

Figure UD-21: Terraces

Restaurant utilizes a terrace for dining space.

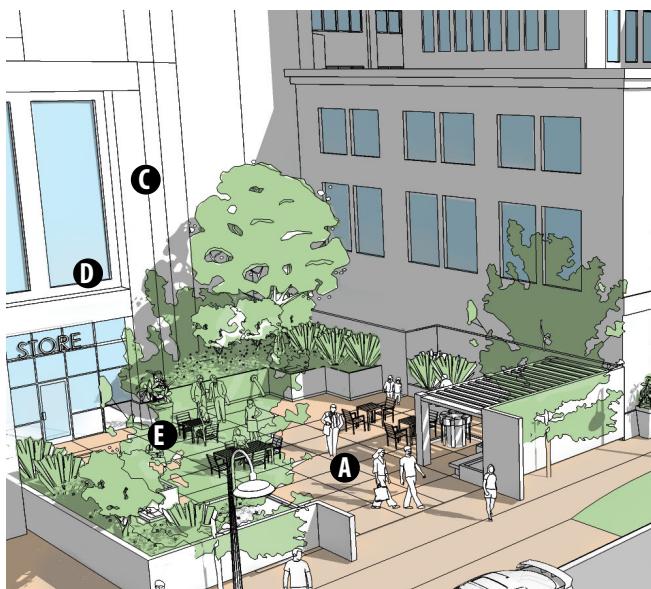


RECOMMENDATIONS FOR TERRACES

- A** Usually elevated, a terrace separates and sets back the façade from the sidewalk and the street.
- B** This type buffers residential use from urban sidewalks and removes the private yard from public encroachment.
- C** Terraces are suitable for conversion, making them popular for outdoor cafes, restaurants, or even office environments.
- D** Terraces can be enclosed with short walls or fences to separate and define the space.



Figure UD-22: Forecourt



RECOMMENDATIONS FOR FORECOURTS

- A** A forecourt is an open area in front of a structure's entrance.
- B** Often residential forecourts are accessed by more than one unit of a multi-family complex.
- C** When used in commercial or civic design, forecourts are formed by a recess in the façade of a building, which may be used to define entry, provide for outdoor dining, or allow vehicular drop-off.
- D** The forecourt may be used in combination with another frontage to provide interest and articulation.
- E** The forecourt should provide pedestrian amenities, such as seating, landscaping, lighting, fountains, and dining opportunities.



Figure UD-23: Storefront

Transparent glass, signage, awning, and plants create an inviting storefront.



RECOMMENDATIONS FOR STOREFRONTS

- A** *Storefronts are façades, usually placed at or close to the property line, with entries at the same level as the sidewalk.*
- B** *Storefronts are large, glazed openings in a façade, filled with doors and transparent glass in a storefront assembly.*
- C** *This traditional retail frontage type is often provided with canopies or awnings to shelter pedestrians and shade the storefront glass from glare.*
- D** *The storefront assembly may be recessed to provide a widened sidewalk or a covered area for outdoor dining.*
- E** *Ground floor ceiling heights are typically higher than the ceiling heights of floors above to support commercial activity and promote pedestrian-oriented space along the street.*



Figure UD-24: Galleries

This gallery provides protection from the sun, while providing a pleasant shopping experience.

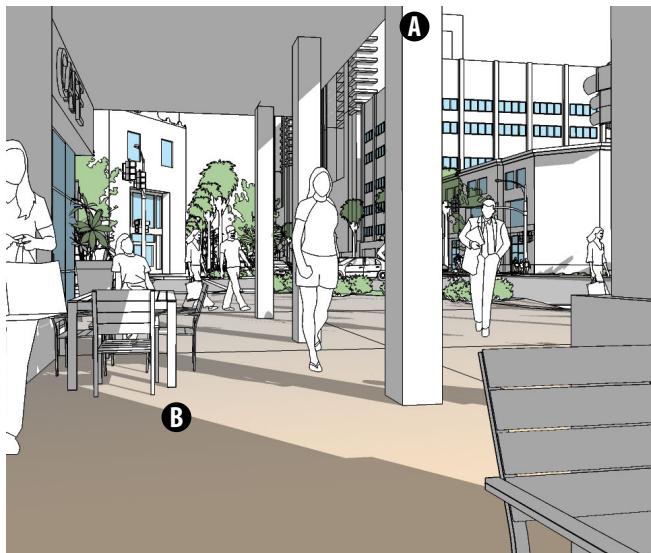


RECOMMENDATIONS FOR GALLERIES

- A** *Galleries are façades with an attached colonnade, which project beyond the building façade and can extend to the property line.*
- B** *Galleries can be used for outdoor dining to provide shelter or act as a continuous awning.*
- C** *The space above a gallery is unenclosed and may be used as a trellis or a deck.*
- D** *Ground floor ceiling heights are typically higher than the ceiling heights of floors above to support commercial activity and promote pedestrian-oriented space along the street.*



Figure UD-25: Arcades



RECOMMENDATIONS FOR ARCADES

- A** Ideally located at the back of sidewalk, the space under an arcade becomes an extension of the public realm.
- B** Like a gallery, the arcade provides shelter for the pedestrian and shade for storefront glass or outdoor dining.
- C** The advantage of the arcade is that the space above can be used for habitable residential use or office use.
- D** Ground floor ceiling heights are typically higher than the ceiling heights of floors above to support commercial activity and promote pedestrian-oriented space along the street.



Street Type

The following Street Types are a context-sensitive street classification system, developed to define six Street Types within the City of Long Beach: Regional Corridor, Boulevard, Major Avenue, Minor Avenue, Neighborhood Connector, and Local Street. Refer to the Mobility Element for specific criteria and designations. The following urban design strategies help transform the public right-of-way into an exciting, pedestrian-friendly environment, providing public spaces for people, as well as improving traffic and transportation modes.

The relationship of Street Type to PlaceType is important. The context and relationship of a neighborhood and PlaceType to the right-of way is crucial in the development and character of the public realm. Commercial streets, downtown streets, and residential streets all have different design parameters, speeds, modes of transportation, and needs. The following urban design strategies provide the opportunity to change the urban fabric of the public realm by reusing street space for different purposes, such as cycle tracks, curb extensions, parklets, and traffic calming measures. Refer to Map 16: Opportunity for Street Character Change, Page 89 in the Mobility Element, for streets identified as opportunities for these changes.

