

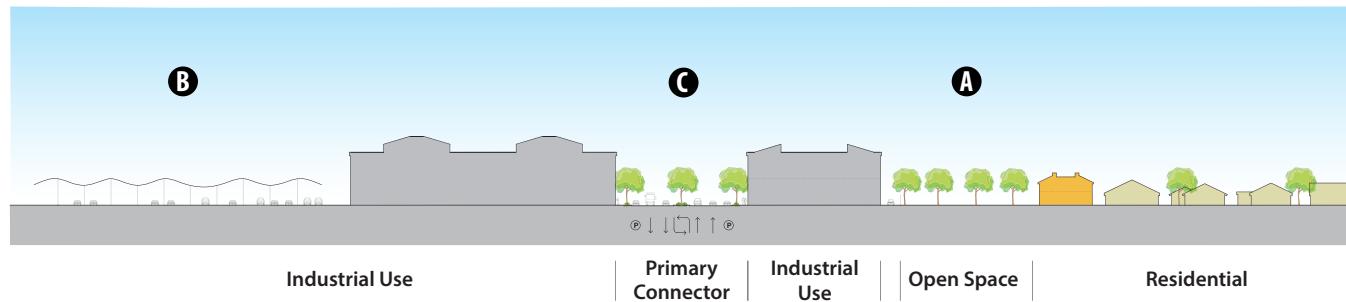
Industrial PlaceType

Development Patterns. In a preferable future industrial land use scenario, lower-scale buildings occupied by less-intense industrial uses and operations will be used to transition to residential neighbors nearby, and more intense, heavy industrial operations will be internalized within an Industrial PlaceType, farther away from residential uses. The range of permitted industrial intensity increases as more distance is achieved between industrial and residential uses. In addition, all outdoor storage areas must be appropriately screened from public view and appropriate lighting, circulation, parking, landscaping, loading, and security of industrial facilities is required.

STRATEGY No. 24: Protect and enhance established Industrial PlaceType.

- » **Policy UD 24-1:** Promote flexible interior spaces, integrated technological resources, innovative architectural styles, and enhanced entrances and frontages to attract creative office and neo-industrial uses.
- » **Policy UD 24-2:** Protect and enhance viable industrial uses to retain job employment opportunities and job diversity.
- » **Policy UD 24-3:** Promote the incorporation of buffers between residential and industrial uses, such as surface parking, landscaped open space buffers, and lower buildings.
- » **Policy UD 24-4:** Utilize sites away from neighborhoods for more intense industrial uses.
- » **Policy UD 24-5:** Encourage incompatible land uses and operations to be located away from and screened from view of residential neighborhoods.
- » **Policy UD 24-6:** Provide heavily landscaped edges and screening along industrial corridors to make them more attractive to pedestrians, bicyclists, and transit users.
- » **Policy UD 24-7:** Establish parkways, planted medians, and street trees along the sidewalk to increase permeable surface areas.

Figure UD-13: Industrial Cross Section



» **Policy UD 24-8:** Convert single-family homes that are immediately next to industrial uses into linear parks to buffer other homes and to serve as open space.

» **Policy UD 24-9:** Buffer industrial areas with open space or compatible uses. Avoid locating residential uses adjacent to industrial uses.

Industrial building.



Figure UD-12: Industrial Bird's-Eye View

A Incorporate buffers between industrial and residential uses.

B Utilize sites away from residential for more intense industrial uses.

C Enhance and encourage streetscape furnishings and amenities, street trees, medians, and parkways.

