

URBAN DESIGN element

City of Long Beach General Plan

Adopted by the Long Beach City Council on
December 3, 2019

Processed by Long Beach Development Services

Assisted by RRM Design Group, MIG, Cityworks Design, and AECOM.

This information is available in an alternative format by request at 562.570.3807.
For an electronic version of this document, visit our website at www.lbds.info

ACKNOWLEDGEMENTS

Mayor and City Council

Honorable Mayor Dr. Robert Garcia, Ed.D.
Dee Andrews, Vice Mayor, 6th District
Lena Gonzalez, Councilmember, 1st District (Former)
Jeannine Pearce, Councilmember, 2nd District
Suzie Price, Councilmember, 3rd District
Daryl Supernaw, Councilmember, 4th District
Stacy Mungo, Councilmember, 5th District
Roberto Uranga, Councilmember, 7th District
Al Austin, Councilmember, 8th District
Rex Richardson, Councilmember, 9th District

Office of the City Manager

Tom Modica, Acting City Manager
Patrick H. West, City Manager (Ret.)
Rebecca Guzman, Acting Assistant City Manager
Kevin Jackson, Deputy City Manager
Teresa Chandler, Interim Deputy City Manager

City of Long Beach Planning Commission

Richard Lewis, Chair
Mark Christoffels, Vice Chair
Ron Cruz
Josh LaFarga
Andy Perez
Jane Templin
Erick Verduzco-Vega
Donita Van Horik, Retired

City of Long Beach Department of Development Services Staff

Linda F. Tatum, FAICP, Director
Amy J. Bodek, AICP, Director (Former)
Christopher Koontz, AICP, Planning Bureau Manager
Patricia Diefenderfer, AICP, Advance Planning Officer
Alexis Oropeza, Current Planning Officer
Alison Spindler-Ruiz, AICP, Planner
Ira Brown, Planner (Former)
Craig Chalfant, Planner (Ret.)
Fern Nueno, AICP, Planner (Former)
Angela Reynolds, AICP (Ret.)
Pat Garrow (Ret.)
Steve Gerhardt, AICP (Ret.)

Special Thanks

A special thanks is extended to the Long Beach Technology & Innovation Department for their able assistance in the preparation of the maps contained in this document.

table of CONTENTS

	1	Vision: A City That Thrives	
		Introduction	3
	2	Introduction: What is Urban Design?	
		Urban Design Overview.....	7
		The Next Bold Moves: Vision in Motion.....	8
	3	Context: Understanding the Urban Fabric	
		History.....	13
		Our Region. Our City.....	13
	4	Urban Design Plan: Creating Livable Environments	
		Great Places.....	25
		Urban Fabric.....	33
		PlaceTypes	38
		Public Spaces	62
		Edges, Thoroughfares, and Corridors.....	67
	5	Administration + Implementation: Maintaining the Urban Design Element	
		Introduction	89
		Implementation.....	91
	7	Appendix	
		References	95
		Glossary	95

list of MAPS

Maps

Map UD-1: Historic Sites Map.....	31
Map UD-2: PlaceTypes Map	39
Map UD-3: Founding and Contemporary Neighborhood PlaceType Map.....	41
Map UD-4: Multi-Family Residential - Low and Moderate PlaceTypes Map.....	45
Map UD-5: Neighborhood-Serving Centers and Corridors - Low and Moderate PlaceTypes Map.....	47
Map UD-6: Transit-Oriented Development - Low and Moderate PlaceTypes Map.....	49
Map UD-6: Community Commercial PlaceType Map	51
Map UD-7: Industrial PlaceType Map	53
Map UD-8: Neo-Industrial PlaceType Map	55
Map UD-9: Regional-Serving Facility PlaceType Map.....	57
Map UD-10: Downtown PlaceType Map	59
Map UD-11: Waterfront PlaceType Map	61
Map UD-12: Open Space and Parks Map	63
Map UD-13: Areas of Change Map.....	92