STRATEGY No. 38: Enhance the functionality within each PlaceType by improving the character and functionality of each Street Type.

- » **Policy UD 38-1:** Explore opportunities to incorporate bulbouts, cycle tracks, bike corrals, parklets, mid-block crossings, medians, parkways, and landscape planting within the right-of-way.
- » **Policy UD 38-2:** Ensure that urban and downtown areas with high volumes of pedestrian travel have enlarged walk zones, street trees, and maximum use of street furnishings and lighting.
- » **Policy UD 38-3:** Consider one-way or two-way cycle tracks on roadways with high traffic volumes to separate bicycles from vehicular traffic.
- » **Policy UD 38-4:** Buffer and screen parking areas with landscaping, berms, or low screens.
- » **Policy UD 38-5:** Provide special paving treatment or striping at crosswalks and intersections.
- » **Policy UD 38-6:** Encourage collaboration between the City and businesses to convert curbside parking spaces into public spaces.

» **Policy UD 38-7:** Create a clear frontage zone along the sidewalk with clear visibility of the structure and façade, as well as the space adjacent to the building.

» **Policy UD 38-8:** Provide a clear zone for through-pedestrian traffic along the sidewalk. See the Mobility Element for specific sidewalk widths for each Street Type.

» **Policy UD 38-9:** Provide a street furniture and landscape zone adjacent to the curb for parkways, tree grates, bicycle parking, lighting, benches, newspaper kiosks, utility poles, potted plants, benches, transit shelters, and other pedestrian amenities.

» **Policy UD 38-10:** Incorporate chicanes in residential streets to slow traffic and to activate the public space along a corridor.

» **Policy UD 38-11:** Incorporate pinchpoints where curb extensions may be applied mid-block to calm traffic.

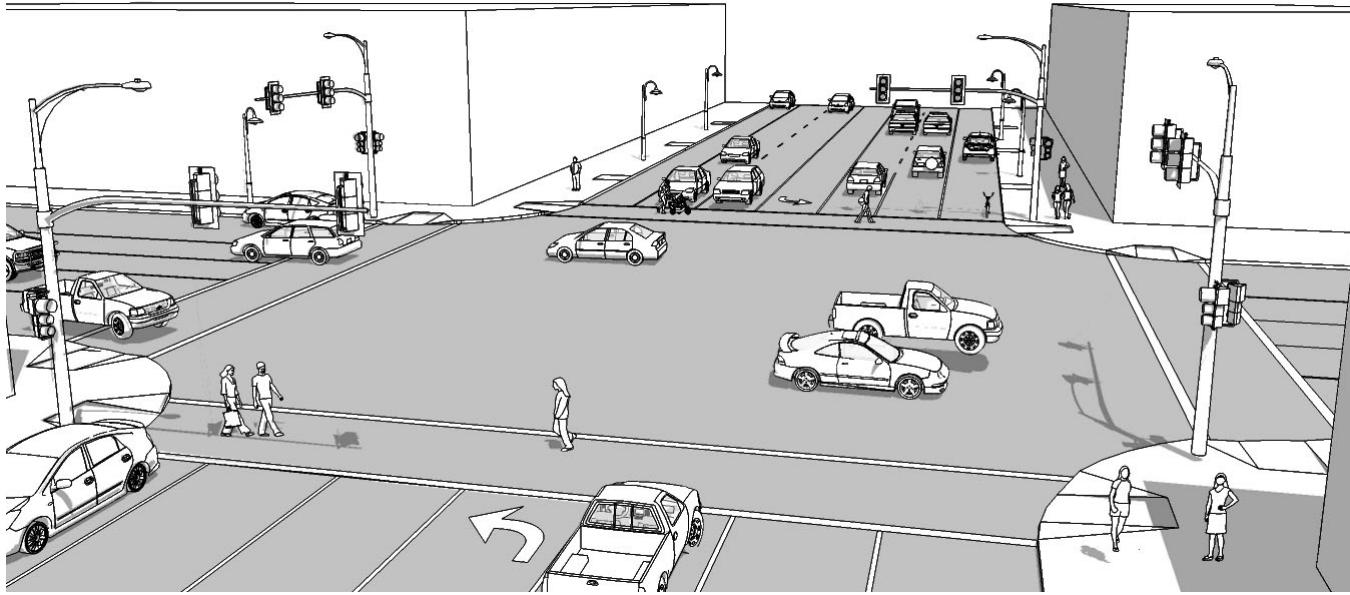
Bike parking is extended out into street parking stall.



Residential street with mini roundabout.



Figure UD-26: Regional, Boulevard, and Major Avenue Street Types



BEFORE: Streets are designed around an auto-oriented environment, transporting people, goods, and services from one community or neighborhood to another.



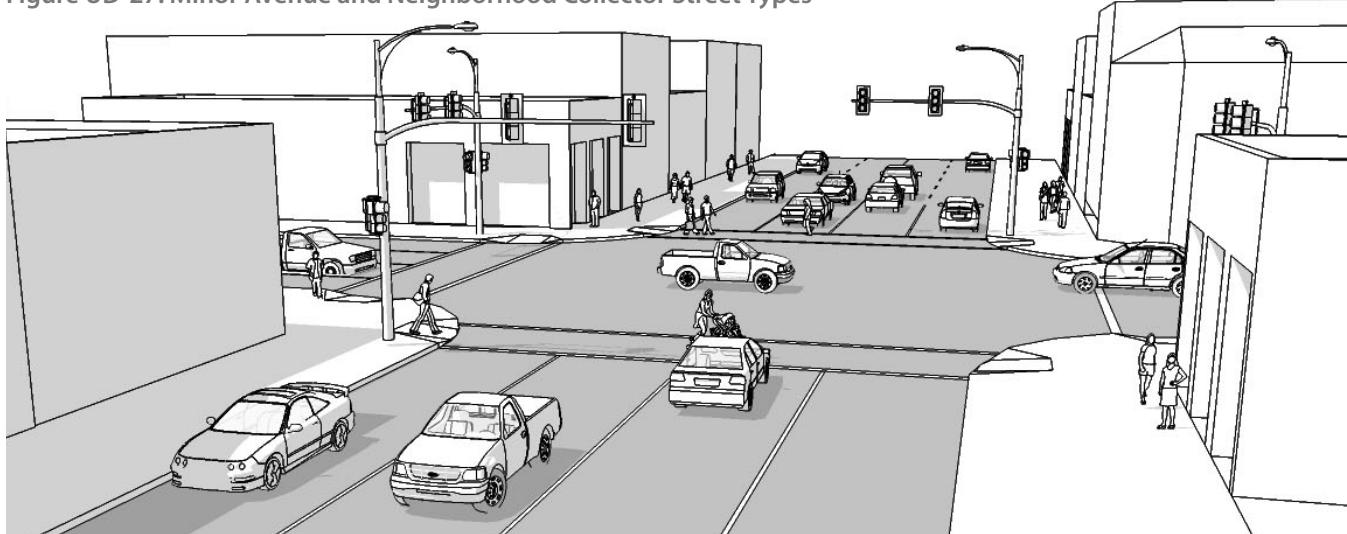
AFTER: Transform streets to include a variety of public spaces, creating a walkable environment.

