-floor retail, than for hotel, residential or office uses above.
5. New mid-rise buildings should provide variation by using balconies, fenestration, and sunshades to create an interesting pattern of projections and recesses, light and shadow.
6. New mid-rise buildings should integrate sustainable features, especially opportunities for green roofs that can provide usable open space and be viewed by tenants from the upper floors.
7. New mid-rise projects should thoughtfully integrate transit amenities such as bus stops, seating, bike racks, bike storage, and showers where required by code to encourage their successful use by residents, tenants and visitors.

Example of mid-rise mixed-use project that is relatively transparent and interprets the classic building base, middle, and top in a modern way.

Stepbacks and variation in massing and materials break down the scale of this mid-rise urban infill project. The lower two stories reflect the scale and texture of existing buildings in the neighborhood.

STANDARDS BY BUILDING TYPE - MID RISE

Example of high-quality materials used on a new mid-rise building that exhibits a classic base, middle and top composed of more substantial material and storefront details at the pedestrian level, plus inset balconies and a variety of window types.

Brick focused at lower levels, transparent upper floors, metal detailed balconies and penthouse sun shading element create an innovative industrial style for this mixed-use building. At right, a traditional brick exterior is used at the lower levels in combination with metal panels and concrete to achieve a modern aesthetic.

Materials

1. Acceptable materials include architectural concrete or precast concrete panels, stone, curtain wall and heavy gage metal panel, and brick.
2. Doors and windows shall be metal or a curtain wall system.
3. Concrete masonry units shall have a ground face, and be burnished and honed.
4. Reinforced fiber cement panels and installation using a vertical cavity system are allowed.
5. Stucco is permitted on mid-rise buildings only on the upper floors and if appropriate for the architectural style.
6. Transparency is encouraged in curtain wall systems as it helps to visually lighten the appearance of mid-rise buildings. Highly reflective or very dark glass curtain wall systems or fenestration are not permitted.
7. Ceramic tile is prohibited unless it can be justified as part of a historic renovation or public art component.

Details

1. Concrete deck construction, often visible at extended balconies, floor levels, and roof decks, should be considered in the overall composition of the building and exterior wall design.
2. Balconies shall be transparent and composed of either metal railing or glass guardrail systems.
3. Sunshades should support the overall design idea and be made of high-quality materials detailed in proportion to the building massing. Flimsy or undersized sunshades applied for the sake of adding texture to the exterior are not permitted.
4. Unit vents and balcony downspouts shall not be visible on the exterior wall, unless proposed as an appropriate architectural feature consistent with the proposed style (like terra cotta scuppers on a Mediterranean-style building).

STANDARDS BY BUILDING TYPE - MID RISE

5. Flat roof forms or roof decks shall integrate a roof parapet detail (like a thin eyebrow, open framed or solid overhang) to accentuate where the building meets the sky.
6. Integrate glass window bay systems to add variation in the horizontal or vertical wall plane.
7. Mid-rise buildings should integrate large-scale window systems for individual units or offices (common in loft or industrial buildings) if they are not using a curtain wall system.
8. Special materials, like brick or stone, should be integrated at the lower levels to add texture and a more human touch where pedestrians experience the building closely.
9. Concrete wall systems should capitalize on joint systems to add simple detailing (joint location, width and depth) to utilitarian parts of the building exterior, and should be limited on the more public elevations.
10. Lighting shall be integrated with the architecture as appropriate to improve the presence of the mid-rise building in Downtown.

Example of a green roof on the lower floors of a mid-rise building that collects rainwater and provides open space with visual benefits.

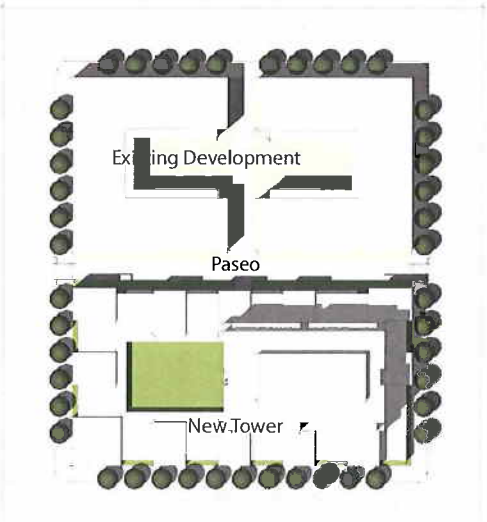
Example of concrete exterior combined with large window systems and glass wall balconies. At right, the materials, details and corporate signage are well integrated in this mid-rise commercial project.

STANDARDS BY BUILDING TYPE - TOWERS

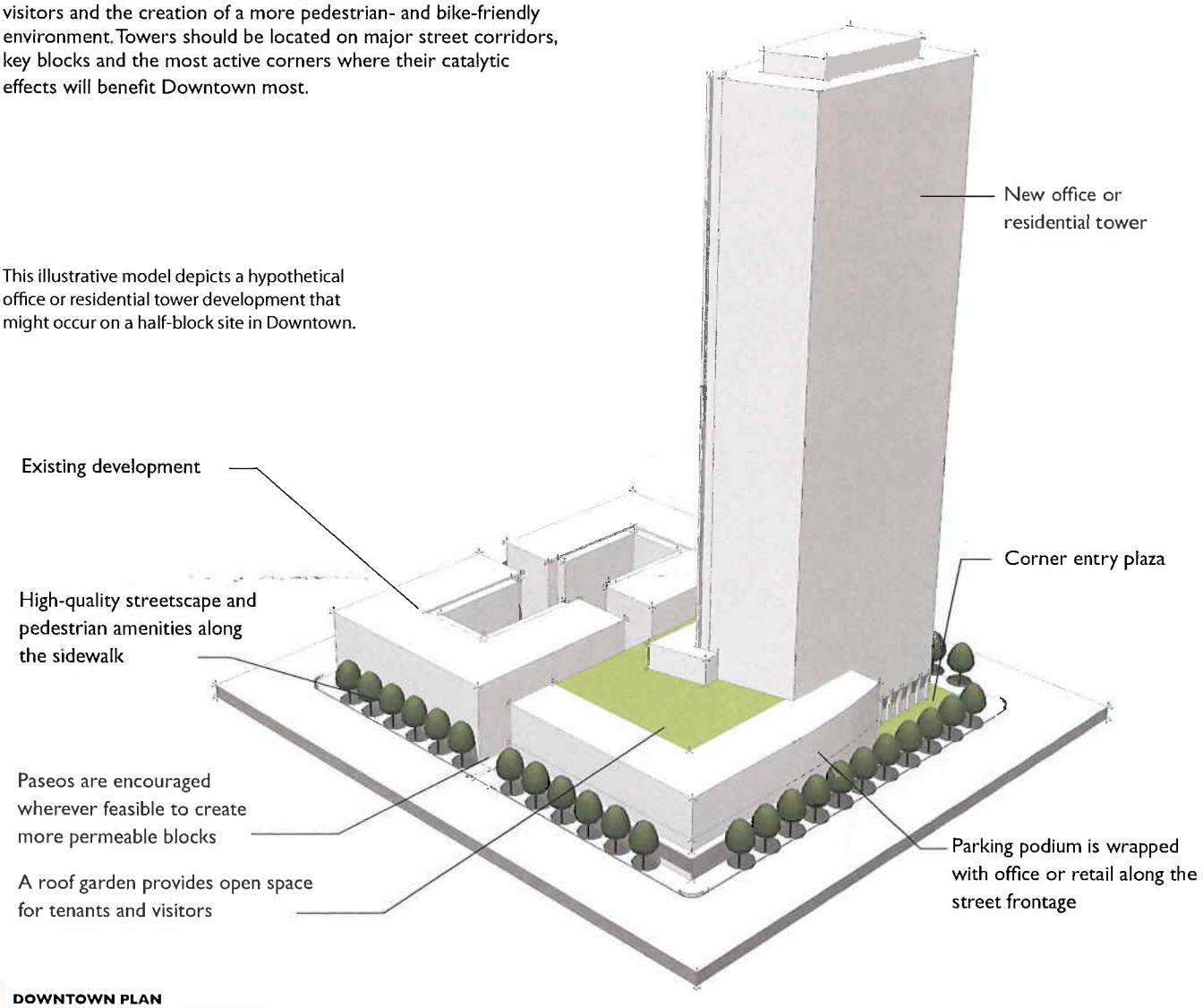
TOWERS

Towers are defined as being 14 stories or taller. These guidelines apply to towers whether they are residential, mixed-use, or commercial projects. Towers are expected to embody the highest quality of design and construction consistent with their stature in the skyline. They are now, and will be in the future, the greatest form-givers and placemakers for Downtown Long Beach, and so are expected to not only meet the intent of the guidelines but exceed public expectations and establish new standards of innovation. They should be timeless in their architectural vision and exist as icons of design.

Towers can represent a very sustainable model of development where most proximate to Downtown's existing transit and infrastructure investments, such as within a quarter-mile of Blue Line Stations, including the Transit Mall. Towers in these zones can best achieve reduced automobile trips for residents, tenants and visitors and the creation of a more pedestrian- and bike-friendly environment. Towers should be located on major street corridors, key blocks and the most active corners where their catalytic effects will benefit Downtown most.



This illustrative model depicts a hypothetical office or residential tower development that might occur on a half-block site in Downtown.

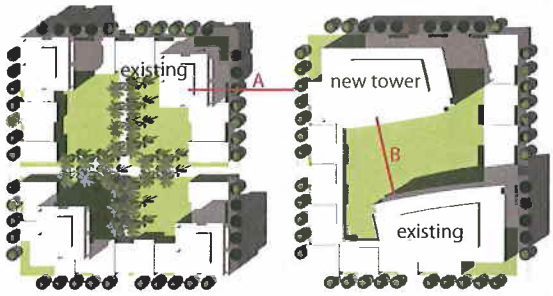


STANDARDS BY BUILDING TYPE - TOWERS

Tower Spacing

Towers should be sited and spaced appropriately to feature access to views, light and air for residents or tenants. Proper spacing can provide enough visual sky around each tower so its form can be read as distinct within the downtown skyline and enjoyed from the sidewalk as a pedestrian.

1. Towers shall meet or exceed the minimum spacing whether directly facing each other or offset diagonally. The minimum spacing applies between two new towers, or the distance a new tower must be from an existing tower.
2. Commercial or residential towers should be spaced a minimum of 80 feet from existing towers whether on the same site or across the street from each other (see illustration at right).
3. Commercial or residential towers should be sited to ensure privacy, natural light and air, and contribute to a distinctive skyline.
4. Projects with multiple towers should offset their footprints and sculpt their massing to create attractive and usable open spaces in between the towers. When two towers are proposed on a full-block development and directly across from each other, they should be sculpted to reduce the amount of exterior wall directly parallel from each other.



A 80-foot minimum to any existing tower across the street
B 80-foot minimum to any existing tower on the same site
Illustration of minimum spacing between towers.

Example of slender residential towers along an urban waterfront that are adequately spaced to take advantage of light, air and views.