table of FIGURES

Figures

Figure UD-1: Founding and Contemporary Neighborhood Bird's-Eye View.....	40
Figure UD-2: Founding and Contemporary Neighborhood Cross Section	40
Figure UD-3: Founding and Contemporary Neighborhood Building Types	42
Figure UD-4: Multi-Family Residential - Low and Moderate Residential Bird's-Eye View.....	44
Figure UD-5: Multi-Family Residential - Low and Moderate Residential Cross Section	44
Figure UD-6: Neighborhood-Serving Centers and Corridors - Low and Moderate PlaceTypes Bird's-Eye View	46
Figure UD-7: Neighborhood-Serving Centers and Corridors - Low and Moderate PlaceTypes Cross Section.....	46
Figure UD-8: Transit-Oriented Development - Low and Moderate PlaceTypes Bird's-Eye View	48
Figure UD-9: Transit-Oriented Development - Low and Moderate PlaceTypes Cross Section	48
Figure UD-10: Community Commercial Bird's-Eye View	50
Figure UD-11: Community Commercial Cross Section	50
Figure UD-12: Industrial Bird's-Eye View.....	52
Figure UD-13: Industrial Cross Section	52
Figure UD-14: Neo-Industrial Bird's-Eye View.....	54
Figure UD-15: Neo-Industrial Cross Section	54
Figure UD-16: Regional-Serving Facility Bird's-Eye View.....	56
Figure UD-17: Regional-Serving Facility Cross Section.....	56
Figure UD-18: Streets as the "Public Room" Using 1st Street and Linden Avenue as an Example	68
Figure UD-19: Porches	70
Figure UD-20: Stoops	71
Figure UD-21: Terraces.....	72
Figure UD-22: Forecourt.....	73
Figure UD-23: Storefront.....	74
Figure UD-24: Galleries.....	75
Figure UD-25: Arcades	76
Figure UD-26: Regional, Boulevard, and Major Avenue Street Types	78
Figure UD-27: Minor Avenue and Neighborhood Collector Street Types.....	79
Figure UD-28: Bike Corral With Cycle Track	80
Figure UD-29: Mid-Block Crossing.....	80
Figure UD-30: Bulbout	80
Figure UD-31: Parklet	80
Figure UD-32: Local Street Types	81
Figure UD-33: Local Street Type With Mini Roundabout.....	82
Figure UD-34: Pinchpoints	82

This page intentionally left blank.

1

Vision

A City That Thrives

Introduction	3
» Goals.....	3



VISION: A CITY THAT THRIVES

Introduction

Today, Long Beach continues to evolve and develop as a community adapting to the global economy of the 21st Century. In essence, Long Beach is growing up – from a once-sleepy seaside suburb – to a young, vibrant City coming of age and looking to make its mark in a geographic arena dominated by the more well-known cities of Los Angeles and San Diego. But under the auspices of these two talked-about giants, Long Beach has continued on, in an unwavering direction, by staying true to itself and laying an urban framework to allow itself and the people that call it home to continue to adapt and thrive.

This Urban Design Element seeks to aid and shape the continued evolution of the urban environment within Long Beach, while at the same time leveraging the unique relationship of the City to its natural environment. It is concerned with both the preservation of existing neighborhoods that define its unique character and building upon them to allow for continued adaptation and improvement of the built environment. Desired goals of the Urban Design Element include:

The Urban Design Plan: Creating exciting and vibrant places.



Goals

Creating Great Places

Creating Great Places allows for friends and strangers to interact in a space that encourages activity, spontaneity, exploration and discovery. Great Places encourage businesses to relocate for both the quality of life of employees and their families. These Great Places are timeless and demand to be visited over and over again.

Urban Fabric

Defining patterns within the existing Urban Fabric successfully expresses what makes Long Beach unique, and is reflective of the neighborhoods and context of the City. It allows for the establishment of new development patterns that do not detract from successful, historical development patterns, but rather builds upon and celebrates the pre-existing Urban Fabric, both natural and man-made, as a component of place.



Public Spaces

Integrating Public Spaces that allow for the community to come together for informal and formal events, where public art can be put on display, where both children and adults can engage in physical activities, and where civic engagement can occur. These Public Spaces are informed by the context of Long Beach and its history of diversity, uniqueness, and civic involvement.