RECOMMENDATIONS

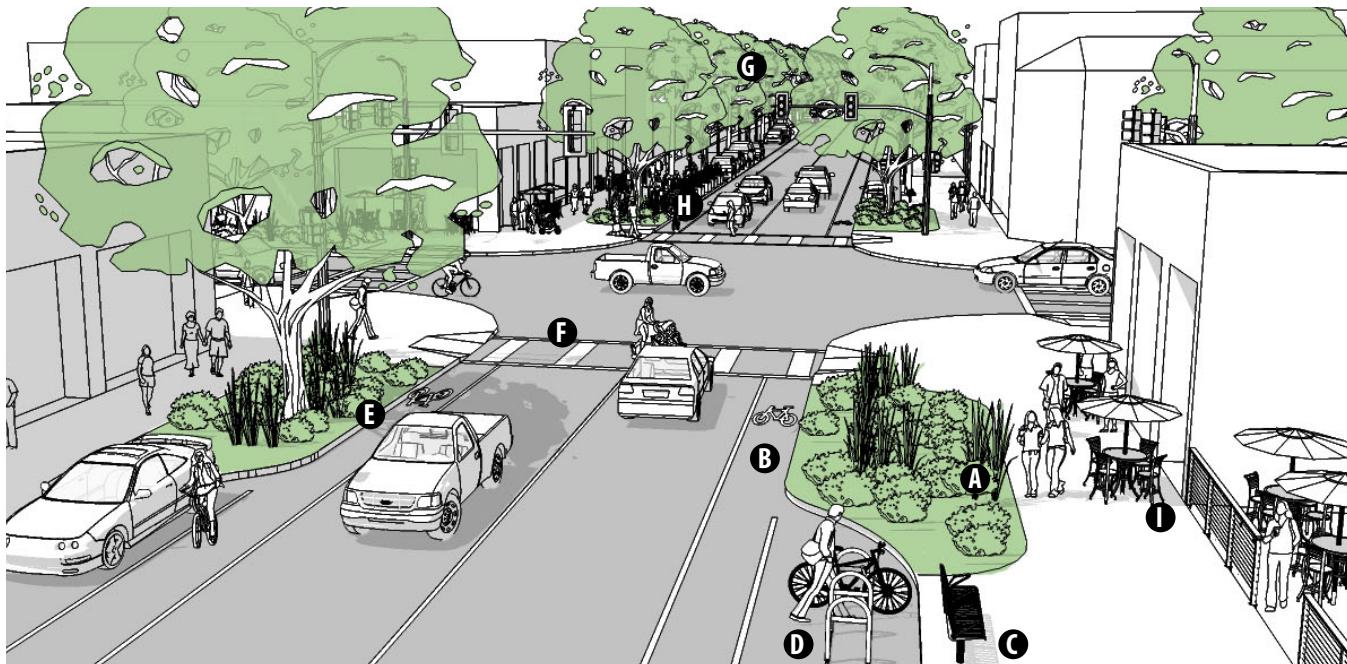
- A** Planted median slows traffic, while allowing room for stacking at heavily used intersections.
- B** Sidewalk widening increases usable space for pedestrians, bicycle parking, and planted bulbouts.
- C** A one-way cycle track, raised cycle track, or parking-buffered cycle track on each side of the street provides a safe route for bicyclists.
- D** Enhanced furnishings, landscaping, and building façade add vitality to corridors and create identifiable streetscapes.
- E** Bike corrals or bike share stations can replace one parking space and can be installed near corners.
- F** Flow-through planters in bulbouts treat stormwater run-off in high density urban areas and prevent puddling at crosswalks.
- G** Paint crosswalks for high-visibility crosswalk treatment. Incorporate pedestrian refuge at center median, where needed.
- H** Enhance the street corridor with consistent street tree planting. Plant trees in tree grates or in planters. Avoid sparse tree wells.



Figure UD-27: Minor Avenue and Neighborhood Collector Street Types



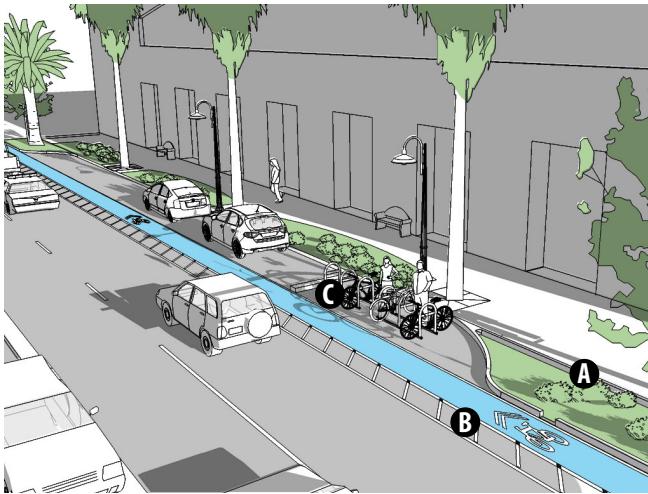
BEFORE: Streets are designed to transport people, goods, and services to neighborhoods and serves as routes between neighborhoods.