Architectural Design

Towers are most responsible for shaping a city's skyline and are generally seen as being 14 stories or taller within the height incentive district. From a distance they are read more as a collection that indicates where a city's densest core exists. Within a downtown, towers are viewed individually and perceived as distinct forms. The following guidelines apply to towers as individual forms—which must be beautiful in their own right.

1. Where towers are proposed, a three-dimensional model shall be created, inset into an existing three-dimensional model of Downtown (physical or digital). The model shall depict the surrounding context within a quarter-mile of tower's full block to understand its setting, connections, and how it contributes to creating a more sustainable Downtown.

STANDARDS BY BUILDING TYPE - TOWERS

2. Towers should have an overall design rationale that translates from its overall massing down to the details of the exterior skin.
3. Towers should exude simplicity and be graceful in form—they should appear slender and sculpted, not boxy or bulky.
4. Towers should be designed to capitalize on natural ocean breezes and views of the water while maintaining slender proportions.
5. For projects with two or more towers, each one should have a distinct massing that relates to the other(s) to form a strong composition; matching towers are discouraged.
6. Towers should taper as they ascend to meet the sky, or have a clear design approach to resolving the design on the most upper floors or penthouse.
7. Towers should appear as transparent by maximizing the use of glass, curtain wall systems, and glass balcony railings.
8. Towers shall not replicate historic structures but shall establish their own identity and detailing that are responsive to adjacent structures without resorting to mimicry.
9. Helipads must be integrated to support the larger design idea and meet necessary code requirements. They should be well integrated with penthouses, elevator shafts, and the overall design approach for terminating the tower top.
10. Avoid massive stepped towers that usually appear as neither a well-designed mid-rise nor a well-designed tower.
11. New high-rise projects should thoughtfully integrate transit amenities such as bus stops, transit shelters, bike racks/storage, showers, and car-sharing programs to encourage their use by residents, tenants and visitors.

Materials

1. Acceptable materials include architectural concrete or precast concrete panels, stone, stainless steel, curtain wall, and heavy gage metal panels with factory finish. Being the most prominent building type seen for miles, high-quality design, materials, and detailing are required.

Examples of a hotel and residential towers that have a tall slender presence and incorporate glass, concrete and modern roof forms.

Example of office towers with high-quality materials, simple forms and a distinct manner of how they taper or meet the sky. Note that even transparent or clear glass will reflect some sky; the more reflective mirrored coatings are not encouraged.

2. Curtain wall systems are encouraged to achieve a high level of transparency.
3. The use of highly reflective glass is not encouraged. Very dark (for example black) glass curtain wall systems or fenestration are not encouraged.
4. Stucco and ceramic tile are not permitted anywhere on high-rise buildings.
5. Brick is permitted on the lower levels if consistent with the architectural style.
6. Balconies shall have glass guardrail systems and wind screens where needed.
7. Doors and windows shall be metal or a curtain wall system.

STANDARDS BY BUILDING TYPE - TOWERS

Details

Towers should read more transparent (less opaque, solid) as service functions are usually programmed into the building's central core leaving the exterior wall available for expansive views made available from the increased building height. The massing and elevations can compose the most creative forms seen within a city skyline and should represent a sophisticated development of solid and transparent elements.

1. Details should be designed to reinforce the tall, slender massing required for towers in Downtown Long Beach.
2. Details shall execute the overall design idea at the most refined scale.
3. The architect shall study the interplay of solid and transparent forms, and how materials meet and are read at the scale of the pedestrian or distant viewer.
4. The architect shall develop a design approach that includes texture, shadows and details that are true to the proposed material palette.
5. The architect shall design the curtain wall system to convey lightness, transparency and texture to achieve beautiful building elevations. They shall consider both the near-views of adjacent building neighbors, and as well as the view from afar.

Example of constructed towers (clockwise from upper left): Commercial tower with sophisticated curtain wall, divided windows and vertical fins; coated metal panels introduce color into this residential tower; two curtain wall systems that add another layer of texture with a metal frame, and glass fins.

Example of how exterior details should translate down to the main entrance lobby and be equally beautiful at the more human scale of the plaza or street level from which they are approached.

THE DESIGN OF PRIVATE OPEN SPACE

Courtyards, roof terraces, and other common areas within individual residential developments should be landscaped to be usable outdoor spaces that accommodate a variety of informal activities such as barbecues, small gatherings, gardening, relaxation, and children's games.

1. Courtyards shall have a minimum dimension of 40 feet in any direction (building face to building face).
2. A minimum of 50 percent of the courtyard space (including courtyards that are on-structure) shall be landscaped.
3. Where feasible, at-grade planting areas should be provided to accommodate large trees and landscaped areas that are not separated by planter walls.
4. Where trees are located on-structure, raised planters should have a minimum soil depth of 36 inches and be a minimum size of 40 square feet.
5. Trees should be planted as 24 inches box minimum.
6. Where raised planters or at-grade planting is not feasible (such as on a roof deck), large potted plants should be provided.
7. Private patios may be located in a courtyard if they are defined by a low wall (36 inches maximum) or hedge.
8. As appropriate, a variety of seating options should be provided, such as benches, picnic tables, and seat walls.
9. Courtyards should be fronted by doors, windows, and balconies. Where blank walls face a courtyard, landscape treatments such as vines, lattice, or plants with vertical form should be used to soften the wall.
10. To activate courtyard spaces and engage residents and visitors, consideration should be given to the inclusion of water features. Water features may count toward a maximum of 10 percent of a courtyard's landscape area requirement, and should be located in shade or partial shade to reduce evaporation.
11. The Site Plan Review Committee may consider alternate configurations or approaches on a limited project-by-project basis, if such changes are found to be consistent with the goals of this Plan.

Using elements such as arbors, curved paths, and a garden-like plant palette, semi-private open spaces can have an intimate feel.

Common open space enables active and passive uses.

THE DESIGN OF PRIVATE OPEN SPACE

Where landscaping must be in raised planters because of on-structure limitations, access should be provided with ramps or stairs (as shown above) to make the space usable for residents.

Roof terraces and gardens (above and below) should incorporate planting either in raised beds or pots and offer ample seating.

Water features can serve as the focus of a courtyard (above) or be subtly integrated into the landscape (below). Each provides additional life to the space.

PARKING STRUCTURE DESIGN

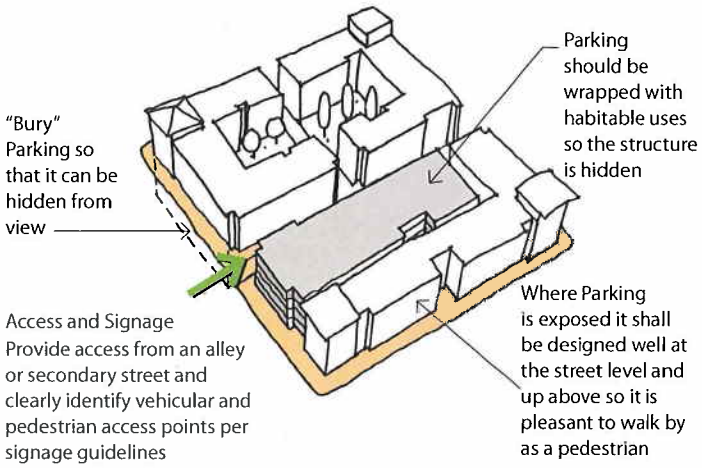
PARKING STRUCTURES

Parking for major projects should be hidden from view—ideally by providing it underground or wrapping it with active uses along the public frontages. Whether public or private, freestanding parking structures as well as integrated parking podiums should be treated as buildings and follow the same principles as good building design noted in earlier sections.

Architectural Treatment

Providing an exterior façade composed of high-quality materials that screen the underlying concrete structure will elevate the building's stature and contribute to the overall quality of Downtown's architecture. The following guidelines apply to freestanding parking structures, or where structures have major presence on the street if attached to other uses like a hotel, office, or residential building.

1. Parking structures that serve a group of buildings should be compatible in architectural treatment with the architecture of the buildings they serve.
2. Signage and wayfinding should be integrated with the architecture of the parking structure.
3. Parking structure entryways shall not disrupt the pedestrian right-of-way on primary streets.
4. Parking structures shall have an external skin designed to improve the building's appearance over the basic concrete structure of ramps, walls, and columns. This can include heavy-gage metal screen, precast concrete panels, laminated glass, or photo-voltaic panels.
5. Parking structures should integrate sustainable design features such as photovoltaic panels (especially on the top parking deck), renewable materials with proven longevity, and stormwater treatment wherever possible.
6. Vertical circulation cores (elevator and stairs) shall be located on the primary pedestrian corners and be highlighted architecturally so visitors can easily find and access these entry points.
7. On retail-oriented streets, provide active ground-floor uses along the street frontage of the garage. On all other streets, the ground-floor treatment should provide a low screening element that blocks views of parked vehicle bumpers and headlights from pedestrians using the adjacent sidewalk.
8. Integrate the design of public art and lighting with the architecture of the structure to reinforce its unique identity. This is especially important for public parking structures to aid visitors in finding them upon arrival and getting oriented to Downtown.
9. Interior garage lighting should not produce glaring sources toward adjacent residential units while providing safe and adequate lighting levels per code.



Ideally, garages should be hidden from view or located underground or behind habitable uses as shown here. The exception occurs when a garage provides an active ground-floor use or can prove its contribution to Downtown with an outstanding architectural presence on the street.

Landscape Treatment

Parking structures and interim surface lots within Downtown should be located or screened such that the visual impact to the public realm is minimized and must comply with Chapter 21.42 of the Municipal Code.

1. Landscape should be cohesively designed with the building or garage. If a garage has a well-designed exterior, then it does not need to be screened by dense landscaping in the Downtown area.
2. When architectural solutions are not possible to screen a parking structure, a landscape screen should be integrated (and be visually consistent with the existing or proposed streetscape).
3. Surface parking lots should include ample trees to reduce the heat island effect and mitigate views from surrounding buildings and streets.
4. Landscape screens or "green screen" elements may be integrated with the architecture of the building or structure and coordinated with any streetscape improvements.
5. Parking lots adjacent to streets shall be screened from view using landscape features such as "green screens" or shrub massings at least 5 feet wide.

PARKING STRUCTURE DESIGN

Garage entrances should be incorporated into the building's architecture, be well signed and, where possible, should complement other ground-floor uses (above).