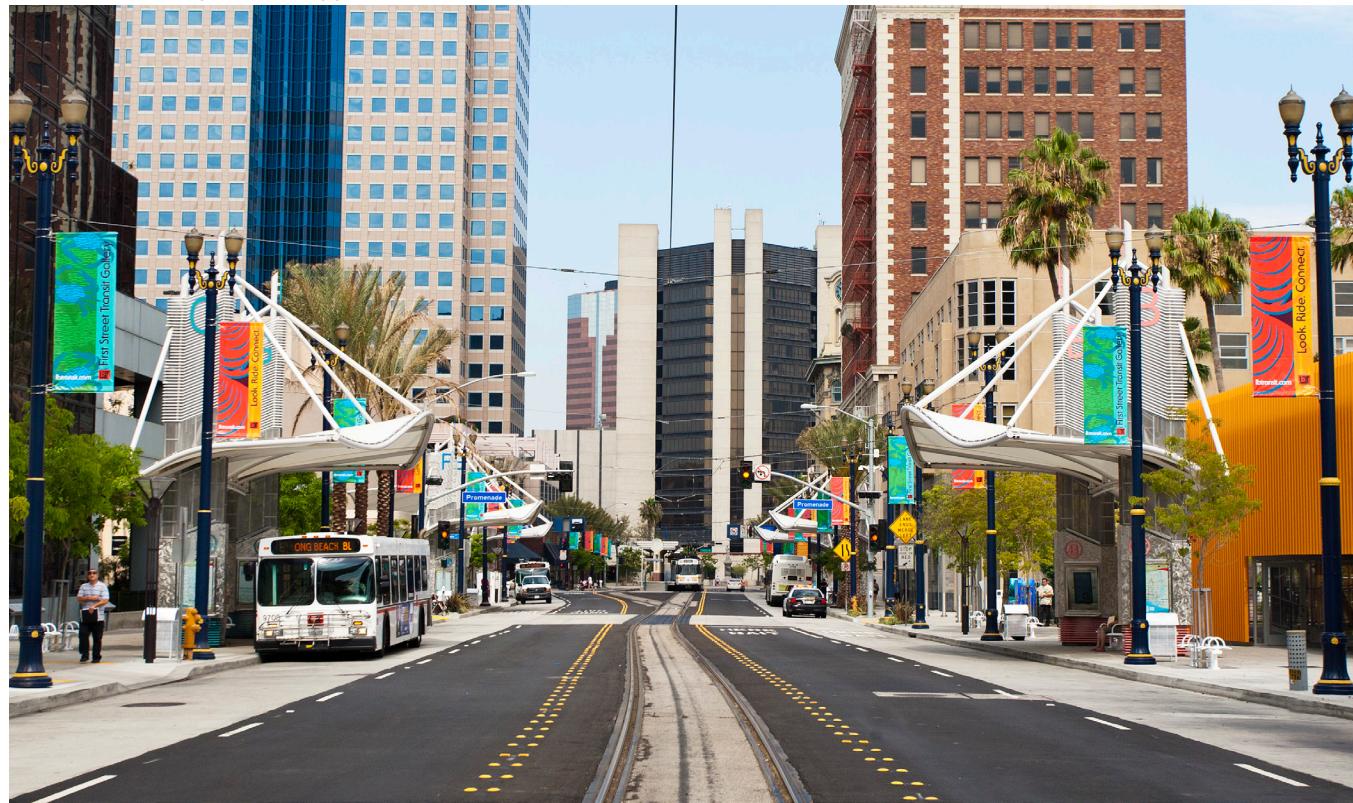
Edges, Thoroughfares, and Corridors

Edges, Thoroughfares, and Corridors reflect the uniqueness of the natural and urban environments and the neighborhoods that they traverse. Natural and man-made edges, such as the Pacific Ocean, Port of Long Beach, Los Angeles River, and San Gabriel River, act as catalysts for improved environmental health, quality of life, and opportunities for non-motorized modes of transit. Thoroughfares act to define the larger commercial activities of the City, while at the same time integrating pedestrian amenities that allow for transitioning into adjacent districts. Corridors are the heart of the community where individual neighborhood characteristics are celebrated, opportunities for the ‘public room’ concept are provided, and a wide-array of multimodal transportation options are supported. Functioning corridors enhance the quality of adjacent neighborhoods, connectivity to them, and accessibility to goods and services.

Bicycle and pedestrian activity along the waterfront.



Multi-modal transportation opportunities.





Introduction

What is Urban Design?