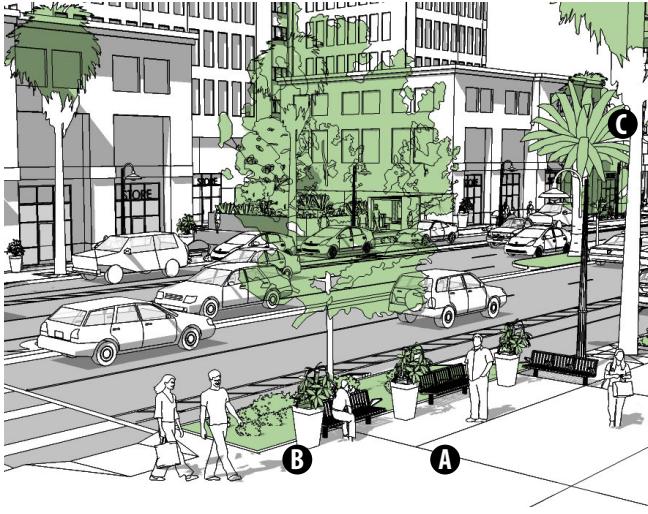
AFTER: Transform streets to include a variety of public spaces, creating a walkable and bicycle-friendly environment.

RECOMMENDATIONS

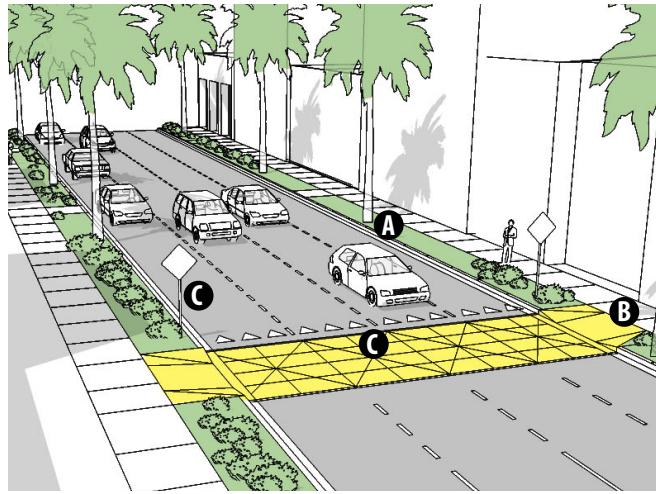
- A** Sidewalk widening increases usable space for pedestrians, bicycle parking, and planted bulbouts.
- B** Bicycle lanes provide designated lanes for bicyclists to travel safely between neighborhoods.
- C** Enhanced furnishings, landscaping, and building façades add vitality to corridors and create identifiable streetscapes.
- D** Bike corrals or bike share stations can replace one parking space and can be installed near corners.
- E** Flow-through planters in bulbouts treat stormwater run-off in high density urban areas and prevent puddling at crosswalks.
- F** Paint crosswalks for high-visibility crosswalk treatment. Incorporate pedestrian refuge at center median, where needed.
- G** Enhance the street corridor with consistent street tree planting. Plant trees in tree grates or in planters. Avoid sparse tree wells.
- H** Provide parklets in locations with active storefronts and heavy foot traffic.
- I** Utilize the frontage zone of sidewalks for cafe dining opportunities.

Figure UD-28: Bicycle Corral with Cycle Track**RECOMMENDATIONS**

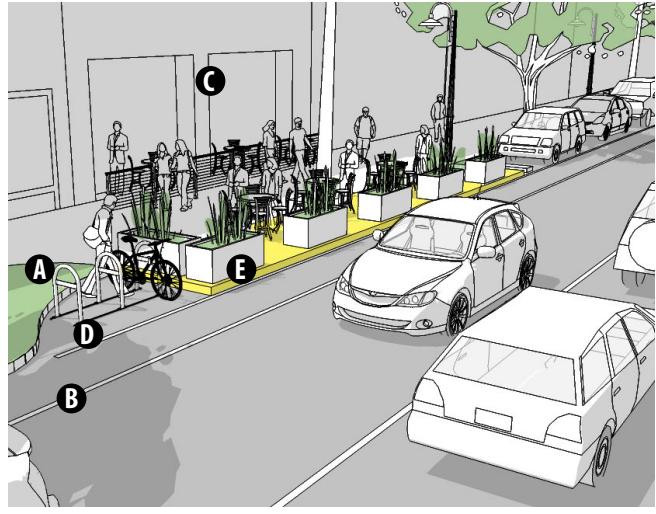
- A** Sidewalk widening increases usable space for pedestrians, bicycle parking, and planted bulbouts.
- B** A one-way cycle track, raised cycle track, or parking-buffered cycle track on each side of the street provides a safe route for bicyclists.
- C** Bike corrals or bike share stations can replace one parking space and can be installed near corners.

Figure UD-30: Bulbout**RECOMMENDATIONS**

- A** Sidewalk widening increases usable space for pedestrians, bicycle parking, and planted bulbouts.
- B** Provide seating, landscaping, and other pedestrian amenities near corners.
- C** Incorporate a variety of street trees in bulbouts, tree grates, and medians to enhance the urban forest.