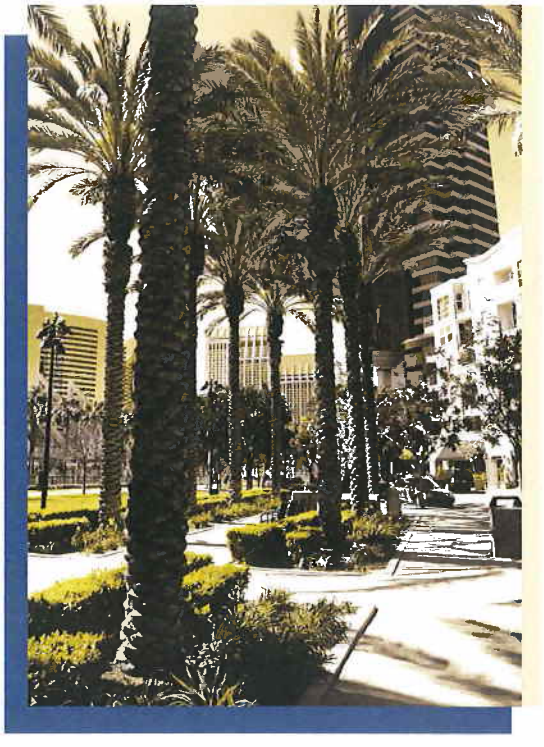
Example of a context-sensitive parking garage in a historic district of Downtown Los Angeles (above).

Where an architectural landscape screen (middle) is not feasible, a row of trees and shrubs should be provided to screen parking structures from view (lower).

Surface parking lots are considered interim uses in Downtown, and shall be screened from view.

5

STREETSCAPE + PUBLIC REALM STANDARDS



INTRODUCTION

Ocean Boulevard streetscape (above) contributes positively to the identity of Downtown Long Beach.

Good landscape design is an essential part of any development, streetscape, or district. Well-designed layout and careful selection of plants, paving, lighting, and site furnishings can help to create vibrant, functional, and beautiful outdoor spaces.

These landscape design standards are intended to supplement the standards in the zoning code to address streetscapes, building setbacks, required open spaces, and parking lots. With all projects in the Downtown Long Beach area, significant attention should be paid to construction standards, the integration of sustainable practices and solutions, and the idea of creating/ maintaining strong district identities through landscape design.

A variety of streetscape improvements can make the pedestrian experience more comfortable and help to foster distinct districts.

STREETSCAPE

PEDESTRIAN ZONE

The pedestrian zone, between the street curb and edge of right-of-way, should be treated according to its width, adjacent uses, and volume of traffic. Shade, seating, and appropriately sized amenities will improve the experience of the pedestrian.

- Trees shall be provided along all streets within the pedestrian zone. (Refer to Street Trees discussion below.)
- Landscaping shall be provided within the pedestrian zone, either in a contiguous parkway between the sidewalk and street, in planted tree wells, or in large pots (where ground planting is not feasible).
- District gateways should be considered. These gateways may include subtle elements such as medallions in the paving, or more prominent elements such as signs or public art.

Street trees and street furnishings shall be placed outside of the primary circulation route (above). Permeable materials such as decomposed granite (below) can be used to allow additional room for pedestrian circulation.

Parkway planting shall be set back 18 inches from the curb to allow for easy access to parked vehicles.

Parkway planting should be used to buffer the street from the pedestrian zone and minimize paving where curb-to-building sidewalks are not needed, such as along residential streets.

Seating nooks should be integrated into the streetscape to provide comfortable locations to rest, ideally out of the primary pedestrian path and buffered from vehicular traffic. Where feasible, double rows of street trees can be used to produce a park-like feel.

STREET TREES

Street trees should enhance both the pedestrian and vehicular experience throughout Downtown Long Beach. Until a street tree master plan is developed, the following guidelines shall be followed.

- Parkway tree specimens shall be planted at a minimum 15-gallon size. Other trees within setbacks and open spaces shall be a minimum 24-inch or 36-inch box size where feasible.
- Street trees shall be spaced a maximum of 25 feet on center, per City zoning code.
- When siting trees, consideration shall be given to potential conflicts between tree canopies and building signage and the uniformity of existing placement patterns.
- Along residential streets, contiguous planted parkways are preferred.
- Along retail or commercial streets, large tree wells shall be provided in lieu of contiguous planted parkways. In all cases, the tree well should provide space adequate for that particular species' long-term growth. The minimum dimension of a tree well is 4 feet wide by 4 feet long. Where feasible, wider and longer tree wells should be provided.
- In all circumstances, small tree grates and root barriers that severely stunt tree growth shall be avoided. Exceptions may be made due to space limitations or utility conflicts.
- Where sidewalks/setbacks are wide enough, a double row of street trees (of the same species) shall be provided subject to the review by Public Works.
- Irrigation systems shall be provided for all street trees during the initial establishment period after installation. Systems using spray heads should be designed to avoid overspray as well as spray on tree trunks.
- Trees shall be properly staked according to City of Long Beach standards to ensure healthy growth and maintain a vertical trunk.
- Appropriate soil area or tree well shall be provided to allow a tree species to grow to its full size.
- Street trees shall be of a species designated for that particular street. Variation of street tree species within any block shall be discouraged. For nondesignated streets, trees shall be chosen from the list of approved species for nondesignated streets (See Figure 5-1, Required Street Trees).

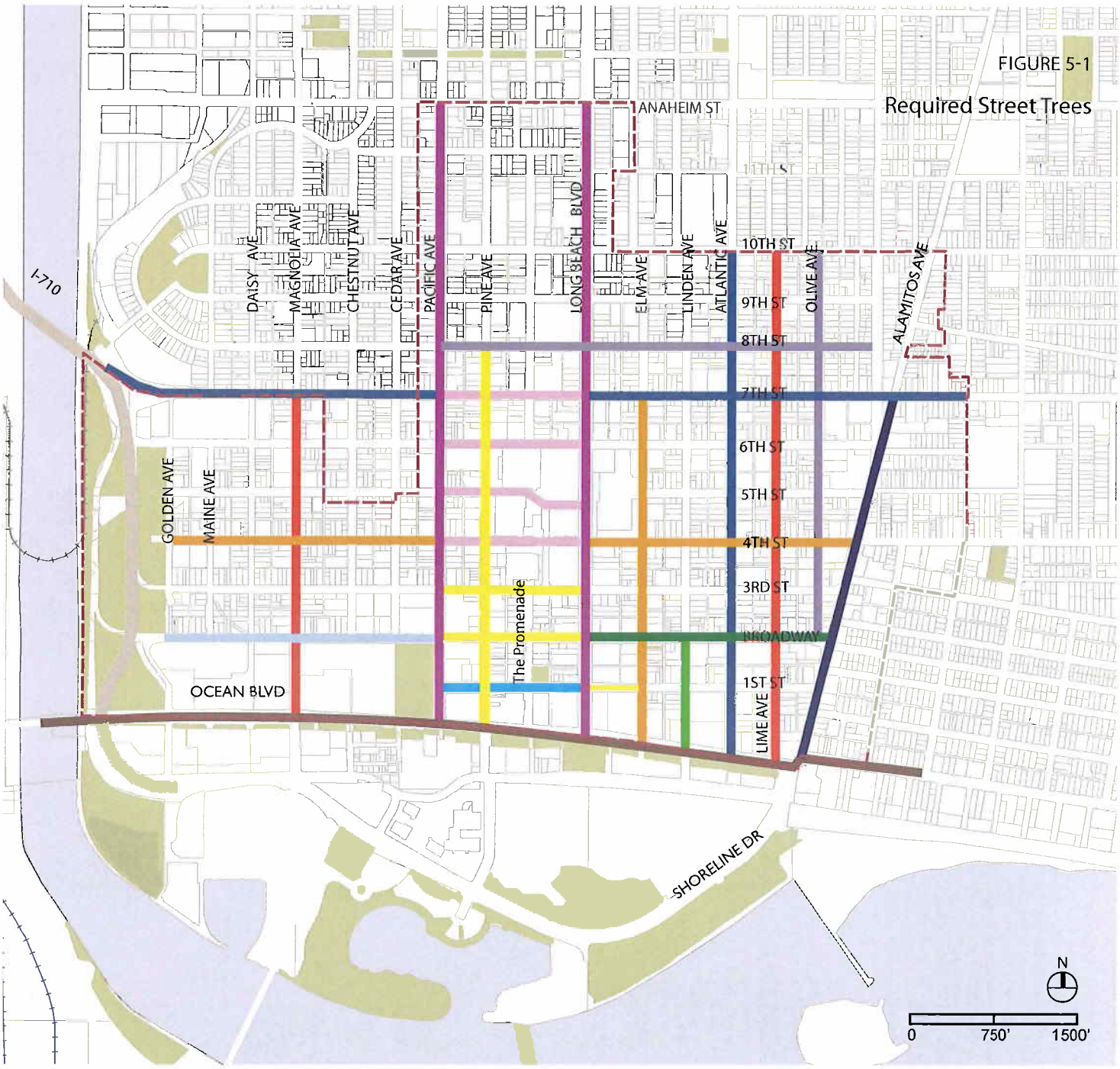
The Tabebuia crysotricha in the Pine district (above left) and the clusters of Washingtonia robusta in the median of Ocean Boulevard (above right) serve as good character-defining elements.

If used as a street tree, palms should be alternated with canopy trees or used as accents.

Used consistently along both sides of a street, tree species like Jacaranda (above) can help to establish a distinct character.

FIGURE 5-1

Required Street Trees



DESIGNATED STREET TREES

- *Magnolia grandiflora* (Southern Magnolia)
- *Washingtonia filifera* (California Fan Palm)
- *Ulmus parvifolia* (Chinese Elm)
- *Jacaranda mimosifolia* (Jacaranda)
- *Fraxinus angustifolia* (Raywood Ash)
- *Ginkgo biloba* (Maidenhare Tree) - male only
- *Laurus nobilis* (Saratoga Sweet Bay)
- *Bauhinia blakeana* (Hong Kong Orchid)
- *Arcastrum romansoffianum* (Queen Palm)
- *Tabebuia crysotrich* (Golden Trumpet Tree)
- *Tabebuia crysotrich* and *Washingtonia robusta*
- *Pine Avenue Streetscape Improvement Project*
- *Long Beach Transit Mall Improvement Project*

NONDESIGNATED STREET TREES

Acer palmatum (Japanese Maple)
Chitalpa tashkentensis (Pink Dawn)
Cinnamomum camphora (Camphor Tree)
Geijera parviflora (Australian Willow)
Hymensporum flavum (Sweet Shade)
Lagerstroemia indica (Crape Myrtle)
Pistacia chinensis (Chinese Pistache)
Pyrus calleryana 'Aristocrat' (Aristocrat Pear)
Rhus lancea (African Sumac)
Tristania conferta (Brisbane Box)
Platanus acerifolia (London Plane Tree)
Cupaniopsis anacardiodes (Carrotwood)

NOTES

The above diagram illustrates locations of Designated Street Trees where specific tree species are required.

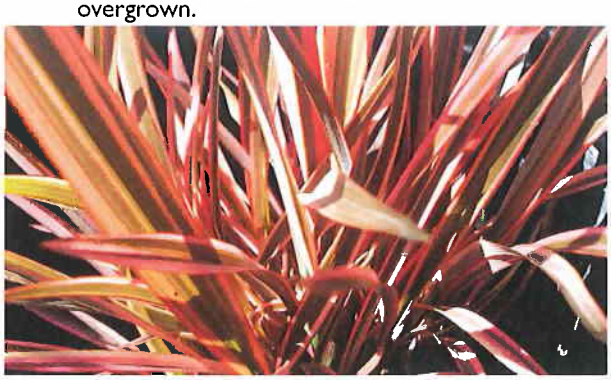
The list of Nondesignated Street Trees is specified as an additional approved list of trees that are permitted along streets without a designated street tree (in addition to those species listed in the Designated Street Trees list).

