

Angel



Dave_Roseman@longbeach.gov
01/05/2007 03:06 PM

To Laurie Angel <langel@csulb.edu>
cc Wing_Ma@longbeach.gov
bcc
Subject Re: Del Amo west of Long Beach Blvd

A travel lane on an arterial street is considered to have a theoretical capacity of about 1,800 vehicles per hour however, no street is continuous without traffic signals, so in reality the operational capacity of a travel lane in an urban environment is around 1,100 vehicles per hour. In general we traffic engineers consider per lane traffic volumes in excess of 500 to be significant for an arterial street such as Del Amo. Since the traffic count in July of 2005 shows per lane per hour volumes of about 565 (1,693 vehicles / 3 lanes) it's considered a significant volume yet far below its operational capacity.

.....Dave

Laurie Angel <langel@csulb.edu>

01/05/2007 08:51 AM

To: Wing_Ma@longbeach.gov
cc: Dave_Roseman@longbeach.gov
Subject: Re: Del Amo west of Long Beach Blvd

Great information - thank you for the quick turnaround.

Since this was taken July 15, 2005 when school was out, do you happen to have anything that was done when school was in session?

What is considered a high traffic count? This shows a peak west bound of 1,693 vehicles at 7 am.

Laurie C. Angel
(562) 985-7990 Telephone
(562) 985-7647 FAX

Wing_Ma@longbeach.gov

01/05/2007 08:27 AM

To Laurie Angel <langel@csulb.edu>
cc Dave_Roseman@longbeach.gov
Subject Re: Del Amo west of Long Beach Blvd

STRATEGIC CONSULTANTS - ADT WORKSHEET

CLIENT: KIMLEY-HORN
 PROJECT: CITYWIDE PROJECT - LONG BEACH
 LOCATION: DEL AMO BOULEVARD BTWN WEST CITY LIMIT & ATLANTIC AVENUE
 DATE: WEDNESDAY, JULY 13, 2005
 FILE NO: 22

DIRECTION	WESTBOUND				HOUR
TIME	00-15	15-30	30-45	45-60	TOTALS
00:00	38	25	15	18	97
01:00	17	15	14	12	58
02:00	10	10	12	5	37
03:00	14	20	21	19	74
04:00	19	47	70	69	205
05:00	78	109	194	190	571
06:00	187	253	377	401	1218
07:00	396	434	464	399	1693
08:00	313	343	286	247	1189
09:00	165	209	232	238	844
10:00	209	205	197	193	804
11:00	193	185	197	196	771
12:00	222	267	251	233	973
13:00	258	246	230	243	977
14:00	240	232	223	218	913
15:00	197	213	232	234	876
16:00	202	221	237	244	904
17:00	230	229	249	244	952
18:00	209	240	211	208	868
19:00	169	181	165	178	693
20:00	175	157	174	154	660
21:00	156	136	120	116	528
22:00	107	93	76	76	352
23:00	55	60	45	52	212
				TOTAL	16469
AM PEAK HOUR		06:45-07:45			
VOLUME		1695			
PM PEAK HOUR		12:15-13:15			
VOLUME		1009			

DIRECTION	EASTBOUND				HOUR
TIME	00-15	15-30	30-45	45-60	TOTALS
00:00	34	41	43	36	154
01:00	28	22	15	18	83
02:00	18	10	11	20	59
03:00	17	15	25	7	64
04:00	10	18	23	23	72
05:00	25	38	39	83	185
06:00	67	100	134	176	477
07:00	197	173	195	192	757
08:00	164	165	189	168	686
09:00	181	163	136	169	649
10:00	192	189	174	174	729
11:00	196	204	232	273	905
12:00	322	289	251	240	1082
13:00	255	248	246	208	957
14:00	248	234	271	320	1073
15:00	303	300	379	410	1392
16:00	420	455	424	464	1753
17:00	447	467	468	402	1784
18:00	356	366	317	298	1337
19:00	264	264	213	177	918
20:00	174	161	155	147	637
21:00	138	138	143	115	534
22:00	101	110	89	74	374
23:00	74	64	52	43	233
				TOTAL	16894
AM PEAK HOUR		11:00-12:00			
VOLUME		905			
PM PEAK HOUR		16:45-17:45			
VOLUME		1836			

TOTAL BI-DIRECTIONAL VOLUME	33363
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TRAFFIC DATA SERVICES, INC.