Figure UD-29: Mid-Block Crossing**RECOMMENDATIONS**

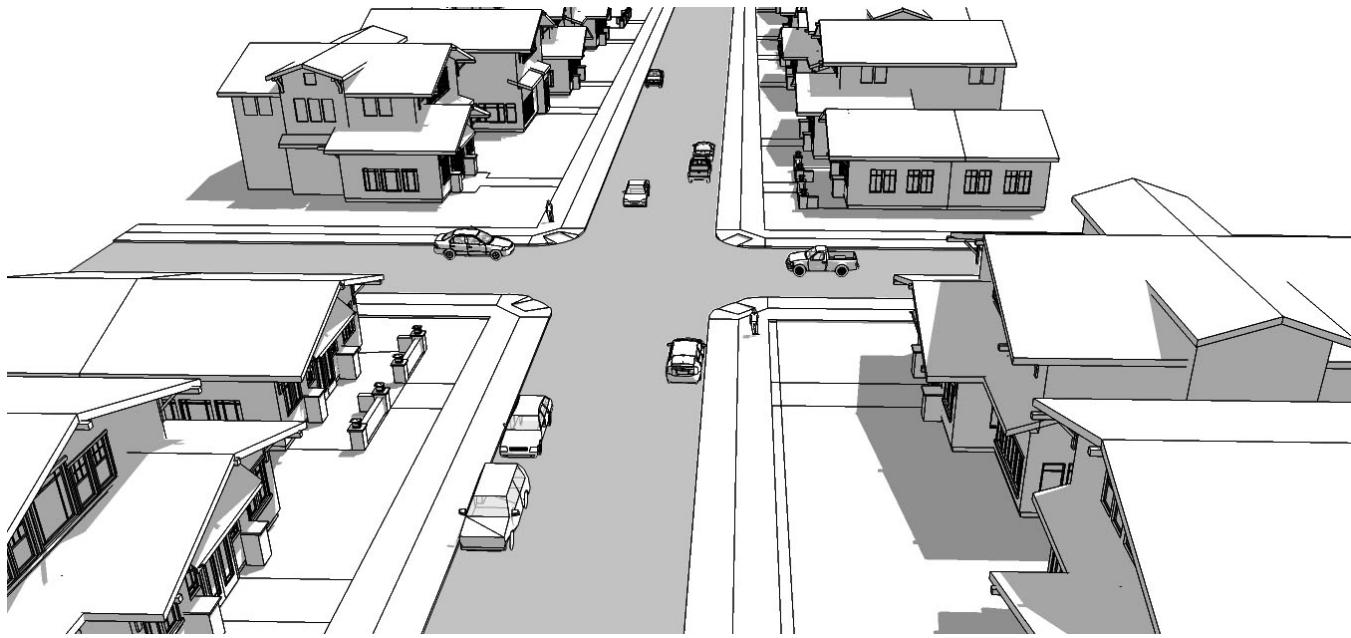
- A** Enhance the street corridor with consistent street tree planting. Plant trees in tree grates or in planters. Avoid sparse tree wells.
- B** Provide mid-block pedestrian crossings along long corridors.
- C** Identify crosswalks with special paving and markings, daylighting, signage, and signalized markers.

Figure UD-31: Parklet**RECOMMENDATIONS**

- A** Sidewalk widening increases usable space for pedestrians, bicycle parking, and planted bulbouts.
- B** Bicycle lanes provide designated lanes for bicyclists to travel safely between neighborhoods.
- C** Enhanced furnishings, landscaping, and building façades add vitality to corridors and create identifiable streetscapes.
- D** Bike corrals or bike share stations can replace one parking space and can be installed near corners.
- E** Provide parklets in locations with active storefronts and heavy foot traffic.



Figure UD-32: Local Street Types



BEFORE: Streets are designed to provide access to individual residences. Streets are generally two lanes with on-street parking, parkways, and sidewalks.

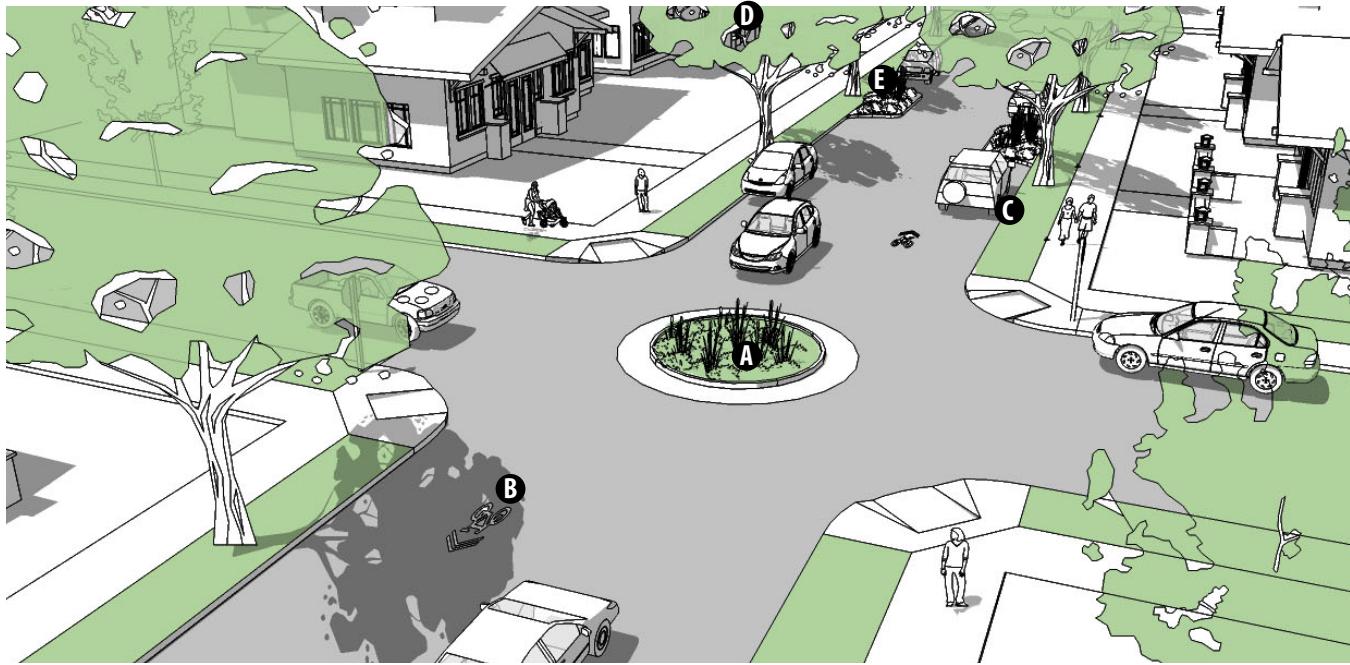


AFTER: Streets can be transformed to increase safety, walkability, and improved character.

RECOMMENDATIONS

- A** Consider providing bulbouts at intersections to keep crossing distances as short as possible, to increase landscape areas, and to slow traffic at intersections.
- B** Incorporate bike route information on bike-friendly streets designated as Class III Bike Routes.
- C** Revitalize landscape parkways with appropriate landscaping.
- D** Flow-through planters in bulbouts treat stormwater run-off. Use bulbouts to help reduce traffic speed and provide planters for additional street trees.
- E** Incorporate pinchpoints where curb extensions may be applied mid-block to slow traffic.
- F** Enhance the street corridor with consistent street tree planting.