The Site Plan Review Committee has authority to consider alternatives, through the Site Plan Review process, if such changes are consistent with the intent of the Plan and are found to further the goals of the Plan.

PLANTING

Planting within public and semi-public spaces shall be visually interesting, low maintenance, and drought tolerant in accordance with Long Beach Municipal Code Chapter 18.74, Low Impact Development Standards.

- The use of turf shall be minimized in the parkway and setbacks, and in publicly accessible open spaces.
- Where the parkway is adjacent to street parking and is planted with a material other than lawn, 18 inches adjacent to the curb shall be concrete, decomposed granite, gravel, or pavers to allow for foot traffic to/from parked vehicles.
- Parkway planting shall not exceed 30 inches in height.
- Wherever possible, plants should require moderate, low, or very low amounts of water per the WUCOLS III (Water Use Classification of Landscape Species) list for Region 3-South Coastal, CA.
- Appropriate plant species should be selected for any given space, preventing plants from becoming overgrown.



Plants with colorful foliage, such as Phormium tenax, can provide good accents in the landscape.

Species such as Dietes vegeta (above left) and Rosmarinus officinalis (above right) are drought-tolerant, and hearty, and grow well in coastal areas.

Pots and planters add color along a building or sidewalk and help to establish a human scale. Adjacent to or within any given development, pots shall be of a consistent style or family.

Succulents can add color, texture, and require less maintenance than turf.

Where feasible, groundcovers such as low drought-tolerant grasses (above 2 examples) shall be used in parkways instead of turf.

HARDSCAPE

Sidewalks, crosswalks, and other hardscape shall be of a high-quality material and enduring style.

- Stained concrete and surface-colored concrete (other than integral colored concrete) shall not be used. Without proper installation and maintenance, these types of paving can wear poorly.
- Standard grey concrete or earth-toned pavers shall be used for paving sidewalks where approved by Public Works.
- Paving accents, such as banding along the curb or perpendicular to the sidewalk, may be used if consistent with the established style for the district.
- At any given intersection, all crosswalks shall be of a consistent material and color.
- A limited hardscape palette should be used in each character area in public and semi-public spaces to help minimize visual clutter and promote a cohesive identity (see Page 23).

Standard grey concrete sidewalks may be complemented by pavers of a similar color (above) or sawcut in a diagonal pattern (right) to add visual interest.

Pavers may be used within the right-of-way if they are earth-toned and have only subtle variations in color. Pavers shall be square or rectangular and a minimum size of 8 inches by 8 inches.

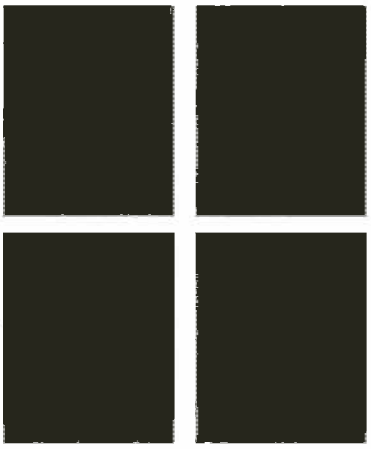
Where possible, crosswalk paving shall visually tie into the adjacent streetscape and contrast with the adjacent street paving.

SITE FURNISHINGS AND LIGHTING

Street furnishings and lighting should enhance the comfort, safety, and character of Downtown Long Beach. The following standards apply to site furnishings and lighting.

- Benches and trash receptacles shall be carefully located to enhance the pedestrian experience without cluttering the streetscape.
- In some locations, site furnishings shall be recess mounted to paving, as opposed to surface mounted.
- Lighting shall be included along all streets, sidewalks, and pedestrian connections, and on private property to ensure comfort and safety.
- Where street lights are provided, additional pedestrian-scale lighting should also be incorporated into the streetscape.
- Consideration shall be given to providing lighting of a particular color and style within a given character area.

To convey elegance and authenticity, light fixtures shall be painted a dark color, such as dark bronze (left), black, dark green, or dark blue. Accent colors should be avoided. Brushed metal or similar treatments may be considered.



New site furnishings shall be simple, muted, and coordinated with each other within streets and districts. The benches and trash receptacles shown above and below offer examples of such character.

PUBLIC OPEN SPACE

Pocket Parks and Plazas

To serve residents, workers, and visitors, a variety of public open spaces throughout Downtown are encouraged. These open spaces, such as pocket parks and plazas, can vary in size, form, and character but should all contribute to a well-connected public realm.

- Where possible, pocket parks and plazas shall be located at intersections or adjacent to mid-block pedestrian crossings and be prominently integrated with the sidewalk and street. Plazas at corners are encouraged to include outdoor dining space for adjacent restaurants.
- Public parks and plazas may include an edge element such as a low hedge or seat wall but shall not be fenced or gated (unless hours are restricted).
- Public open spaces should include flexible area for public gatherings, such as lawn area or a paved plaza, at a scale that maintains intimacy.
- Public open spaces shall include elements such as shade, seating, and water features. Pedestrian lighting shall be incorporated to provide comfort and safety.

Small open spaces can offer a variety of amenities, such as open lawn and shaded benches (above) and movable seating near water features (below).

Streetscape elements, such as paving (above), should integrate with adjacent pocket parks.

Pedestrian Paseos

New connections and corridors should be created as larger sites are developed.

- Where blocks are longer than 400 feet or where a destination, view, or circulation path warrants a mid-block pedestrian connection, publicly accessible paseos shall be provided.
- Pedestrian paseos shall be considered open space and include elements such as shade, seating, and water features.
- Pedestrian lighting shall be incorporated to provide comfort and safety.
- Paseos should be at least 20 feet wide and include considerations for temporary and emergency vehicle access.

Pedestrian paseos should have a clear line of sight (such as the one adjacent to Long Beach City Hall, above), as well as be lined with active uses such as retail (below left) and residential (below right).

PEDESTRIAN CONNECTIVITY

In addition to creating great urban spaces in Downtown, it is critical to develop a strong pedestrian network that makes travelling between these spaces easy, safe, and enjoyable.

- Disruption of the existing street grid is prohibited; however, new streets, alleys, or pedestrian connections may be added.
- The pedestrian network shall include a great pedestrian zone (discussed in 'Streetscape' above), legible and well-located crosswalks, mid-block pedestrian connections, and wayfinding elements such as street signs and kiosks.
- The incorporation of retail and residential along pedestrian zones is highly encouraged. Additionally, for safety and "eyes on the street" all buildings addressing pedestrian zones shall incorporate balconies, patios, stoops, and building entries that address the pedestrian zone.
- Pedestrian and bicycle priority zones may be incorporated into pedestrian networks.

Street names, subtly integrated into the sidewalk or curbs, above, can assist with pedestrian wayfinding as well as convey historic character.

Kiosks and pedestrian wayfinding signage should be provided; however, it should be scaled appropriately (above right, as an example) so as not to block a sidewalk or appear characteristic of a shopping mall. (For more detail, refer to Section 7.)

Mid-block pedestrian connections, such as along the Promenade (above), can improve pedestrian circulation and offer vibrant activity zones if flanked at the ground floor with retail, restaurants, or entertainment uses. Where pedestrian paseos or corridors jog or otherwise change direction, strong visual connections should be created using specialty paving, lighting, and signage.

Where possible, mid-block crosswalks (right) should include bump-outs, traffic signals or signs, paving or striping that contrasts with the street, and visual cues in the sidewalk that draw attention to the crossing. All crosswalks within a district should be of a similar style.

PUBLIC ART IN DOWNTOWN

Public art embodies Long Beach's unique cultural spirit and is one of the strongest ways in which to create a sense of place as well as to reflect the rich and varied history of the City. Integrating artwork into both development projects and open spaces enriches the experience of the public realm and increases the quality of life in Downtown.

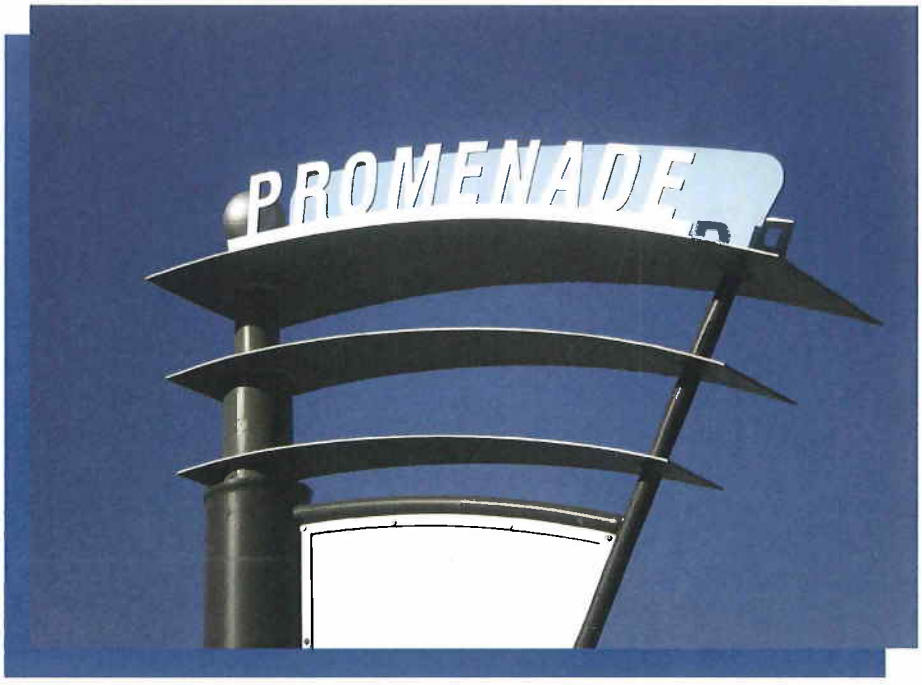
General Guidelines for Public Art:

1. *Public art should be developed in the most accessible and visible places and considered in relation to other visual elements and cues (signage and other elements that may impede or heighten its enjoyment).*
2. *Public art should reflect Downtown Long Beach's visual and cultural setting and connect visitors and residents through participation, planning, and implementation of new installations.*
3. *New installation proposals shall provide a contextual understanding of and be clearly related to the overall network of public art in Downtown.*
4. *Artists should create sustainable, maintainable works of art that aspire to the highest standards of innovation and aesthetic quality.*
5. *The public artist shall be integrated into the project's design team at an early stage of development to ensure cohesiveness of site design, architecture, art, landscape, and public space.*

These photos depict examples of public art in Downtown.

6

SIGN STANDARDS



OVERALL STANDARDS AND COMPLIANCE WITH ZONING CODE

The intent of the Downtown Plan is to maintain the current eclectic character of Long Beach, while enabling innovation and the emergence of new architectural styles. When added to existing buildings, or as part of a new development, signs provide aesthetic enhancement and complement the architecture. This applies to the selection of materials, orientation, scale, and the location of signs on and around buildings.