LOCATION CODE 12901.064

LOCATION - DEL AMO-BYN WEST CITY LIMIT/ATLANTIC

AVERAGED VOLUMES FOR - THURSDAY 2/10/00 TO FRIDAY 2/11/00

AM PM

TIME	EB	WB	TOTAL	TIME	EB	WB	TOTAL
12:00 - 12:15	49	30	79	12:00 - 12:15	452	352	804
12:15 - 12:30	49	30	79	12:15 - 12:30	352	309	661
12:30 - 12:45	40	16	56	12:30 - 12:45	309	214	523
12:45 - 1:00	38	8	46	12:45 - 1:00	294	1407	549
1:00 - 1:15	39	15	54	1:00 - 1:15	298	226	524
1:15 - 1:30	37	24	61	1:15 - 1:30	315	217	532
1:30 - 1:45	16	9	25	1:30 - 1:45	308	205	513
1:45 - 2:00	28	11	39	1:45 - 2:00	318	198	516
2:00 - 2:15	28	13	41	2:00 - 2:15	361	207	568
2:15 - 2:30	20	13	33	2:15 - 2:30	340	220	560
2:30 - 2:45	22	10	32	2:30 - 2:45	400	234	634
2:45 - 3:00	19	13	32	2:45 - 3:00	408	1509	670
3:00 - 3:15	23	5	28	3:00 - 3:15	370	262	632
3:15 - 3:30	25	14	39	3:15 - 3:30	512	252	764
3:30 - 3:45	11	17	28	3:30 - 3:45	519	250	769
3:45 - 4:00	20	19	39	3:45 - 4:00	653	236	889
4:00 - 4:15	20	16	36	4:00 - 4:15	562	223	785
4:15 - 4:30	15	30	45	4:15 - 4:30	687	215	902
4:30 - 4:45	29	39	68	4:30 - 4:45	727	234	961
4:45 - 5:00	32	47	79	4:45 - 5:00	712	236	948
5:00 - 5:15	52	62	114	5:00 - 5:15	711	184	895
5:15 - 5:30	48	103	151	5:15 - 5:30	751	217	968
5:30 - 5:45	54	156	210	5:30 - 5:45	758	230	988
5:45 - 6:00	78	174	252	5:45 - 6:00	792	220	1012
6:00 - 6:15	97	156	253	6:00 - 6:15	650	191	841
6:15 - 6:30	109	202	311	6:15 - 6:30	579	181	760
6:30 - 6:45	165	300	465	6:30 - 6:45	532	174	706
6:45 - 7:00	179	356	535	6:45 - 7:00	480	176	656
7:00 - 7:15	213	360	573	7:00 - 7:15	368	158	526
7:15 - 7:30	280	443	723	7:15 - 7:30	334	142	476
7:30 - 7:45	366	482	848	7:30 - 7:45	265	154	399
7:45 - 8:00	368	500	868	7:45 - 8:00	219	134	353
8:00 - 8:15	359	452	811	8:00 - 8:15	213	116	329
8:15 - 8:30	260	416	676	8:15 - 8:30	236	130	366
8:30 - 8:45	287	283	570	8:30 - 8:45	182	126	308
8:45 - 9:00	270	258	528	8:45 - 9:00	156	136	292
9:00 - 9:15	234	199	433	9:00 - 9:15	177	106	283
9:15 - 9:30	226	176	402	9:15 - 9:30	222	120	342
9:30 - 9:45	239	154	393	9:30 - 9:45	176	96	272
9:45 - 10:00	288	168	456	9:45 - 10:00	142	103	245
10:00 - 10:15	234	138	372	10:00 - 10:15	128	78	206
10:15 - 10:30	256	141	397	10:15 - 10:30	138	68	206
10:30 - 10:45	222	134	356	10:30 - 10:45	96	52	148
10:45 - 11:00	266	138	404	10:45 - 11:00	84	42	126
11:00 - 11:15	270	156	426	11:00 - 11:15	99	38	137
11:15 - 11:30	298	174	472	11:15 - 11:30	92	38	130
11:30 - 11:45	296	176	472	11:30 - 11:45	72	38	110
11:45 - 12:00	316	191	507	11:45 - 12:00	88	48	136
TOTALS	6,891	7,026	13,917	TOTALS	17,517	8,008	25,525
ADT'S	24,508	15,034	39,542				