Figure UD-33: Local Street Type with Mini Roundabout

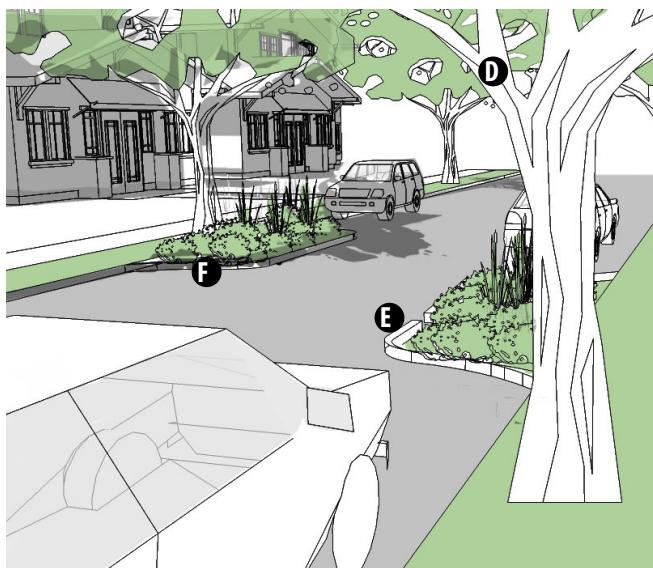


Local Street Types can be transformed to increase safety, walkability, and improved character.

RECOMMENDATIONS

- A** Incorporate mini roundabouts on local streets to slow traffic and increase bicycle and pedestrian safety at intersections.
- B** Incorporate bike route information on bike-friendly streets designated as Class III Bike Routes.
- C** Revitalize landscape parkways with appropriate landscaping.
- D** Enhance the street corridor with consistent street tree planting.
- E** Utilize flow-through planters in bulbouts to treat stormwater run-off. Use bulbouts to help reduce traffic speed and provide planters for additional street trees.
- F** Incorporate pinchpoints where curb extensions may be applied mid-block to slow traffic.
- G** Consider providing bulbouts at intersections to keep crossing distances as short as possible, to increase landscape areas, and to slow traffic at intersections.

Figure UD-34: Pinchpoints





Trees and Landscaping

STRATEGY No. 39: Beautify the City with trees and landscaping while being conscious of water resources and utilizing sustainable practices.

- » **Policy UD 39-1:** Accommodate large canopy street trees that contribute to the City's urban forest, enhance street character and neighborhood identity, and provide shade for pedestrians and parked cars and bikes.
- » **Policy UD 39-2:** Identify gaps in street tree canopy and expand and maintain new tree plantings.
- » **Policy UD 39-3:** Explore cost-effective options to increase and sustain the Urban Forest; maintain trees to reduce the impacts of drought, diseases and pests, and construction and storm damage.
- » **Policy UD 39-4:** Ensure landscaping for new projects complies with Title 23, Chapter 2.7 of the California Code of Regulations, Model for Efficient Landscape Ordinance.
- » **Policy UD 39-5:** Integrate native, drought-tolerant, or low-water-use plant species in streetscapes and design for ease of maintenance to assure their longevity and limit water and resource use.
- » **Policy UD 39-6:** Limit the use of palm trees, except for in signature areas.
- » **Policy UD 39-7:** Consider providing bioswales, pervious strips, flow-through planters, and pervious pavement to help infiltrate stormwater runoff before it enters the sewer system.

Use drought tolerant trees and landscaping.



Landscaping in bulbouts and consistent street trees help define the street edge and beautify the streetscape.



Trees and landscaping enhance a City's urban forest and streetscape character.



Flow-through planters provide filtration of surface runoff.





Parking Lots, Driveways, and Access Points

STRATEGY No. 40: Design parking lots, structures, driveways, and access points to promote walkability, reduced trips, and promote sustainability.

- » **Policy UD 40-1:** Minimize the visual impact of parking structures by encouraging the first floor to be wrapped with pedestrian-friendly uses and by urban design and landscaping features along pedestrian-oriented street frontages.
- » **Policy UD 40-2:** Provide well-marked and convenient pedestrian access through parking areas to separate pedestrian and vehicular traffic.
- » **Policy UD 40-3:** Beautify and screen parking lots located adjacent to a street edge with landscaping, shade trees, and decorative paving treatments.
- » **Policy UD 40-4:** Use planter beds, decorative paving materials, and safe pedestrian paths to break up large areas dedicated to parking.
- » **Policy UD 40-5:** Promote the use of pervious surfaces (including paving), low-impact development strategies, and natural run-off infiltration systems into parking lot design.
- » **Policy UD 40-6:** Enhance driveway access points with ornamental landscaping, accent paving, and lighting.
- » **Policy UD 40-7:** Explore opportunities to incorporate innovative parking solutions, such as lifts and tandem parking, to help meet parking requirements.
- » **Policy UD 40-8:** Manage existing parking resources and implement strategies such as shared use parking, especially in Parking Impacted Areas, discussed in the Mobility Element.

Parking structures should be visually appealing on all frontages.



Beautify parking lots adjacent to streets with adequate setbacks for landscaping.



Maintain and manage existing parking resources.



Pedestrian Infrastructure

STRATEGY No. 41: Connect neighborhoods, corridors, and centers by maintaining and providing for walkable blocks.

- » **Policy UD 41-1:** Encourage new developments to incorporate pedestrian amenities and pathways that provide direct, convenient, and safe access to public sidewalks and streets.
- » **Policy UD 41-2:** Explore opportunities to improve connections among the downtown, corridors, campuses, and neighborhoods to create interconnected walking environments.
- » **Policy UD 41-3:** Maintain and enhance the street grid network and short blocks that support all modes of transportation in Long Beach.
- » **Policy UD 41-4:** Provide street furnishings in the pedestrian zone to encourage walking and areas to stop and rest.
- » **Policy UD 41-5:** Promote enhancement, repair, and maintenance of alleys, paseos, paths, and trails.
- » **Policy UD 41-6:** Encourage the use of specialty paving or artistic ground treatment, such as painted concrete, where alleys intersect to enhance pedestrian activity.
- » **Policy UD 41-7:** Provide wayfinding signs, pedestrian lighting for safety and security, benches, and public art along alleys, paseos, paths, and trails to enhance neighborhood character and walkability.
- » **Policy UD 41-8:** Provide mid-block pedestrian connections between the street and alley on commercial blocks to encourage pedestrian discovery and safe passages.