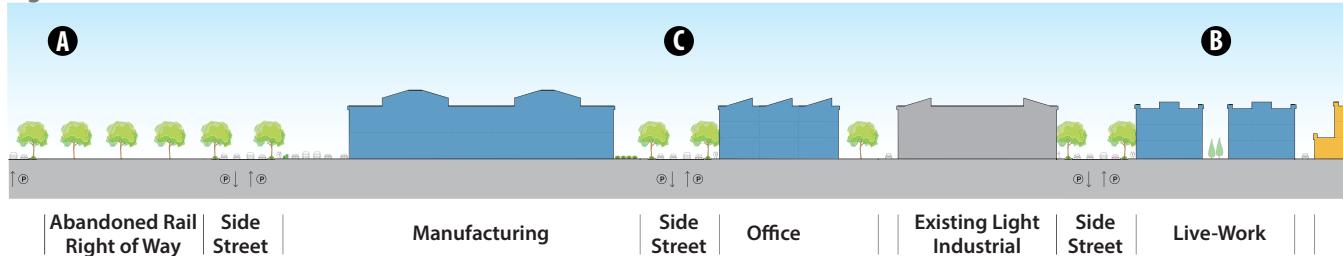
Neo-Industrial PlaceType

Development Patterns. This PlaceType promotes job-generating, low-intensity uses adjacent to low-density residential uses, and medium-intensity uses that transition to industrial uses. Preserving the stock of older industrial buildings is key to maintaining the character of the Neo-Industrial PlaceType to allow for future business innovation opportunities and adaptive reuse possibilities to occur. For existing industrial buildings, the existing scale of development, building sizes, heights, and access routes should be maintained, and existing development patterns must be respected.

STRATEGY No. 25: Protect and enhance established Neo-Industrial PlaceType.

- » **Policy UD 25-1:** Develop the Neo-Industrial PlaceType as a buffer between existing industrial and residential neighborhoods.
- » **Policy UD 25-2:** Establish visual screens, whenever possible, between live-work units and existing heavy or unenclosed industrial operations.
- » **Policy UD 25-3:** Encourage buildings that step down to match permitted residential building heights where new development is adjacent to residential uses.
- » **Policy UD 25-4:** Encourage development intensity that is graduated, from lower intensity near residential neighbors, to moderate intensity near wholly industrial uses.
- » **Policy UD 25-5:** Encourage Neo-Industrial PlaceTypes to have improved walkability with on-site, sidewalk and streetscape landscaping, signage, and other enhancements.
- » **Policy UD 25-6:** As a critical component of this PlaceType, establish alleys and pathways between streets and blocks that will be maintained and enhanced.
- » **Policy UD 25-7:** Convert and reuse existing buildings for creative commercial or office use, as well as spaces for artists to live, work, and display their work on-site.
- » **Policy UD 25-8:** Integrate sustainable design strategies into all development or redevelopment, including new exterior materials or design features.

Figure UD-15: Neo-Industrial Cross Section



Innovative start-up businesses and creative design offices.

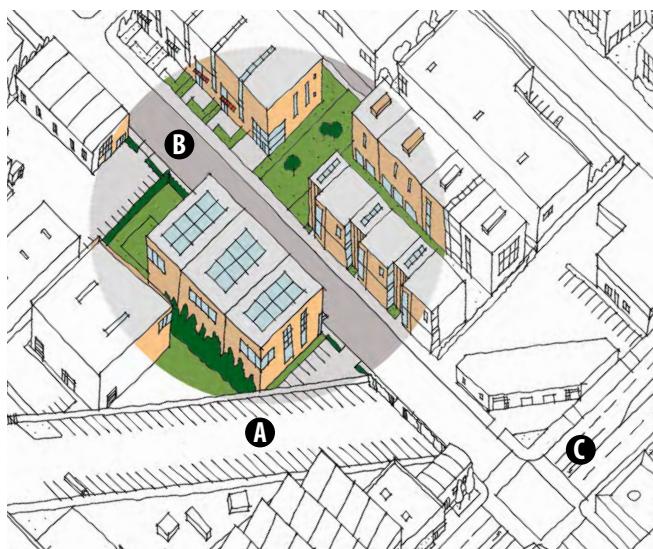


Figure UD-14: Neo-Industrial Bird's-Eye View

A Incorporate buffers between industrial and residential uses.

B Provide better connections by improving bikeways and pedestrian pass-throughs along shared use alleys.

C Enhance and encourage streetscape furnishings and amenities, street trees, medians, and parkways.

Regional-Serving Facility PlaceType

Development Patterns. Land use planning for large regional facilities must address compatibility with the surrounding environment. This PlaceType promotes keeping facility uses and development intensities that may produce significant off-site nuisances internal to the regional facility. Prioritizing programs that address ancillary operational impacts to the community, and prioritizing sustainability initiatives in the updates of facility master plans is encouraged as a fundamental means of organizing facility operations. As most of the regional serving facilities in Long Beach are long established, they have adopted master plans for future development or they are governed by Planned Development Ordinances.

STRATEGY No. 26: Protect and enhance established Regional-Serving Facility PlaceType.