Signs should be designed to capture neighborhood identity and current eclectic character of Long Beach.

Any project incorporating two or more signs within the Downtown Plan will be required to submit a Sign Program during the design development phase. The Sign Program shall identify all proposed signs included in the project that can be viewed from the street, sidewalk, or public right-of-way. All signs are subject to the Design Review process. All signs that project into the public right-of-way must also be reviewed by the City Engineer.

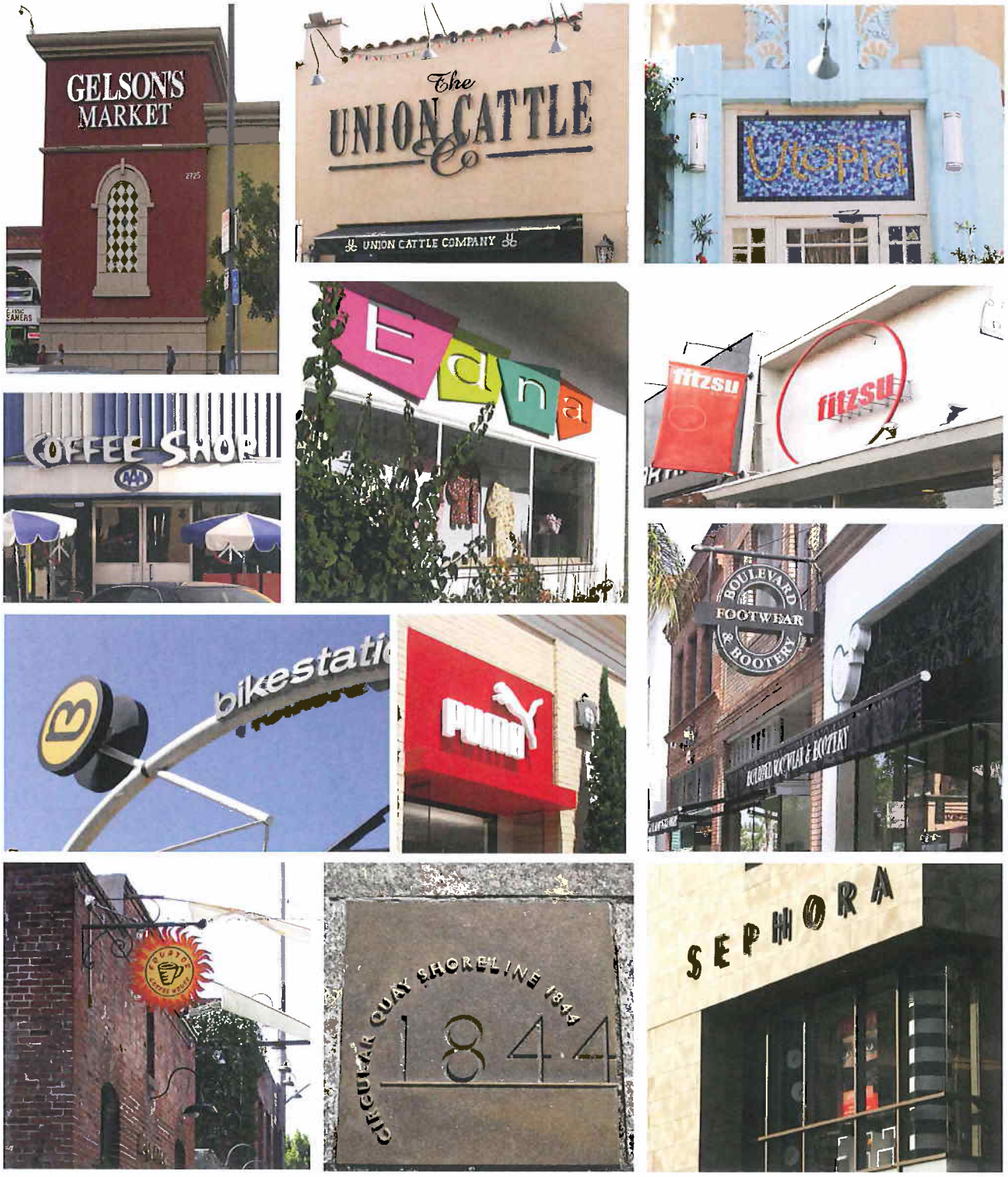
All signs within the Plan Area shall be consistent with the requirements of Chapter 21.44 of the Zoning Regulations, and the full power and effect of Chapter 21.44 shall apply to Downtown unless otherwise specified herein. Additionally, all sign lighting shall comply with light pollution reduction standards. The following guidelines for Downtown do not supersede the requirements of the zoning code; rather, they provide additional guidance specific to the goals of the Downtown Plan. No sign development standards may be waived through this Plan. Any requests for waivers must be made through the Sign Standards Waiver or Standards Variance process, as appropriate.

Overall Standards for Sign Design:

The following standards shall be followed for the design of all signs in Downtown. These include signs of all type and audience. All sign programs are subject to Design Review, which will ensure that the goals are met.

1. *CHARACTER: Signs shall enhance the public realm and aid in the creation of a street's character. Signs shall not impede pedestrian traffic, block sight lines along roadways, or disturb adjacent residences.*
2. *COMPLEMENT: The color, material, scale, lettering, and lighting shall complement the surrounding street environment and building(s) that the sign addresses.*
3. *SIZE: Signs shall never overpower the building. The sign shall fit comfortably into the architecture of the storefront. Signs shall be mounted in a manner that does not detract from building.*
4. *AUDIENCE: Signs intended for tourists or locals, or the age of the sign audience may impact sign design. Regardless of audience, sign design shall conform to other principles.*
5. *CONCISE: Information on signs shall be brief, clear, and simple with appropriately sized lettering, and a clear information hierarchy. When appropriate, symbols can be used in place of text.*
6. *ILLUMINATION: Lighting used with signs shall be focused and minimal. Lighting shall be in scale with the sign and façade.*
7. *CONSISTENT: Signs shall be internally consistent. If multiple tenants are listed on a single sign or a multi-tenant building, variation between size and typeface of tenant names and color palette shall be limited to one or two options.*
8. *TIMELESS: Sign design should convey a timeless character of a street, place, or business. Signs shall be designed with durable materials and be well maintained.*

SIGN DESIGN



Signs shall enhance the public realm, aid in the creation of a street character, and add to the aesthetics of the built environment.

GUIDELINES BY SIGN TYPE

NONRESIDENTIAL SIGNS

1. Signs should be consistent with the overall design and identity of the building, including the architecture and landscaping. Signs should complement the overall aesthetic of the building and site.

2. If more than one sign type is necessary on a single façade, all signs shall be scaled in a clear hierarchy and to address different viewer orientation and audiences.

3. Buildings with multiple storefronts shall use the same sign strategy at every entrance. This is to reduce confusion for guests and present an organized appearance.

4. If multiple tenants are listed on a single sign, a shared sign program shall be designed. Size and typeface of tenant names and color palette shall be consistent.

5. For multi-building sites or buildings that are part of corporate campuses, a shared sign program shall be designed.

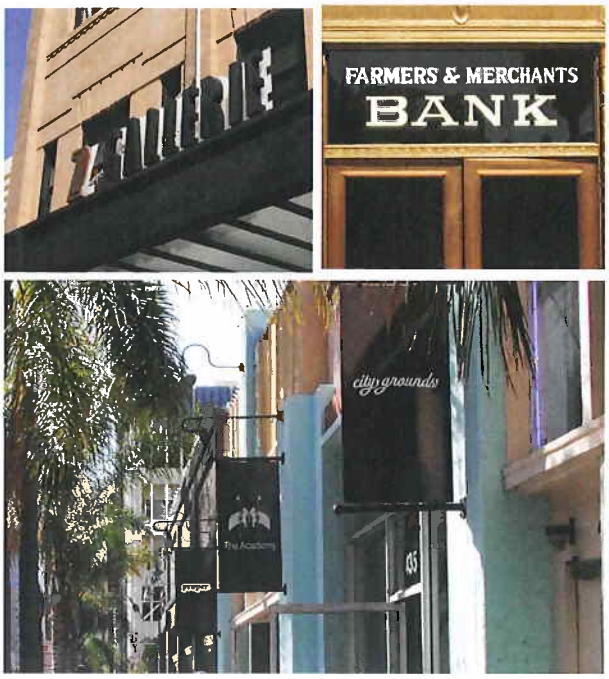
   - Signs shall be visible from all public right-of-ways and communicate necessary information easily.
   - Since Downtown corporate campuses may house multiple tenants of different business types, the design identity of the sign shall be capable of incorporating an array of styles and typefaces for the differing logos. However, the size of tenant names or logos and color palette shall be consistent.

6. Pedestrian-oriented signs are encouraged Downtown. Signs shall be scaled appropriately, including window signs, blade signs, directory signs, and backdrop wall signs.

7. Illumination should be used to accent signs, consistent with the building aesthetic. Trespass of light and glare from illumination into any adjacent units or buildings, whether residential or nonresidential, is strictly prohibited.

8. Signs and wayfinding shall be incorporated with public art or placemaking objects, to add an educational component.

9. Placement and type of signs in the public right-of-way should be uniform and readable. Signs for both motorists and pedestrians are desirable.



Commercial and mixed-use signs should communicate message while contributing to district or building character and achieving cohesiveness.

Corporate signs usually include multiple tenants, so the typeface should be consistent and uncluttered.

GUIDELINES BY SIGN TYPE

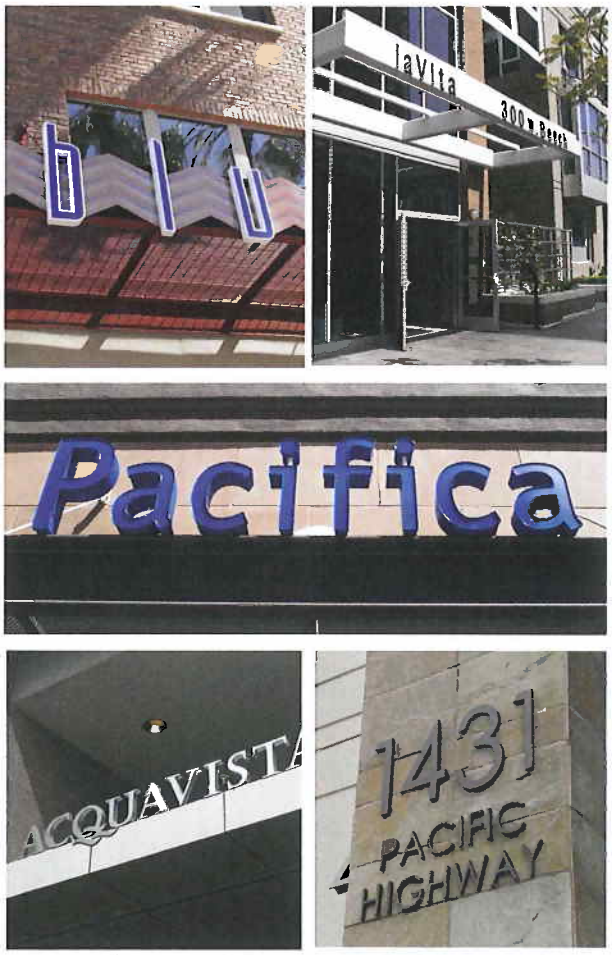
RESIDENTIAL SIGNS

1. Signs should be integrated with the design of the project's architecture and landscaping. Signs should be consistent with the design approach and convey a clear hierarchy of information.