Paving and landscaping enhance pedestrian connections through parking areas.



Bicycle Infrastructure

STRATEGY No. 42: Continue promoting the City's vision to become the most bicycle-friendly city in the United States. Refer to additional policies provided in the Mobility Element.

- » **Policy UD 42-1:** Support and enhance bicycle streets by strategically locating bicycle facilities (like bicycle boulevards, bike racks and corrals, bike stations, and bike rental/share facilities), and reducing conflicts between pedestrians, bicyclists, and vehicles.
- » **Policy UD 42-2:** Encourage the integration of bike corrals and other transit amenities into projects located at heavily used transit stops, retail areas, and activity centers.
- » **Policy UD 42-3:** Support Long Beach's bike share program.
- » **Policy UD 42-4:** Provide bicycle facilities that connect activity centers.

Shared lane markings guide bicyclists and notify motorists to be cautious of shared use lanes.



Bike share programs include bicycles with GPS technology for tracking, and kiosks that use solar power.



Transit Infrastructure

STRATEGY No. 43: Establish comfortable and safe transit infrastructure. Refer to additional policies provided in the Mobility Element.

- » **Policy UD 43-1:** Promote the integration of transit stop amenities into the site or landscape design of a project, such as rain or sun protection, seating, and trash receptacle, where appropriate and feasible.
- » **Policy UD 43-1:** Create and encourage the use of a route/bus information theme to transit centers (or elements), so that they are visually similar, recognizable, and have an identity that is specific to Long Beach.
- » **Policy UD 43-3:** Provide transit infrastructure within 1/4 mile of all bus and transit stops.

1st Street bus shelters provide shade, seating, and architectural character.



Provide and maintain safe pedestrian connections between transit uses.





Administration + Implementation

Maintaining the Urban Design Element

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ADMINISTRATION + IMPLEMENTATION

Introduction

The Urban Design Element provides the highest level of design and development guidance on a citywide basis. It provides direction and guidance that will be implemented through design guidelines, specific plans, zoning documents, and through the site plan review process. In addition, the Urban Design Element provides more details about what the PlaceTypes are and how those PlaceTypes work internally (within the PlaceType) and with adjacent PlaceTypes, using the mixed use corridor and residential interface as the most common example.

This section discusses the following:

- » Authority from Office of Planning and Research Guidelines to create an Urban Design Element as an optional element.
- » Approach to modify the Urban Design Element and make relevant.
- » How best to implement Urban Design Element principles.
- » Specific steps/plans/actions to be taken.

Administering an Urban Design Element

The State of California's Governor's Office of Planning and Research, under California Government Code 65303, allows a city or county to adopt "any other elements or address any other subjects, which, in the judgement of the legislative body, relate to the physical development of the county or city." Once adopted, this Urban Design Element will carry the same legal weight as any of the seven mandatory elements and will be consistent to all the other elements, as required by §65300.5.

The Office of Planning and Research (OPR) states, "A community design element may provide additional direction, beyond that of the land use element, to the planning area's development pattern, form, structure, and sense of place. A community design element may provide the basis for aesthetic regulation of public and private land and structures. The policies and programs of a community design element may provide specific guidance to enhance the sense of place and quality of life in the planning area. It should bring together the principles of the other elements

into an overall set of qualitative policies. It may be used to establish principles to guide the form and appearance of neighborhoods, streets, parks, public facilities, new development, and redevelopment."

OPR also indicates relevant issues that should be addressed in a community design element. The following is a list of basic issues that should be covered:

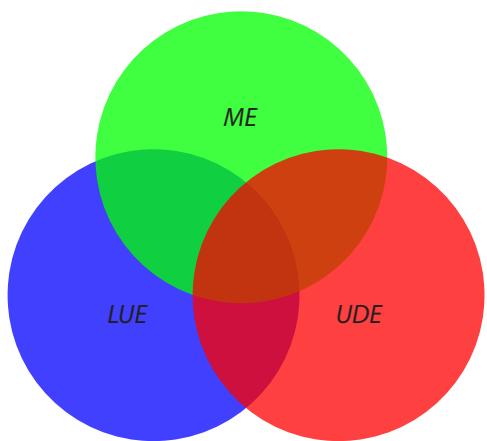
- » *Community Form:* Elements that define the character of the community (e.g., viewsheds, parks, open space, airport, freeways, ridgelines, and rivers)
- » *Neighborhood Structure:* Favorable features that characterize the neighborhoods in the planning area. Street types, parks, landscaping, lot sizes, boundary elements, and architectural types all contribute to the sense of place.
- » *Community Conservation:* Patterns of open space, circulation, and landmarks that provide identity to the planning area and neighborhoods, making them more livable. The positive attributes of existing neighborhoods should be preserved and utilized in planning for revitalization with common and related themes.
- » *Commercial/Industrial Connections:* Office buildings and office and industrial parks may include patterns and features that enhance or detract from the existing community or the general plan vision of the future. Specific design policies should be developed with the input of both the public and business interests.

Refer to the OPR General Plan Guidelines for additional information.

Consistency

To ensure that the goals, policies, implementation strategies, and neighborhood strategies of this Element are systematically implemented, State law requires that the actions and decisions Long Beach approves be consistent with this Urban Design Element and the General Plan 2035. This Urban Design Element (UDE) is most closely tied to the Land Use Element (LUE) and Mobility Element (ME).

- » *LUE* – Defines what goes where, defines the PlaceTypes, and applies them as land use designations to the City
- » *ME* – Defines how to get there and some guidance on how to best design the streets/public realm; provides content-sensitive street design to complement and support the adjacent uses
- » *UDE* – Defines what the City looks like, describes the various components of the City and how those pieces fit together, and brings it all together, especially focusing on where the private and public realm intersect at the street edges



This diagram shows the relationship between the Mobility Element, Land Use Element, and Urban Design Element.

Adoption of this UDE will provide highest policy level, citywide urban design guidance, recognizing that the City has developed numerous topical and area-specific design guidance since the 1958 Citywide Master Plan; the creation of the original General Plan in the early 1970s; and subsequent zoning, planning, and Redevelopment Project Area documents since then. Implementation through the update of existing design guidelines, street design manual, and other related documents will implement the policies of the UDE and keep the UDE applicable going forward (see specific steps below).