- » **Policy UD 26-1:** Enhance the edges, both within and adjacent to, the regional serving facility to avoid abrupt transitions between large institutional facilities and their neighbors.
- » **Policy UD 26-2:** Encourage separation of incompatible land uses with site planning strategies and appropriate design treatments.
- » **Policy UD 26-3:** Incorporate shade trees and pedestrian amenities along main streets, with pedestrian entrances oriented toward the sidewalk, not just internalized to the campus or facility.
- » **Policy UD 26-4:** Incorporate design features that provide for thematic elements to link adjacent areas with regional serving facilities, reinforcing community connections to these places.
- » **Policy UD 26-5:** Provide access to parking/loading from side streets, wherever possible, to minimize curb cuts along the main street.
- » **Policy UD 26-6:** Provide courtyards, paseos, and plazas that integrate open space within buildings and parking structures and encourage walking within the campus and to nearby amenities.

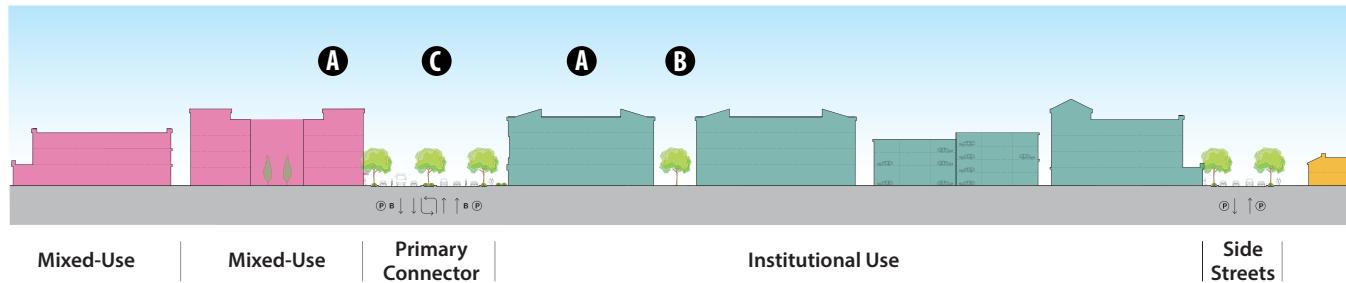
Miller Children's Hospital Long Beach.



Figure UD-16: Regional-Serving Facility Bird's-Eye View

- A** Create campus identity through streetscape enhancement and architectural treatment.
- B** Provide better connections by improving bikeways and pedestrian pass-throughs along shared use alleys.
- C** Enhance and encourage streetscape furnishings and amenities, street trees, medians, and parkways.

Figure UD-17: Regional-Serving Facility Cross Section



December 2019

Downtown PlaceType

The Downtown Plan provides recommendations and implementation tools that govern development within this area.

Development Patterns. The Downtown PlaceType is primarily comprised of small blocks and streets that provide a walkable framework for pedestrians. The street network also allows easy access by automobile. The Downtown Transit Gallery on 1st Street provides transfers between buses and the Metro Blue Line light rail train to Los Angeles. In addition, there is the Downtown Bicycle Station, which allows commuters to jump on a train and bring their bicycle along or leave it in bike station storage until they return. Buildings in the Downtown PlaceType range from smaller-scale residential units in the outer areas (West End and East Village) to medium and high-rise office and residential towers in the central core and along Ocean Boulevard.

The Downtown PlaceType promotes a highly urbanized downtown core featuring compact development comprised of a mix of compatible uses, building types, and styles. Density must be balanced with open space and new developments must preserve light, air circulation, views, and privacy.

STRATEGY No. 27: Protect and enhance established Downtown PlaceType.

- » **Policy UD 27-1:** Promote the importance of the transitions between uses and developments in the Downtown PlaceType, given the small block sizes and mix of different uses.
- » **Policy UD 27-2:** Apply the development standards and guidelines prescribed in the Downtown Plan.
- » **Policy UD 27-3:** Establish sustainable streetscape design as a norm for this PlaceType.
- » **Policy UD 27-4:** Enhance streetscapes and building elements to promote significant pedestrian activity by providing well-articulated building facades with quality building materials and workmanship, and featuring high-quality street furnishings and design.
- » **Policy UD 27-5:** Establish a bustling urban environment that will allow pedestrians to feel comfortable and welcome.

Urban residential apartments.



Pedestrian-friendly streetscape with enhanced paving.



1st Street Transit Gallery.