Urban Design Overview.....	7
The Next Bold Moves: Vision in Motion.....	8
» Healthy, Sustainable Neighborhoods	8
» Compact, Connected Development.....	8
» Healing the Urban Fabric (Minimizing Conflicts, Filling in Gaps).....	8
» Corridors and Adjacent Neighborhoods.....	8
» Improved Relationships Amongst Buildings, Streets, Public Spaces, and People	9
» Ce	



INTRODUCTION: WHAT IS URBAN DESIGN?

Urban Design Overview

Urban Design describes the physical character and organization of the urban environment and the relationship between people and the environment of a place. It considers the history of place, existing organizational patterns of the urban environment, the form and character of its buildings, health of its exterior pedestrian spaces, and its setting within the natural environment. These considerations as a whole are aimed to be representative and reflective of a community's values and define the context of place in which they reside.

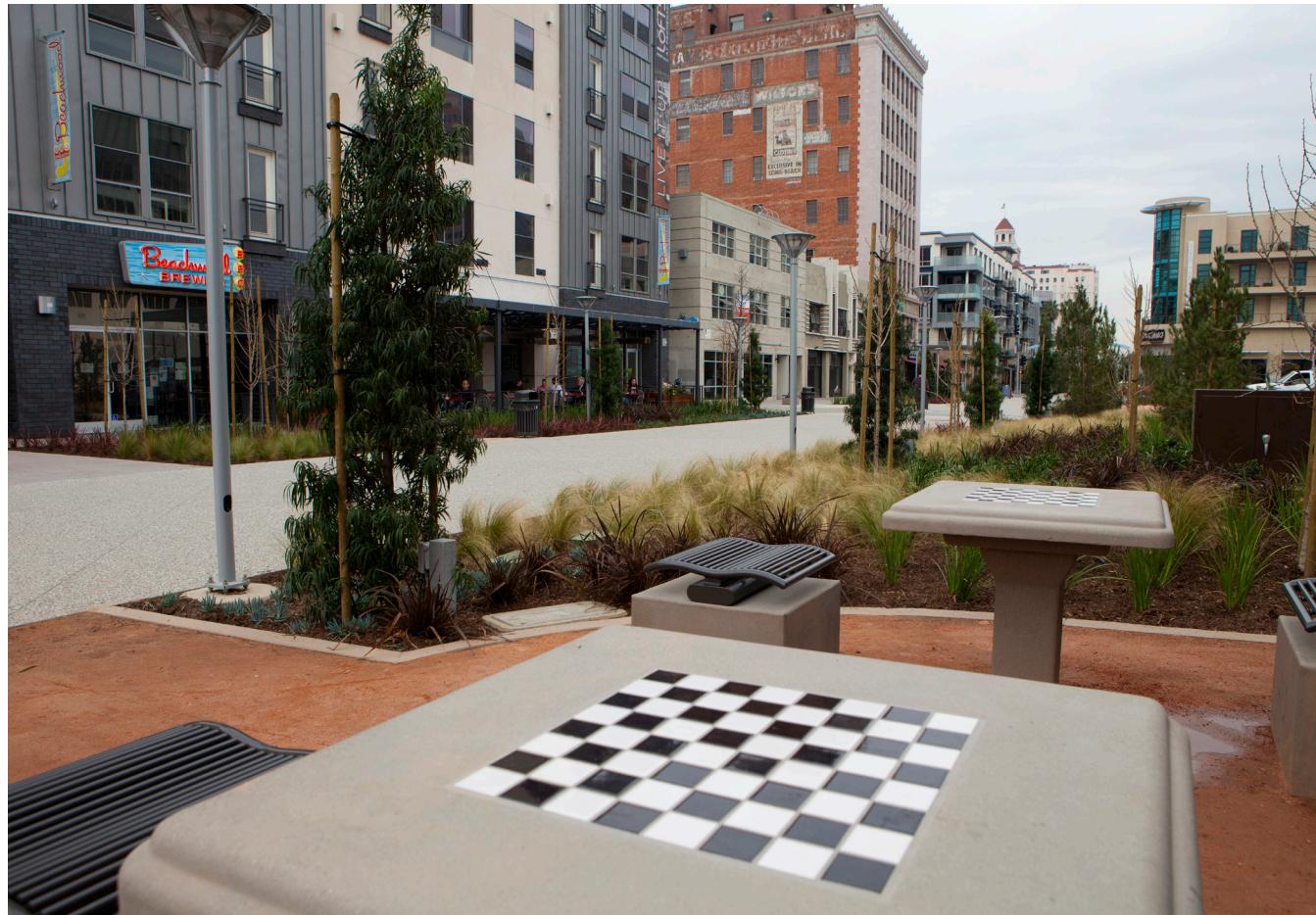
The urban environment of Long Beach has been continually cultivated and developed over the past 150 years. The strong grid-like street layout, unique walkable neighborhoods, and recently revitalized downtown and Douglas Park areas are all signs that the City's continual cultivation of its urban environment is now coming to fruition. Defining urban