2. Signs shall identify primary entrances, the address, and necessary information for visitors, while being understated and minimal.

3. Mixed-use projects with commercial uses on the ground floor shall comply with the standards for Nonresidential Signs identified within this document.

4. Illumination shall be designed to ensure safety around buildings but should not create significant light trespass onto adjacent properties.



Residential signs should be consistent with the design approach of the building, while highlighting entrances and the address clearly.

TEMPORARY AND PROHIBITED SIGNS

TEMPORARY SIGNS

Temporary signs refer to signs and banners that are used to advertise special events, sales, or promotions. They are not permanent fixtures and therefore are not part of the building design review process. However, they influence the appearance of the city or district, and when overused, may produce a cluttered appearance.

1. The only type of temporary sign allowed shall be a banner mounted to a building wall. Banners shall be placed discreetly and comply to the same design principles of all permanent signs. Banners shall be in place only for the period of time necessary for a given event.

2. Banners mounted in any other fashion shall be prohibited. Flags, balloons, etc., are prohibited as described below.

3. In addition to the restrictions set forth in the Plan, banners must comply with the provisions of 21.44.

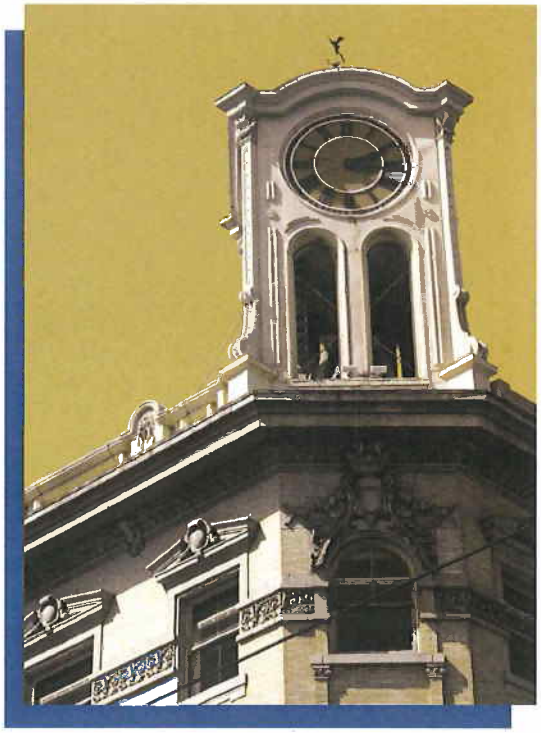
PROHIBITED SIGNS

In addition to all signs prohibited by Section 21.44 of the Zoning Regulations, the following types of signs and sign-like contrivances also shall be prohibited within the Plan Area:

- Internally illuminated awnings
- Internally illuminated cabinet signs
- Freestanding or monument-style menu board signs for multi-tenant commercial centers (but not building directory signs)
- Searchlights, laser beams, and the like
- Signs projected onto a surface using light
- Inflatable or air-blown signs, streamers and the like. Any signs that are inflatable, such as balloons, and any signs that are air-blown or animated by the internal flow of air, such as signs that appear to have a waving head and arms, are prohibited.
- Balloons of any size, with or without printed copy on the balloons
- Pennants and streamers of any size
- Flag signs and any flags intended to draw attention to a business or other location. One each of national, state, and local government flags and one corporate flag may be displayed, all of which shall be flown from a flagpole at least 25 feet tall. Decorative flags that have no inherent meaning or significance, such as solid or multicolored flags used to decorate or draw attention to real estate or a business, shall be prohibited. Any flag that functions as a sign, including but not limited to "sails" and "feathers," is prohibited. Flags that do not fall into the above categories and have a strictly social, political, or other purpose not business related, and that are in compliance with all other applicable regulations, shall be allowed.
- Pole signs
- Signs illuminated by low-pressure sodium lamps (pure yellow glow), high-pressure sodium lamps (pinkish-orange glow), and mercury vapor lamps (bluish-white glow).

7

HISTORIC PRESERVATION



HISTORIC RESOURCES IN LONG BEACH

Downtown is the historic heart of Long Beach and contains a large collection of buildings and structures that stand as present-day reminders of the heritage and development of the City. Included in these resources are some that have been officially designated as landmarks possessing local, state, or national significance and others that have been identified through a survey as being significant historic resources but do not rise to the level of landmark status.

Preserving these resources through adaptive reuse and other appropriate means as well as integrating new development into the existing fabric are goals of the Downtown Plan to strengthen, not detract from, this unique setting.

All processes and procedures involving historic resources in Downtown shall adhere to the standards in Chapter 2.63 of the Long Beach Municipcal Code.

ADAPTIVE REUSE

The Downtown Plan boundary contains a large collection of buildings and structures that speak to the rich past of Downtown Long Beach. Many of these buildings, though no longer economically sustainable while operating in line with their originally intended use, may be appropriate for adaptive reuse.

To facilitate the reinvention and reuse of these buildings that lend so much character to Downtown, the incentives found in table 7-1 are established to allow for the adaptive reuse of certain buildings.

Any building more than 45 years old can be considered for the incentives under the adaptive reuse policy if the proposed physical alterations are substantial and modify the building's original intended purpose.

When buildings or portions of buildings are renovated, features or components such as hardware, windows, or ghost signs should be preserved or reused to the greatest extent possible.

TABLE 7-1 INCENTIVES TO CONVERT FROM COMMERCIAL/INDUSTRIAL TO RESIDENTIAL

Development Standard	Incentive
Unit Size	Minimum 450 sf with an average of all units of 700 sf. No minimum number of units required. If converting to hotel, no minimum unit size, but each unit must contain a bathroom facility. Does not require that entire building be converted.
Parking	Existing parking spaces must be maintained, no new spaces required. If conversion is part of a tract map process, conditions may require that spaces be dedicated to specific on-site uses.
Mezzanines	May be added within the existing structure, provided that the total floor area of mezzanines at each mezzanine level does not exceed one-third of the area of the floor immediately below.

Discretionary review (Site Plan Review, etc.) is not required if all standards are met and the subject project is not a for-sale project (e.g., not commercial or residential condominiums). Allowed exceptions to the development standards include nonconforming floor area, setbacks, and height. However, if the proposed project cannot meet the applicable development standards, and either is a for-sale project or proposes any work to the exterior of the building, the appropriate discretionary review approvals shall be required. Any project that involves a designated historic landmark may require review for compliance with the California Environmental Quality Act (CEQA) and approval by the City's Cultural Heritage Commission even if all other development standards are met.

HISTORIC RESOURCES IN LONG BEACH

LANDMARK BUILDINGS

Downtown contains a number of buildings that have been designated as landmarks. The intent of designations is to recognize those buildings that are significant to the history and development of Long Beach or are representative of a particular style of architecture. A complete list of designated landmark buildings can be found in Chapter 16.52 of the Long Beach Municipal Code. (Note: Updated information on landmark status of buildings can be obtained from the Historic Preservation Staff.)

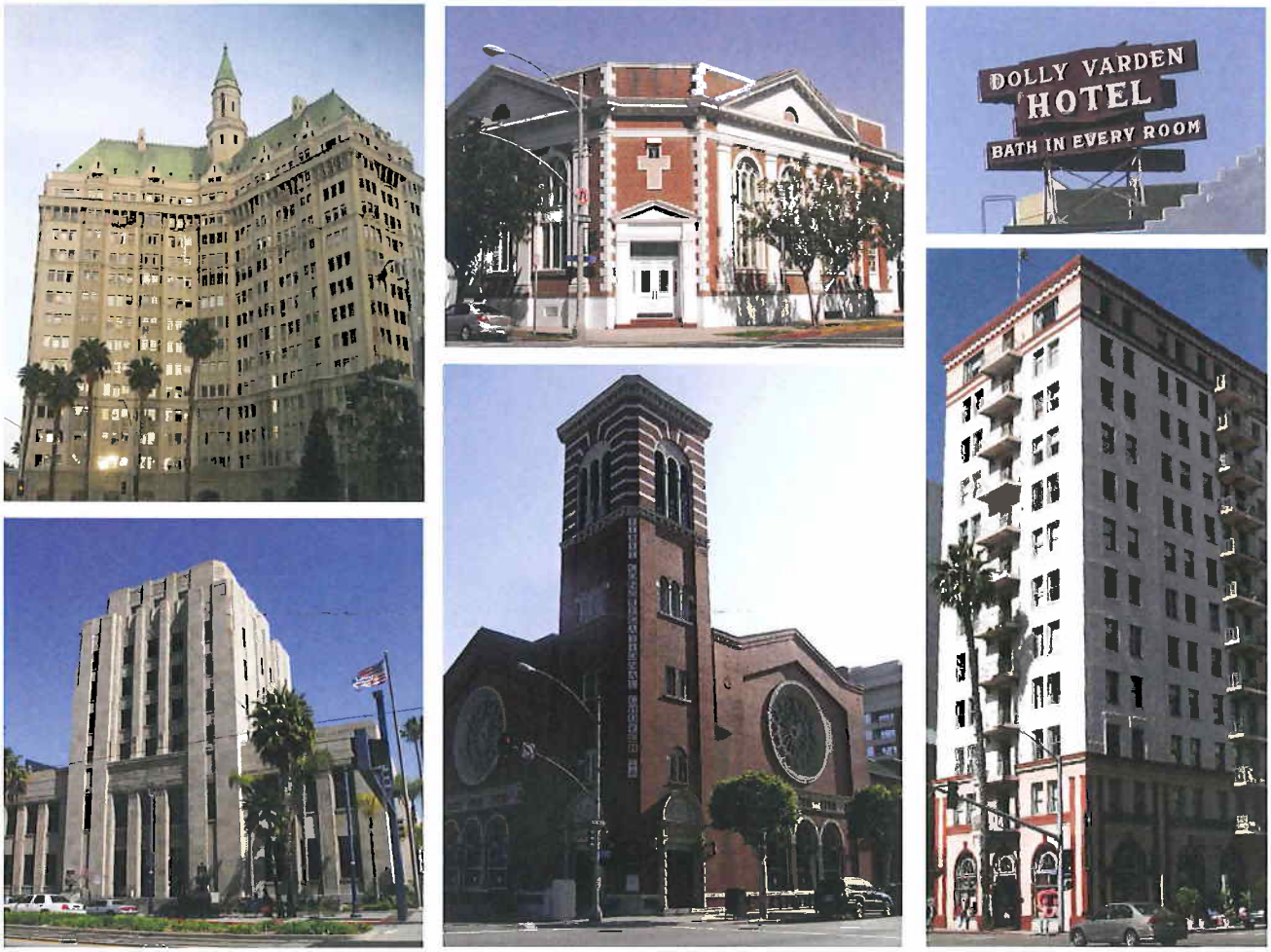
The historically designated and significant landmarks in the Downtown Plan area are identified in Figure 7-1.