Waterfront PlaceType

Development Patterns. Each of the waterfront areas within this PlaceType experienced much of their initial development during very different periods in time. For example, the Downtown Shoreline is comprised of more contemporary tourist, retail, restaurant, and entertainment-style buildings, streets, and block patterns. The Belmont Pier and Pool Complex contains a mix of older multi-family residences, a grocery store, a motel, and shops, in addition to the recreational activities offered at the pier and pool. In this area, there are also newer beachfront condominiums and restaurants served by a public beach/pier parking lot, adjacent to the very popular bike and pedestrian path on the beach (developed at the time as auto-oriented places). This area has great potential for being very pedestrian-friendly, as people tend to park once and walk around the area.

The Southeast Area Development and Improvement Plan (SEASP) Waterfront PlaceType is adjacent to Orange County and stretches along Pacific Coast Highway and the Long Beach Marina (along the mouth of the San Gabriel River). While predominately auto-oriented, this area is intended to be more accessible to pedestrians, cyclists, boaters, and new forms of non-auto mobility. Appropriate infill development, wetland restoration, and better transit links should be a priority.

The waterfront is an important asset to the City. Development should take advantage of its opportunities, providing design solutions that better connect the City to the ocean.

STRATEGY No. 28: Protect and enhance established Waterfront PlaceType.

- » **Policy UD 28-1:** Improve public access to the marinas and waterfront.
- » **Policy UD 28-2:** Encourage mixed-uses and greater building intensity to be located nearest the center within this PlaceType, with housing and/or lower-scale buildings on the periphery.
- » **Policy UD 28-3:** Encourage de-emphasizing of vehicular access and promote park-once solutions.
- » **Policy UD 28-4:** Develop attractive gateway elements to invite visitors in to explore the unique offerings found in each of the Waterfront PlaceTypes.

Downtown Shoreline with view of the Queen Mary.



- » **Policy UD 28-5:** Promote and preserve street design characteristics unique to each Waterfront PlaceType.
- » **Policy UD 28-6:** Encourage pedestrian activity through the controlling of vehicles, the use of tree-canopied, landscaped pathways and sidewalks, pedestrian-scaled lighting, and active and inviting ground floor uses.
- » **Policy UD 28-7:** Provide transit stops that are conveniently located.
- » **Policy UD 28-8:** Establish signage that is clear and controlled.
- » **Policy UD 28-9:** Provide pedestrian entrances that are oriented to the sidewalk, not just internalized to the development.
- » **Policy UD 28-10:** Encourage pedestrian-scaled building details featuring well-articulated building facades with quality building materials and workmanship.
- » **Policy UD 28-11:** Provide tourists with the pleasant experience they seek by providing high-quality street furnishings and good streetscape design.
- » **Policy UD 28-12:** Encourage oil well consolidation in the SEASP area to encourage wetlands restoration.

Public Spaces

This section describes how public spaces, including both places where people gather and places that form the iconography of the City, interact with streets and the private realm and how they can be created or designed to positively impact the experience of the City.

Natural Areas, Watersheds, and Views

STRATEGY No. 29: Restore and protect Long Beach's natural features, which include: the Pacific Ocean, beaches, bluffs, San Gabriel and Los Angeles Rivers, ranchos and adjacent land, Dominguez Gap, the Los Cerritos Wetlands, and waters in Alamitos Bay.

- » **Policy UD 29-1:** Provide leadership and work with the community to restore and rehabilitate habitats and lands along the San Gabriel River and Los Angeles River, the Los Cerritos Wetlands, Colorado Lagoon, and the Alamitos Bay.
- » **Policy UD 29-2:** Support and expand the City's urban forest and provide additional planting, tree cover, and upgrade dated facilities at natural features per the Urban Forest Plan contained in the Conservation Element.
- » **Policy UD 29-3:** Integrate learning components at natural feature sites to connect people with the natural environment and support a collective pride in stewardship of local natural areas.

El Dorado Park Nature Center.



Open Spaces and Parks

STRATEGY No. 30: Provide greater access to the open space network to promote pedestrian and bicycle activity, to support the health and well-being of residents, and to increase opportunities for recreation.

- » **Policy UD 30-1:** Preserve and enhance access to existing open space through improvements to existing facilities and wayfinding programs for new and existing open spaces.
- » **Policy UD 30-2:** Seek opportunities to provide new publicly accessible open spaces and linkages to the greater open space network within residential projects.
- » **Policy UD 30-3:** Look for opportunities on underutilized streets to be repurposed, where unused roadway can become open space (i.e., an enlarged parkway, greening unpaved alleys, linear or pocket park).
- » **Policy UD 30-4:** Encourage projects to integrate required open space with a beneficial relationship to the public realm (e.g., connecting a paseo to the sidewalk, providing a layered landscape design and private patios along the sidewalk, connecting an internal courtyard visually or physically to the sidewalk).