The North Long Beach Strategic Guide for Redevelopment is a comprehensive set of strategies for the overall revitalization of that portion of the North Long Beach Redevelopment Project Area generally located north of Del Amo Boulevard.

The Strategic Guide describes what the residents of North Long Beach want their community to become. The Area Wide Plan and Target Site Strategies presented in the Guide are the priority objectives that the Redevelopment Agency and the City of Long Beach, community leaders and residents will work to achieve in the coming years.

The Strategic Guide is both an active and reactive tool intended to steer future decisions on identifying and creating new redevelopment opportunities.

Strategies in the Strategic Guide are prescribed at two scales: an **Area-wide Plan** and specific **Target Sites**. The Area-wide Plan is the framework for redevelopment. First-priority Target Sites focus on individual areas in North Long Beach and have the potential to create visible, positive change.

North Long Beach Strategic Guide for Redevelopment

A revitalized, re-energized, redeveloped North Long Beach will include vibrant commercial areas - including a new "heart" of North Long Beach at South Street and Atlantic Avenue; vital residential neighborhoods; opportunities for home ownership; employment centers; and a makeover of key boulevards.



AREA-WIDE PLAN

The Area-wide Plan is the overarching set of recommendations for the Study Area. These recommendations present a framework for steering future development decisions in North Long Beach. Proposals contained within the Strategic Guide conform to these recommendations; it is expected that subsequent development projects undertaken by the Agency will be consistent with the Strategic Guide.

The Area-wide Plan deals in broad strokes. Recommendations from the Area-wide Plan concern the location and nature of the major land uses within North Long Beach: commercial, residential and industrial. The recommended general locations and types of these three uses are presented. It is assumed that the Area-wide Plan will serve as a long-term land use map for the area.

Commercial Uses ■ ■ ■

Existing commercial uses in North Long Beach are typically located along major arterial roadways. The key strategy is to re-orient these areas from the existing linear pattern of development along arterial roadways and, instead, concentrate commercial uses at key intersections or "nodes." Three types of commercial nodes are identified and proposed:

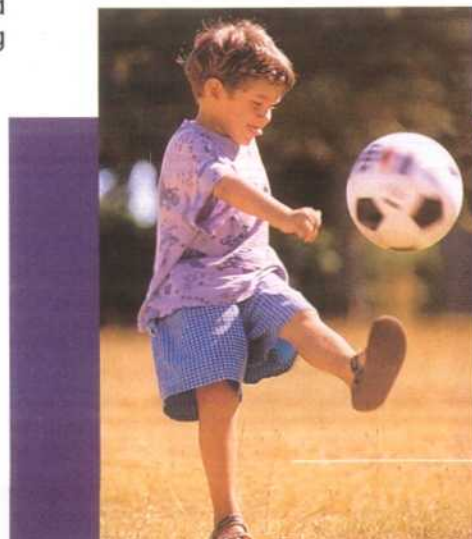
Pedestrian-oriented Village Center Nodes - The development of economically vital retail centers that serve local residents and workers, as well as contribute to a community sense of identity, is essential to the revitalization of North Long Beach. Two areas in North Long Beach have been identified as community-serving village centers:



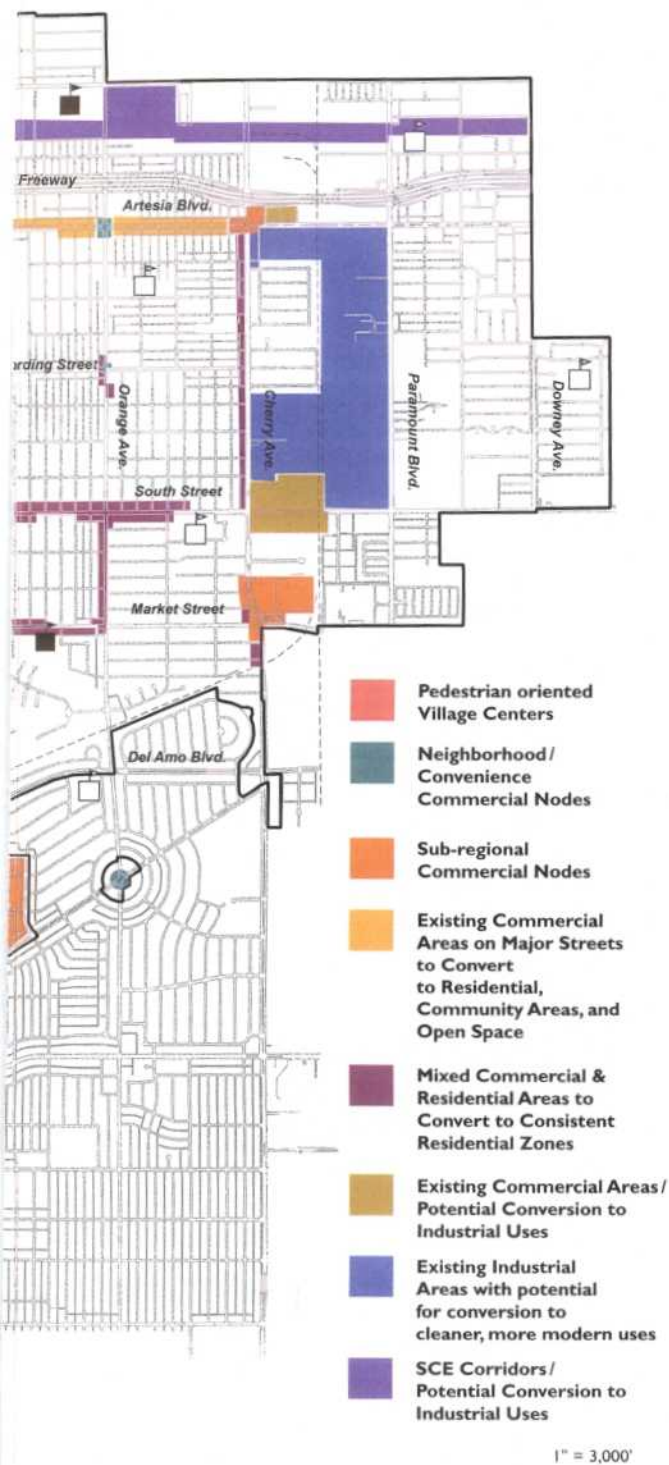
- Intersection of Atlantic Avenue and South Street
- Atlantic Avenue between San Antonio Drive and Bixby Road

Neighborhood Convenience Nodes - These areas are characterized by commercial uses that fulfill a local need for day-to-day activities, such as dry cleaners, convenience stores, fast food restaurants, gas stations, etc. Typically, these are strip mall developments or commercial structures set flush to existing sidewalks. Ample parking and pedestrian access are provided. Seven areas in North Long Beach have been identified as neighborhood convenience nodes found at the intersection of the following arterial roadways:

- Artesia Boulevard and Long Beach Boulevard
- Orange Avenue and Artesia Boulevard
- Atlantic Avenue and Market Street
- Long Beach Boulevard and Market Street
- Orange Avenue and Harding Street
- Orange Avenue and San Antonio Drive
- Atlantic Avenue and 60th Street



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Sub-regional Commercial Nodes - These areas are automobile-oriented and contain larger scale uses. They typically have either a large anchor retail tenant or are located adjacent to freeway corridors, serving associated traffic. Seven sub-regional commercial nodes have been identified in North Long Beach:

- Intersection of Artesia Boulevard and Atlantic Avenue
- Intersection of Artesia Boulevard and Cherry Avenue
- Intersection of Market Street and Cherry Avenue
- Intersection of Long Beach Boulevard and Del Amo Boulevard
- Long Beach Boulevard from San Antonio Drive to 36th Street
- Intersection of Atlantic Avenue at San Antonio Drive
- Atlantic Avenue between Bixby Road and the 405 Freeway

Residential Uses

Stable and enhanced residential neighborhoods that contain appropriate and viable housing opportunities for residents are the foundation of a revitalized North Long Beach community. The strategy is to undertake programs that maintain the area's existing single- and multi-family housing and upgrade quality and value where deteriorated. A strong opportunity for the development of new housing, particularly residential units with three or more bedrooms, along portions of Atlantic Ave., Long Beach Blvd., Artesia Blvd., Market St., and South St. have been identified. Also, development of opportunities for senior housing is recommended and encouraged.

High density housing (more than 24 dwelling units per acre) is not appropriate for the area and is strongly discouraged. All proposed housing should integrate the existing fabric of adjacent residential areas. Rental developments should incorporate on-site management.

Strategies for residential uses in North Long Beach fall into five categories:

- Implement design principles for pedestrian areas
- Improve/maintain the quality of existing residential areas
- Convert certain existing commercial corridors to residential uses
- Convert mixed commercial and residential minor arterial roadways into consistent residential zones
- Create opportunities for home ownership

Industrial Uses

North Long Beach's industrial areas serve as a major provider of community jobs and revenue and, as such, should be retained and strengthened. Property improvements and screening of proposed industrial uses should be encouraged to enhance visual quality and compatibility with surrounding residential and commercial uses. Also, the market analysis prepared in conjunction with the Strategic Guide identified a strong opportunity for new or expanded industrial development.

There are three categories of strategies for industrial uses in North Long Beach:

- Convert utility corridors to light industrial use, where appropriate and feasible
- Convert some commercial areas to industrial uses to create consistent industrial zones
- Improve/maintain the quality of existing industrial areas

VISION STATEMENT

Stable and enhanced residential neighborhoods that contain appropriate and viable housing opportunities for residents are the foundation of a revitalized North Long Beach community.

TARGET SITES

The Strategic Guide presents several high priority development sites within North Long Beach. The following Target Sites are those areas where the community has decided to initially focus development resources. Proposals brought forth from the development community in accordance with the recommendations presented for the Target Sites will be examined more closely and are more likely to be embraced by community members.



The North Long Beach Village Center

The existing character and mix of retail stores around the intersection of Atlantic Avenue and South Street suggest that the area be developed as a focal point or center for North Long Beach. Pedestrian-oriented retail uses will be expanded along street frontages, streetscape and parking improvements will be implemented and public uses and pocket parks will be developed as appropriate. The area has potential to be a mixed-use area including shopping, restaurants/cafes and community facilities with housing located nearby or in the Village Center itself.

Historic Core: Market Street and Long Beach Boulevard

A revitalized, pedestrian-oriented historic core of North Long Beach is envisioned for the blocks adjacent to the intersection of Market Street and Long Beach Boulevard. The primary focus will be on streetscape improvements, façade renovations, historic preservation and, where possible, the provision of public parking.



Housing on Major Commercial Corridors

One of the recommended land use changes that will significantly change the character of North Long Beach and serve its overall revitalization is the removal and replacement of blighted commercial corridors with housing. This will achieve two objectives: unsightly and underutilized commercial areas will be eliminated and an overall need for additional quality housing will be satisfied. It is recognized that busy arterial roadways are not the most ideal location for residential uses. However, these areas provide some of the last available land parcels for affordable residential development. With proper site and building design, the negative aspects of housing on arterial roadways can be mitigated. Conceptual site plan and development options have been developed for the following commercial corridors:

- Atlantic Avenue between Harding and Del Amo
- Artesia Boulevard between Atlantic Avenue and Cherry Avenue
- Long Beach Boulevard north of the 710 Freeway



The complete text of the North Long Beach Strategic Guide for Redevelopment is available on our website: www.longbeach.gov/redevelopment/index.htm. This information is available in an alternative format by request.

City of Long Beach Redevelopment Agency

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