Alterations to Landmark Buildings

1. Exterior Alterations

   Applications for exterior changes to designated historic landmarks must obtain a Certificate of Appropriateness from the Cultural Heritage Commission. Exterior changes subject to Cultural Heritage Review include:

   - Additions
   - Remodeling (exterior only)
   - Relocations
   - Demolitions
   - Exterior painting or other re-surfacing
   - Exterior signs
   - Window alterations
   - Awnings



Historic buildings and nostalgic elements contribute to the character of the many neighborhoods of Downtown Long Beach.

HISTORIC RESOURCES IN LONG BEACH

2. Interior Alterations

   Interiors may be subject to Certificate of Appropriateness review if they are publicly accessible and architecturally significant. If the interior was an element of the designation, it will appear in the designation ordinance for the building.

Reuse of Landmark Buildings - Incentives

1. Commercial Uses

   Waiver of Parking for Ground-Floor Uses – The ground floor of existing landmark buildings may be converted to restaurant, retail or entertainment uses without providing additional parking.

2. Conversion to Residential Use Waiver of Density Standards

   The Planning Commission may waive all density limits through a Conditional Use Permit provided new construction is not included in the area where density is waived and the use provides traditional residential units and not single-room occupancy rooms.

3. Conversion of a Residential Use to a Commercial Use

   A residential landmark building located within the Downtown Neighborhood Overlay may be converted to a commercial use through the Administrative Use Permit process.

4. State Historic Building Code

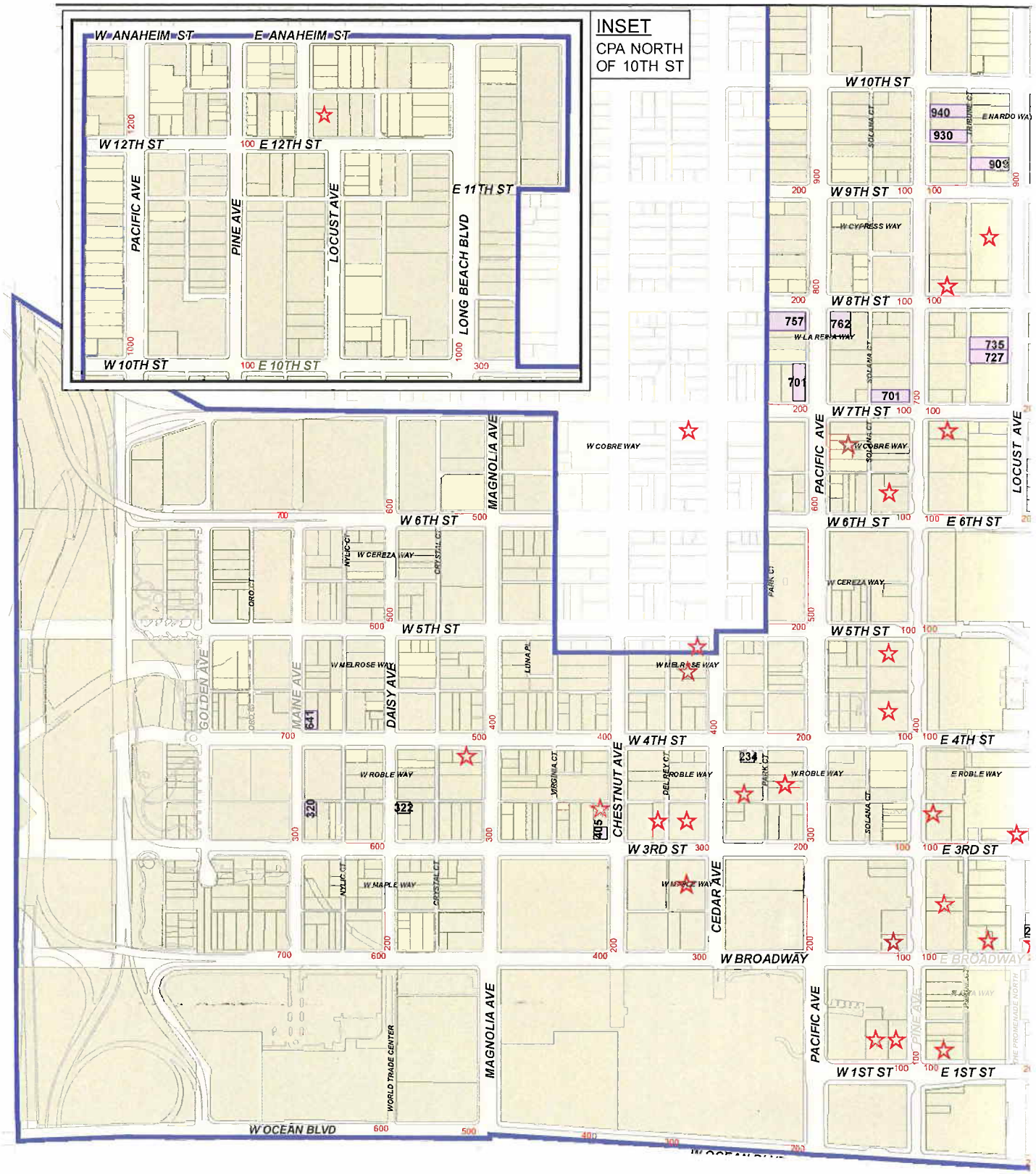
   A state code exists for the rehabilitation of designated historic buildings with regard to building code issues. The intent of the State Historical Building Code is to permit flexibility in meeting the safety intentions of the code while retaining the existing archaic materials and designs inherent in historic buildings. The rehabilitation of historic buildings is facilitated by allowing code decisions based on performance standards, rather than prescriptive code standards, and is subject to the discretion of the building and fire officials.

SIGNIFICANT RESOURCES - NON-LANDMARK BUILDINGS

A survey was conducted to identify structures within Downtown that are significant historic resources and possess a character that is important to retain but do not qualify for designation as a landmark. The survey identified all buildings over 50 years of age that are not Landmarks as Significant Resources or Non-significant Structures.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

The Environmental Impact Report identifies a process for handling buildings designated as Significant Resources but not identified as Landmark Buildings. Prior to the issuance of a demolition permit or a building permit for alteration of any of these properties the Historic Preservation staff will be notified. In consultation with the Historic Preservation staff, Development Services Department staff will determine if a formal historic property survey or other documentation is needed. If, based on any required documentation, it is determined that the property may be eligible for designation the property will be referred to the Cultural Heritage Commission. The Commission determination of eligibility shall be considered as part of the environmental determination for the project in accordance with the CEQA.



MAP FEATURES

- ☆ Historically Designated
- Historically Significant
- Downtown CPA
- **214** Parcel Addresses

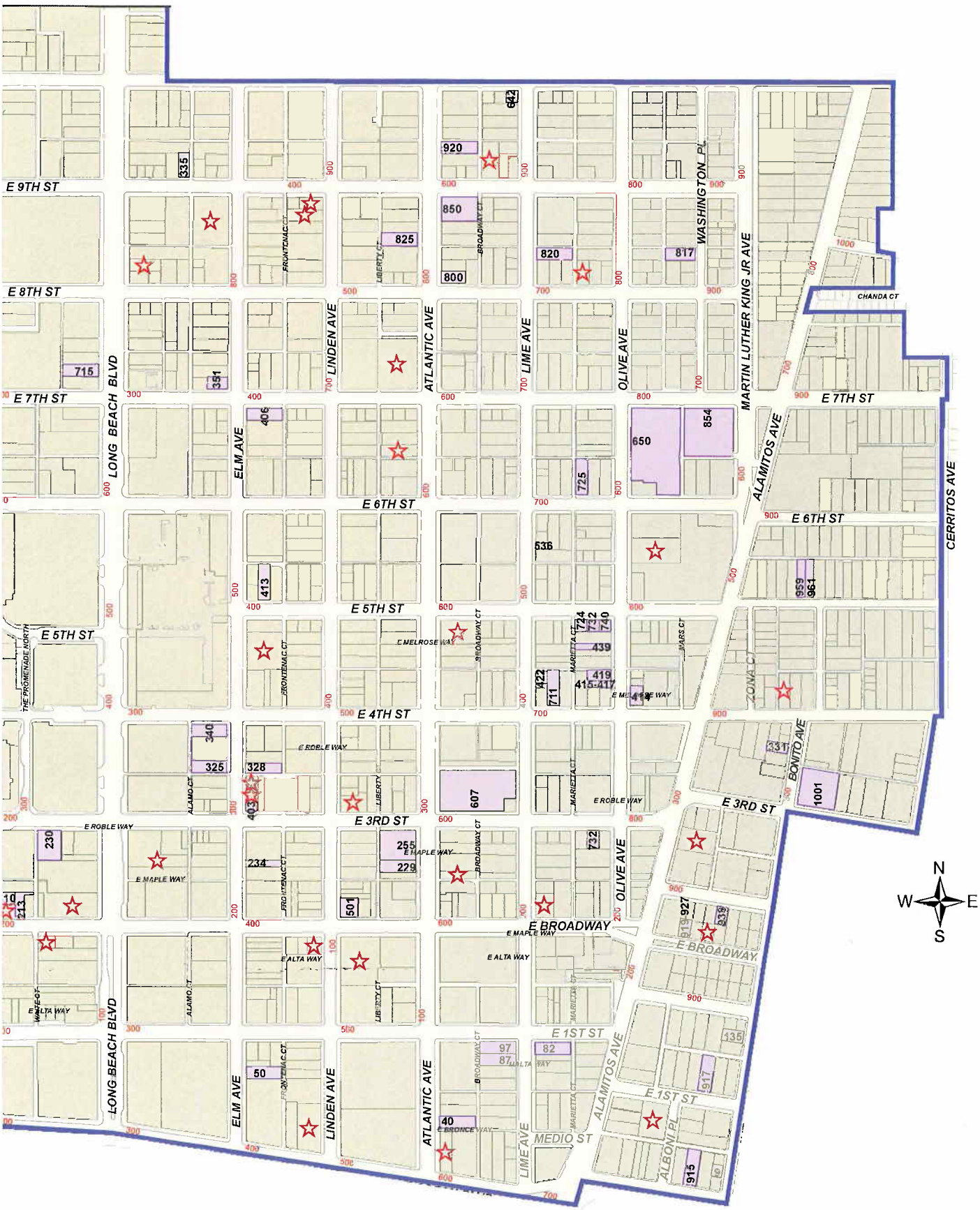
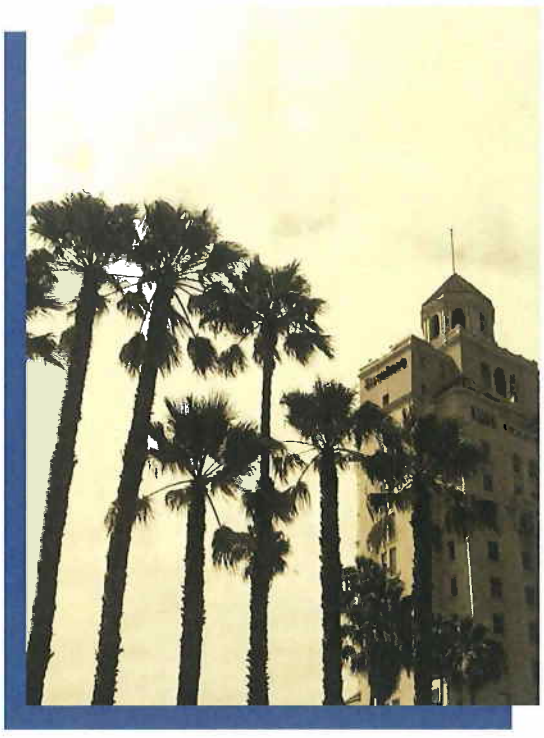


FIGURE 7-1

Downtown Plan Survey - Historically Designated & Significant Landmarks

8

PLAN ADMINISTRATION



DEVELOPMENT APPROVAL PROCESS

ENVIRONMENTAL REVIEW

The Downtown Plan incorporates zoning, development standards, and design guidelines to establish design and development criteria in order to guide development in Downtown Long Beach in a way that is consistent with the vision for Downtown.