Plazas, Squares, and Other Publicly Accessible Private Spaces

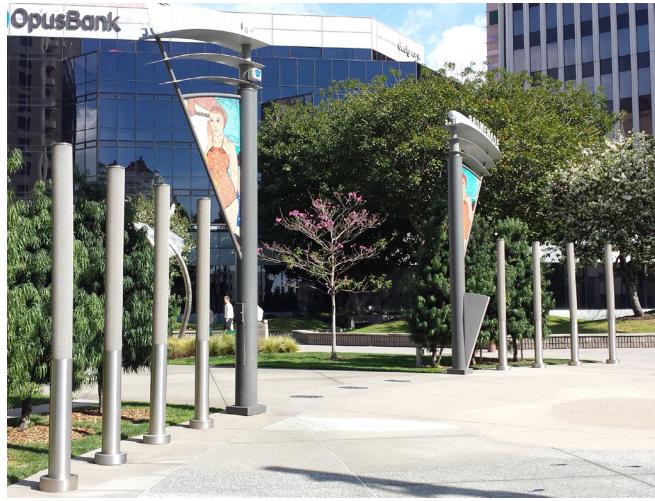
STRATEGY No. 31: Provide a variety of public spaces throughout the City.

- » **Policy UD 31-1:** Enhance the open space network around neighborhood centers by providing paseos, entry forecourts, courtyards, plazas, larger parkways, and landscaped setbacks.
- » **Policy UD 31-2:** Create a network of public spaces and plazas that link pedestrian priority areas identified in the Mobility Element.
- » **Policy UD 31-3:** Encourage plazas and public spaces in locations that take advantage of views and viewsheds.
- » **Policy UD 31-4:** Promote the integration of adequate seating, bike racks, water features, public art, and other pedestrian amenities within plazas and public spaces.
- » **Policy UD 31-5:** Enhance City centers to provide opportunities for people to congregate and interact, such as Atlantic Avenue in Bixby Knolls, the intersection of Broadway at Redondo, or Viking and Nordic Way at Carson Street.
- » **Policy UD 31-6:** Encourage new public spaces in concert with community facilities to provide opportunities for large group gatherings.
- » **Policy UD 31-7:** Ensure landscaping for new projects complies with Title 23, Chapter 2.7 of the California Code of Regulations, Model for Water Efficient Landscape Ordinance
- » **Policy UD 31-8:** Incorporate water conservation methods, such as regular adjustment of irrigation controllers, irrigation scheduling based on plant water needs, preventing overspray, water-efficient landscape designs using low water-use plants, efficient irrigation systems, minimize turf areas, soil improvement and mulch, watering during early or late hours, and water budgeting using Water Use Classification of Landscape Species (WUCOLS) to reduce the amount of water used in a landscape.

Enhance city centers with public spaces.



Plaza provides entry and connection to nearby uses.



Drought tolerant landscaping.





Community Facilities

STRATEGY No. 32: Enhance community use areas.

- » **Policy UD 32-1:** Ensure adequate public facilities and services to support the community.
- » **Policy UD 32-2:** Encourage development of additional community facilities (such as meeting spaces) available for low-cost use to ensure equitable access.
- » **Policy UD 32-3:** Explore opportunities to create street fair use in key areas, such as Pine Avenue at 4th Street at City Place, Pacific Avenue in Wrigley, and East Village at 1st Street.

Provide public space on infill sites that provide connections between uses and incorporate water efficient landscaping.



Infill Public Space (Plazas, Community Gardens, Parks)

STRATEGY No. 33: Create parks and plazas at infill sites.

- » **Policy UD 33-1:** Utilize city-owned, vacant lots for interim green uses (e.g., parks, gardens, plant nurseries, mulch areas) and develop strategies that address citywide and local needs, in determining the best use for these lots.
- » **Policy UD 33-2:** Identify opportunities within neighborhoods and at schools to create and maintain community gardens.
- » **Policy UD 33-3:** Transform underused lots and public properties into vibrant, social, public spaces to accommodate community gatherings and events.

Rotary Centennial Park.



Interstitial and Temporary Spaces

STRATEGY No. 34: Utilize existing infrastructure for temporary uses that promote activity and entertainment.