The contents of the UDE will be revisited, along with the next major update of either the LUE or ME, to ensure internal General Plan consistency and make sure that the document reflects the community's shared vision for the future at that time. Because the LUE, not the UDE, is the document that designates the PlaceTypes, no on-going consistency review for UDE is expected when LUE text or designation amendments are made as a result of individual development projects in the future.

Amendments to the General Plan would be subject to OPR guidelines and City Council review and approval. Adoption of design guidelines would be adopted as policy or by ordinance to become law or design requirements, or could simply provide guidance for future development and capital projects for development projects, capital improvement projects, or other types of physical improvements.

Implementation

Strategies for a Comprehensive Update to the Zoning Code to Develop Hybrid Zoning and Development Code

STRATEGY No. 43: Develop a zoning code that is consistent with the PlaceTypes, that balances flexibility and predictability of use, is sensitive to the way the City has developed over the decades, and encourages future growth to occur in the Areas of Change.

- » Consolidate or eliminate outdated Planned Developments districts.
- » Provide guidance for:
 - Economic vitality/job creation for land uses.
 - Appropriate infill/density.
 - Mansionization.
 - Crackerboxes.
 - Corridors and transitions.
- » Develop standards and policies that are building form and placement-based, rather than traditional land use based.
- » Integrate Urban Design Element policies and strategies into the Zoning Code update to ensure integration of concepts into everyday practice.
- » Update R-3 and R-4 design standards (Sedway Cook, 1986) to meet more modern standards. Provide graduated density as lot sizes and depths increase with higher densities for moderate MFR and TOD PlaceTypes.

Strategies for Areas of Change

STRATEGY No. 44: Develop implementation documents, such as specific plans, area plans, and design standards for Areas of Change identified in the Land Use Element.

Strategies to Integrate Design Guidelines

STRATEGY No. 45: Finalize Designated Historic Districts Guidelines document.

STRATEGY No. 46: Integrate design guidelines into existing and future planning efforts such as:

- » New specific plans
- » Local Corridor and Pedestrian Districts
- » Downtown District
- » SEASP
- » Long Beach Boulevard
- » Airport Area
- » Traffic Circle

STRATEGY No. 47: Consolidate and update design guidelines of Planned Developments near the Long Beach Airport and the waterfront.

STRATEGY No. 48: Develop topical design guidelines for specific PlaceTypes, such as for Multifamily Residential and Transit-Oriented Development, pedestrian priority areas identified in the Mobility Element, and as part of the street design standards manual (Mobility Element, MOP IM-1).

STRATEGY No. 49: Update existing and pending, or develop new design guidelines, for those areas of the City where special care for infill and remodeling is needed and where change is most likely to occur.

Strategies to Create Great Places

STRATEGY No. 50: Incentivize redevelopment of underutilized parcels and adaptive reuse projects.

STRATEGY No. 51: Develop guidelines, standards, and incentives to facilitate good design and use of quality materials, encourage adaptive reuse, reduce waste, maintain local character, promote sustainable and healthy living practices, and support existing building preservation, rehabilitation, and integration.

STRATEGY No. 52: Strengthen or provide additional code enforcement.

STRATEGY No. 53: Continue to create and implement standards and guidelines that support sustainable development projects, such as the City's Construction & Demolition Debris Recycling (C&D) Program and the Low Impact Development policy.

Strategies to Improve Urban Fabric

STRATEGY No. 54: Focus on streetscape improvements within Neighborhood Serving Centers and Corridors.

STRATEGY No. 55: Incentivize and regulate infill projects that support the designated PlaceType with appropriate use, scale, compactness of development, and design character.

STRATEGY No. 56: Leverage private investment to incorporate site furnishings and street trees as part of a development's master plan.

STRATEGY No. 57: Implement strategies and recommendations identified in the Community Livability Plan and the Westside Livability Plan for the I-710 Corridor Neighborhoods.

Strategies to Improve Edges, Thoroughfares, and Corridors

STRATEGY No. 58: Create or define streetscape character along the following major thoroughfares: Pacific Coast Highway, Ocean Boulevard, Lakewood Boulevard, Artesia Boulevard, Atlantic Avenue, Anaheim Street, 7th Street, Long Beach Boulevard, Carson Street, and Los Coyotes Diagonal.

STRATEGY No. 59: Enhance and improve southeast waterfront areas through a planning process that engages the community. Refer to Areas of Change in the Land Use Element.

STRATEGY No. 60: Create standards for street wall design to maintain consistency along the street edge. Each neighborhood should include the following standards:

- » Variation in the street wall.
- » Prominent entrances and patios.
- » Transparency and pedestrian engagement.
- » Awnings and canopies.
- » Setback and landscape design.
- » Pedestrian zone in front of a building.

STRATEGY No. 61: Create and complete a Street Tree Master Plan.

STRATEGY No. 62: Develop streetscape plans for high volume pedestrian areas to provide bulbouts at the ends of blocks and at mid-block crossings. Shorten long blocks and narrow street crossings by reducing the actual distance the pedestrian has to traverse. Include enhanced landscaping, planters, and street furniture where feasible.

STRATEGY No. 63: Identify deficiencies in public parks, plazas, and amenities and develop strategies to provide public infill development.

STRATEGY No. 64: Create and adopt a City-wide Gateway Identification Program. Identify opportunity sites, create design criteria, and encourage placement of landmark signs in Long Beach.

Strategies to Improve Public Spaces

STRATEGY No. 65: Ensure adherence to design guidance for pedestrian, bicycle and transit infrastructure by requiring that all projects under Site Plan Review be reviewed for adherence to UDE standards and recommendations.

STRATEGY No. 66: Establish guidelines and zoning overlays, as appropriate, to regulate development within scenic areas and for iconic sites.

STRATEGY No. 67: Increase the visibility and awareness of visual resources available to all segments of the population.

STRATEGY No. 68: Identify a network of public and private spaces and provide incentives for development to enhance open spaces beyond minimum requirements.

STRATEGY No. 69: Identify locations and promote the establishment of business improvement districts to create and maintain public spaces.

STRATEGY No. 70: Develop and implement an Urban Forestry Plan to assure the City is cultivating a variety of climate and location-appropriate tree species. Environmental benefits to neighborhoods include reducing the heat island effect, processing carbon dioxide into oxygen, and slowing the percolation of rainwater.

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