The Downtown Plan has been completed in conjunction with a Program Environmental Impact Report (EIR). The Program EIR identifies physical changes in the environment that may result from development in accordance with the regulations within this Plan. In addition, the EIR identifies mitigation measures that are available to avoid or minimize the effects of identified significant environmental impacts. These mitigation measures are identified in the Program EIR as well as the Mitigation Monitoring and Reporting Plan (MMRP), which accompanies the Final Program EIR. These mitigation measures include actions that are to be carried out as part of specific future developments.

According to CEQA Guidelines (Section 15168), the approach of a Program EIR is appropriate for evaluating a series of actions that can be characterized as one large project, are related geographically, and are logical parts in the chain of contemplated actions in connection with issuance of rules, regulations, or plans. The Downtown Plan meets this criteria. The Program EIR allows for a more exhaustive consideration of effects and alternatives than would be practical in an EIR on separate individual actions, and ensures consideration of cumulative impacts that might be minimized when analyzed on a case-by-case basis.

The Program EIR provides a first-tier analysis of the environmental effects of the Downtown Plan. CEQA Guidelines (Section 15152) indicates that tiering is appropriate when the sequence of analysis is from an EIR prepared for a general plan, policy, or program to an EIR or negative declaration for another plan, policy, or program of lesser scope, or to a site-specific EIR or negative declaration related to a specific development proposal.

Subsequent activities in accordance with the Downtown Plan, e.g., when specific development projects are proposed, must be examined in light of the Program EIR to determine whether additional environmental documentation must be prepared. If a subsequent project or later activity would have effects that were not examined in the Program EIR, or were not examined at an appropriate level of detail to be used for the later activity, an initial study (IS) would need to be prepared, leading to a negative declaration or an EIR. If the City finds that pursuant to Section 15152 of the CEQA Guidelines, no new effects could occur or new mitigation measures would be required on a subsequent project, the City can approve the activity as being within the scope of the project covered by the Program EIR, and no new environmental documentation would be required.

The program EIR will be reviewed as necessary to determine if conditions upon which it is based have changed significantly. If changes are significant then an appropriate updating of the analysis will be performed for the Downtown Plan area as a whole, or by each individual project, as appropriate.

POLICY BASIS AND ROLE OF THE DOWNTOWN PLAN

GUIDING PRINCIPLES

In reviewing and approving development plans and discretionary permits in the Downtown area, the City Council, Planning Commission, Redevelopment Agency and Site Plan Review Committee shall be guided by the following:

1. The goals and policies of the General Plan;
2. The Redevelopment Plans;
3. The development and use standards set forth by this Plan and other local plans; and
4. The procedures, development and use standards set forth in Title 21, Zoning, and other applicable sections of the Long Beach Municipal Code.

SPECIFIC PROCEDURES

One of the primary goals of the Downtown Plan is to enhance Downtown as a more vibrant, livable and walkable area with well-designed, pedestrian-friendly streets. This will be achieved by allowing greater flexibility in the application of context-sensitve development standards oriented toward a human scale rather than an automobile scale.

The Site Plan Review Committee shall have the authority to consider alternative configurations and compliances with certain development standards set forth in this Plan, as noted throughout the Plan document, provided that these alternatives meet the fundamental intent of this Plan and further the goals of this Plan.

The Downtown Plan establishes alternate thresholds for Site Plan Review, superseding the thresholds in Chapter 21.25 of the Long Beach Municipal Code, as follows:

1. Nonresidential Development: 1,000 square feet or more of new building area.
2. Residential Development: Addition of one or more new dwelling units, including replacement of a dwelling unit demolished as defined in Section 21.15.750 of the Long Beach Municipal Code.
3. Façade remodel: Any façade remodel consisting of 25 or more linear feet of façade. The 25 linear feet is counted cumulatively over the entire building frontage and need not be contiguous.
4. Thresholds for requiring Conceptual Site Plan Review, and Site Plan Review approval by Planning Commission:

   a) Nonresidential: Projects of 50,000 square feet or more of new building area.

   b) Residential: Projects of 50 or more new dwelling units, or 50,000 square feet or more of new building area.

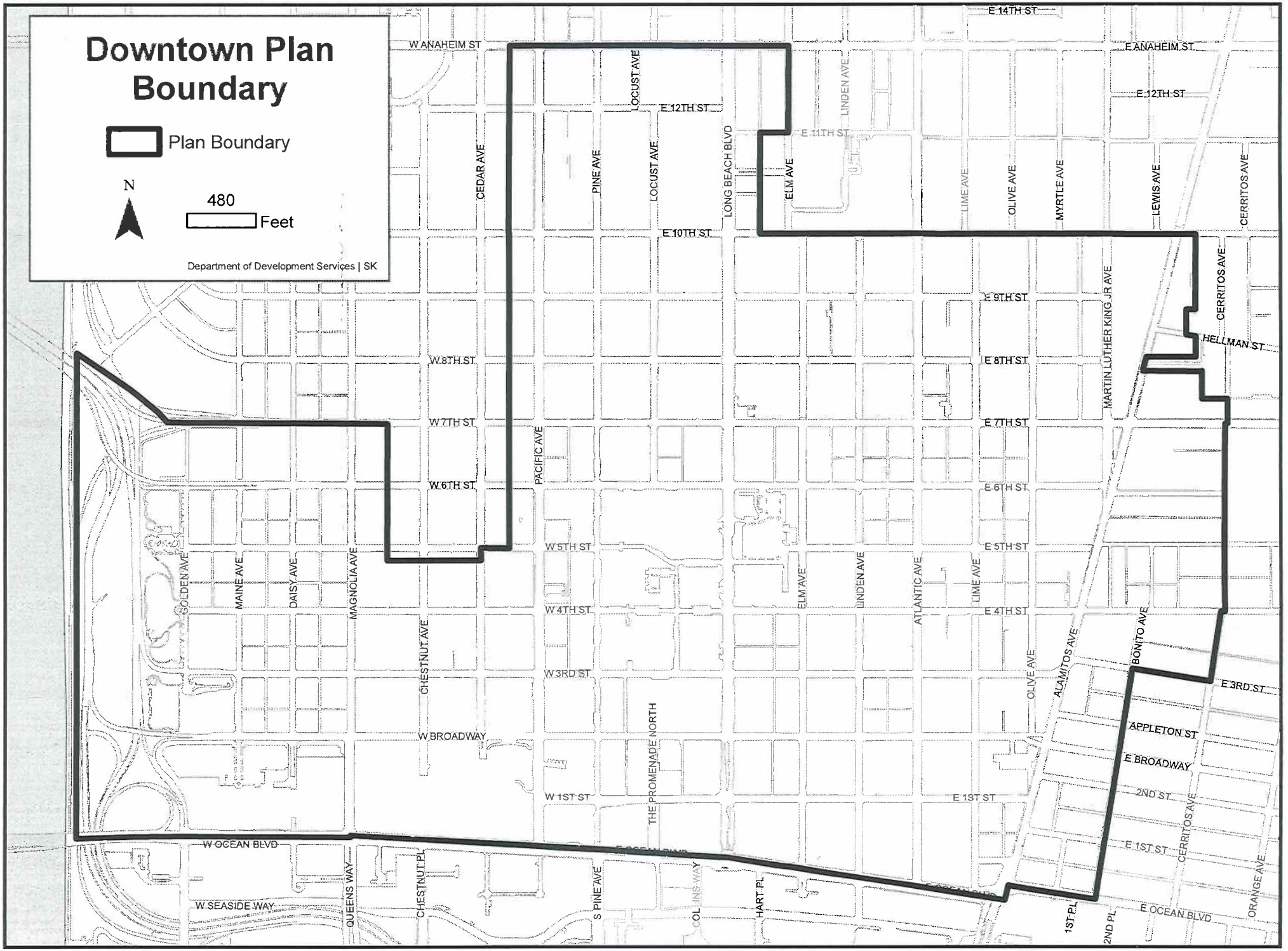
For all specific procedures not modified or otherwise specified within the Downtown Plan, all planning entitlement and permitting processes for projects requiring said permits within the Plan area shall be carried out in accordance with the procedures set forth in Chapter 21.25 of the Long Beach Municipal Code.

For any other topical issue, development standard or design guideline, and/or regulation not addressed or otherwise specified within the Downtown Plan shall be carried out in accordance with the provisions of the Long Beach Municipal Code, particularly Chapter 21 (Zoning Code). The particular section of code shall be based on the most appropriate or closely matching land use type or procedure, as determined by the Site Plan Review Committee or Zoning Administrator.

TENANT RELOCATION AND REPLACEMENT HOUSING

In addition to the specific procedures previously outlined, all developments will be subject to the relocation and replacement housing standards as applicable under Chapter 20.32, 21.60, 21.61, 21.63 and 21.65 of the Municipal Code as well as Chapter 4, Article 9, Sections 33410 et seq., of the Community Redevelopment Law.

Exhibit B


Downtown Plan Boundary
Plan Boundary
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HELLMAN ST
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CEDAR AVE
PINE AVE
LOCUST AVE
LONG BEACH BLVD
ELM AVE
LINDEN AVE
LIME AVE
OLIVE AVE
MYRTLE AVE
LEWIS AVE
CERRITOS AVE
MARTIN LUTHER KING JR AVE
PACIFIC AVE
GOLDEN AVE
MAINE AVE
DAISY AVE
MAGNOLIA AVE
CHESTNUT AVE
ATLANTIC AVE
ALAMITOS AVE
BONITO AVE
ORANGE AVE
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