- » **Policy UD 34-1:** Expand the pedestrian zone on the sidewalk with parklets, where feasible. Parklets should incorporate landscaping, seating, and bicycle parking.
- » **Policy UD 34-2:** Provide flexibility in street design and pedestrian improvements in order to be flexible and easily accommodating of temporary uses that might be programmed to serve the neighborhood, such as farmers' markets or community events.
- » **Policy UD 34-3:** Enhance areas used for special events with specialty paving and pedestrian improvements.
- » **Policy UD 34-4:** Provide opportunities to use public parking lots and facilities for community events (e.g., Pacific Avenue in Wrigley, East Village at 1st Street, Pine Avenue at 4th Street at City Place).
- » **Policy UD 34-5:** Encourage and continue to support events such as "ciclovía," parades, and street festivals to raise awareness about other uses of streets, and to encourage walking and bicycling, promoting healthy lifestyles and community engagement.
- » **Policy UD 34-6:** Support programming of flexible use/temporary spaces in the public right-of way. Streamline the permitting process to encourage businesses and agencies to create active spaces.
- » **Policy UD 34-7:** Prioritize locations to incorporate infrastructure into spaces designated for flexible uses/temporary spaces. Enhance the physical setting, including pop-up bollards in the streets, providing electrical outlets in tree wells, stage locations, A/V hook-ups, and other infrastructure needs.
- » **Policy UD 34-8:** Encourage diverse uses in parklets or street decks, including restaurant seating as commercial extensions, "barklets" (i.e., mini dog parks), art installations, mini community gardens, bike corrals, and fitness zones.

Parklet incorporates dining in parking stalls along the street.



Dining areas of restaurants can be extended through the use of parklets.



Bike parking is extended out into street parking stall.





Edges, Thoroughfares, and Corridors

This section describes the relationship of the street to its surroundings. Careful attention to design and character along the street edge with respect to Street Types, Frontages, and Street Walls, can positively impact the human experience of the City and its economic and cultural vitality.

Interface Between Buildings and Streets

STRATEGY No. 35: Building design and form shall define street walls that contribute to great streets and vibrant pedestrian environments.

- » **Policy UD 35-1:** Foster an “eyes on the street,” active pedestrian environment by maximizing transparency of exterior walls, incorporating and/or encouraging active ground floor uses, and entrances that engage the street.
- » **Policy UD 35-2:** Buildings should be constructed of high quality and durable materials, especially at the ground floor, which is experienced most by pedestrians.
- » **Policy UD 35-3:** Promote the incorporation of retail uses and/or a dining zone along the street frontage within neighborhood centers.

- » **Policy UD 35-4:** Emphasize pedestrian orientation in site and building design to define the public realm and activate sidewalks and pedestrian paths.
- » **Policy UD 35-5:** Reinforce the importance of a building frontage located adjacent to a public sidewalk, consistent with PlaceType and Frontages (Page 68-75) criteria.
- » **Policy UD 35-6:** Maintain a minimum street wall height to ensure the “public room of the street” (as shaped by buildings on both sides) is consistent. This is intended to eliminate parcels being underdeveloped along the edges, thus not contributing to the creation of good streets.
- » **Policy UD 35-7:** Monolithic structures that appear as a massive wall, block views, or overshadow the surrounding neighborhood, should be avoided.
- » **Policy UD 35-8:** Where parking structures are planned, the street wall should be composed of active uses that screen podium parking, parking structures, and other uses that do not contribute to a vibrant pedestrian environment.

The street wall encompasses the dynamic relationship amongst the building, building façade, sidewalk zone, and the street.





Streets as the “Public Room”

Sidewalks are a significant link in the pedestrian circulation network. Sidewalks provide pedestrian access to virtually every activity and provide critical connections between other modes of travel, including the automobile, public transit, and bicycles. Sidewalks can enrich the streetscape and provide a variety of outdoor public spaces. Consider the streetscape as a “public room” when improving the frontage zone of the buildings and view corridors along the street. The Frontage Zone is typically located within the public right-of-way between the curb or roadway edge and the property line. The Frontage Zone contains three distinct zones: Planting and Amenity Zone, Walk Zone, and Dining and Display Zone.

Example of a “public room” space along 1st Street.



Figure UD-18: Streets as the “Public Room” using 1st Street and Linden Avenue as an example.



The Planting and Amenity Zone

The Planting and Amenity Zone buffers pedestrians from the adjacent roadway. The curb defines the streetscape by separating vehicles with pedestrians to prevent vehicular movement onto the sidewalk area. Some of the following furnishings in the Planting and Amenity Zone may include: bus shelters, trees, planters, and landscaping, trash and recycling receptacles, bicycle racks, street lights, clocks, public art, banners and flags, information kiosks, wayfinding/signage, benches, consolidated news racks, signal poles, utility poles, street lights, controller boxes, hydrants, parking meters, and driveway aprons, grates, and sidewalk dining. All fixtures and street furniture should be contained within the Planting and Amenity Zone to keep the Walking Zone free for walking.

Walk Zone

The walk zone is intended for pedestrian travel. This zone should be entirely free of permanent and temporary objects. The typical walk zone widths should be a minimum of 5 feet.



Dining and Display Zone

The Dining and Display is the area between the Walk Zone and the building. The Dining and Display zone may exist on private property if vertical elements such as buildings, fences, hedges etc. are appropriately setback from the Walk Zone. This zone allows pedestrians a comfortable “shy away” distance from the building fronts, in areas where buildings are at the lot line, or from elements such as fences and hedges on private property. Where no Planting and Amenities Zone exists, elements that would normally be sited in that zone, such as transit shelters and benches, telephone kiosks, signal and street lighting poles and controller boxes, traffic and parking signs, and utility poles, may occupy the Dining and Display Zone. In some cases, easements or additional right-of-way may be required to allow for these items. Private temporary uses such as sidewalk cafes and sidewalk dining may occupy the Dining and Display Zone, so long as the Walk Zone is maintained.

STRATEGY No. 36: Develop a specific role and identity for a street, so that it contributes to the neighborhood’s character while supporting specific, functional requirements.

- » **Policy UD 36-1:** Improve the frontage zone of buildings as extensions of the building, by enhancing entryways and doors, incorporating sidewalk cafes, and enhancing the space adjacent to the building as part of the pedestrian experience.
- » **Policy UD 36-2:** Develop streetscape strategies and concepts that establish a street as a public room, and incorporate opportunities for dining and display, walking, landscaping, and street furniture.
- » **Policy UD 36-3:** Develop guidelines for sidewalk dining and parklets that enhance the overall character of the streetscape and provide restaurants and businesses a streamlined permitting process to encourage sidewalk dining and parklets where appropriate.
- » **Policy UD 36-4:** Identify zones along both sides of the street that define the building edge, dining and display areas, walking zone, planting and street furniture zones, and parking zones to enhance the character of the “public room.”

Frontages

The intent of streetscape and frontage improvements is to create a pleasant and inviting environment for residents, businesses, and visitors. Streetscapes can provide a consistent and cohesive theme to unify and highlight the distinctive characteristics of each neighborhood. The graphics on these pages provide examples of how building frontages relate to a safe, attractive, and pedestrian-friendly streetscapes. The following graphics illustrate desired characteristics and recommendations associated with typical Frontages.

STRATEGY No. 37: Frontages shall have well-designed street walls, contributing to making an inviting transition between public and private space.

- » **Policy UD 37-1:** Unify streets within each district with consistent frontage character types.
- » **Policy UD 37-2:** Provide outdoor dining areas at restaurants with enclosed patios, decorative fencing, planters, and potted plants.
- » **Policy UD 37-3:** Identify areas for frontage improvements along pedestrian priority areas, described in the Mobility Element on Page 80, Map 13.

Example of sidewalk dining and parklet in San Francisco.





Figure UD-19: Porches

» **Policy UD 37-4:** Promote façade improvement strategies and implementation measures for existing commercial, office, and residential buildings, and incorporate the following improvements:

- Entrances that include recessed doors, archways or cased openings, a change in wall plane, and/or projecting elements above the entrance.
- Accessible pathways from parking or the street to building entries.
- Low-level lighting on pathways and building faces.
- Clear glass windows on the ground floor for interior shop views, awnings, or other window coverings that contribute to defining the character of the building.
- 360 degree architectural articulation.

RECOMMENDATIONS FOR PORCHES

- A** Single-family homes generally have façades that are set back from the property line.
- B** A defined porch provides a physical transition from public to private space.
- C** Front yards may include low fences or courtyard walls, raised or at-grade porches, and size and style variations of the porch, as well as unique landscape treatments.
- D** Porches should be deep and livable extensions of the home, with space to provide benches and potted plants.

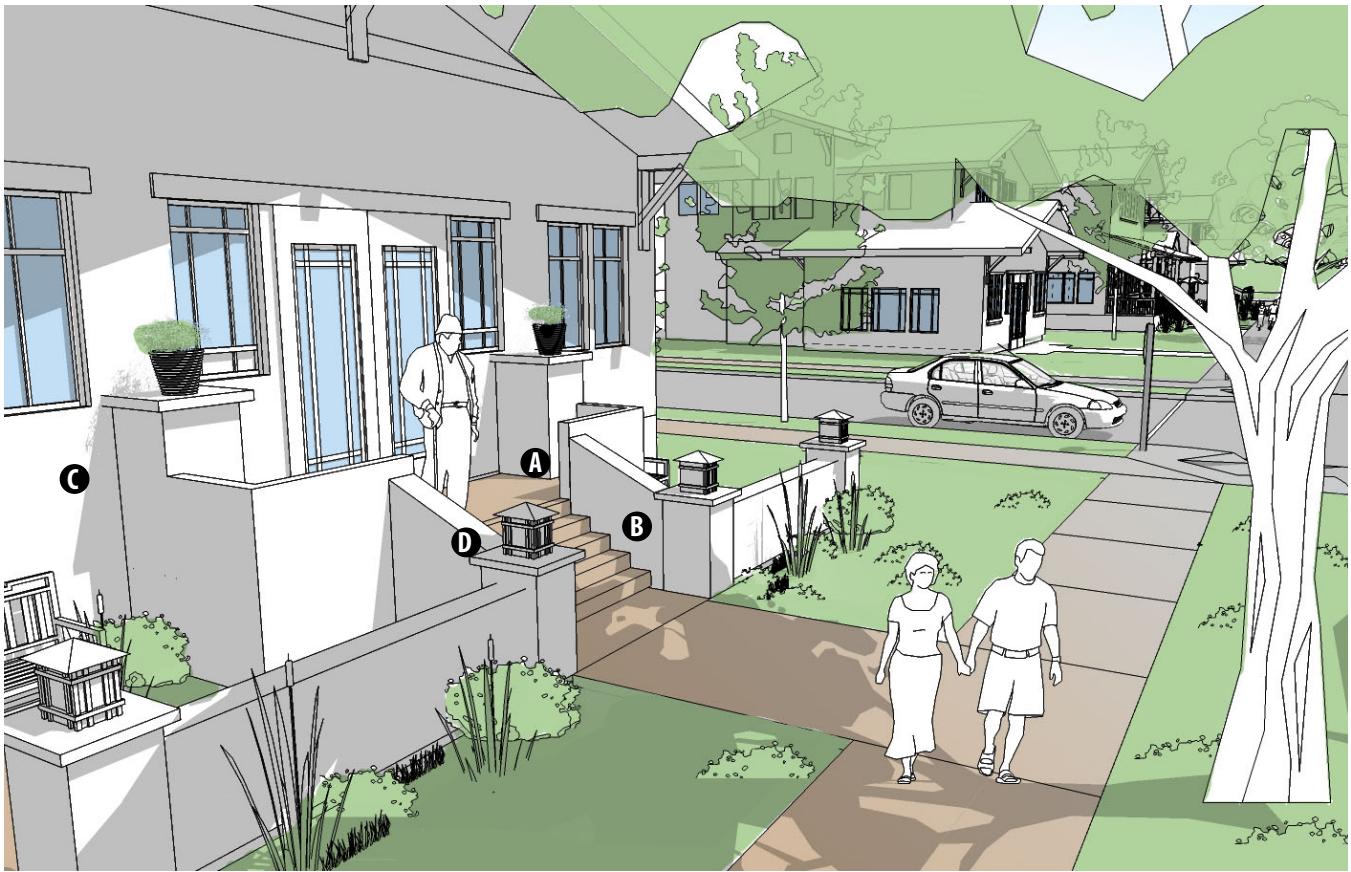


Figure UD-20: Stoops

Stoop at entry to a single-family home.



RECOMMENDATIONS FOR STOOPS

- A** *Stoops are elevated entry porches where stairs are usually placed much closer to the property line than a porch.*
- B** *Stoops have an elevation change from the sidewalk to the ground floor that helps create transition and privacy.*
- C** *Stoops may be seen on single-family or attached housing product, and may or may not be covered by a roof.*
- D** *Stoops generally do not have livable extensions from the home, as porches do, and are rather platforms at a building's entrance.*