design guidelines that represent the values of the Long Beach community will ensure that the built environment continues to contribute to the identity and qualities that make the City a unique and desirable place for people to visit and call home.

Improvements and enhancement to the spaces between here and there create an exciting sense of place and bridge the gaps between corridor and neighborhood, building to street, and business owner to patron. Quality urban design improves the quality of place, transforms underutilized areas into exciting places with unexpected discoveries, provides a setting for art and activities, and celebrates the diverse communities of Long Beach.

The intended outcome of this Urban Design Element is to strengthen the existing areas of the City that are already illustrative of the identity and qualities representative of the community's values. At the same time, urban design goals and strategies for weaving areas of land use conflict back into the urban fabric of the City will be outlined. Urban design goals and strategies will be informed by the defined values of the community and the context of the City of Long Beach.

Recreational opportunities along The Promenade create engaging spaces.





The Next Bold Moves: Vision in Motion

Healthy, Sustainable Neighborhoods

Fostering Healthy, Sustainable Neighborhoods will provide residents, both young and old, with opportunities to remain active and involved in the community. Sustainable neighborhoods provide opportunities for active and passive recreation, the ability to walk to shops and services, access to healthy foods, and the choice to age in place. These neighborhoods are considerate of existing conditions and potential future impacts. Architectural and urban design strategies help to design neighborhoods, streets, and outdoor spaces that encourage walking, bicycling, and safe, universal access to goods and services that increase regular physical activity and healthy eating in a community.

Compact, Connected Development

New development will efficiently utilize space by focusing growth within existing neighborhood districts, providing Compact, Connected Development that is adjacent to shops, restaurants, and services. New development should be considerate of proximity to public transit and should foster the use of alternative modes of transit. Spaces for public interaction and private reflection will provide a healthy contrast of an urban, yet secluded dynamic.

Molina Plaza.



Healing the Urban Fabric (Minimizing Conflicts, Filling in Gaps)

Fragmentation of the urban environment has occurred slowly over the past 60 years, fostering areas of unintended land use conflict within the City. Healing the Urban Fabric by addressing these areas of conflict and underutilized spaces, and weaving them back into the existing urban fabric, will allow opportunities to expand upon strong, adjacent neighborhood frameworks and establish new neighborhood identities. Gaps in the urban form can be filled and can create continuity in the urban environment.

Priority focus for Healing the Urban Fabric should be placed along corridors and in established and historic neighborhoods. Highest aspirations for key sites and special locations should be identified in order to facilitate growth and revitalization.

Corridors and Adjacent Neighborhoods

Improving traffic congestion, the distribution of goods and services, and mobility functions, as described within the Mobility Element, will help enhance the quality and linkages between corridors and adjacent neighborhoods. Urban design policies incorporate methods for strengthening connections by encouraging the physical connection to pedestrian networks and adjacent and adjoining neighborhoods, alleys, open spaces, and the broader community with nodes, plazas, open space areas, art, and landscaping. Incorporating safe accessibility to corridors and providing amenities along the way will help activate the urban environment and entice people to walk or ride their bike to local neighborhood services instead of driving.

133 Promenade.





Improved Relationships Amongst Buildings, Streets, Public Spaces, and People

Improved relationships between buildings and streets will create environments where both can interact in lively and continuous synchronicity. Public spaces will be integrated throughout the urban environment, which allows for outdoor exercise, people-watching opportunities, and formal and informal interactions. People will be enticed to explore these public spaces and streets, and in conjunction with buildings, will provide visual and intriguing curiosity.

Economic Vitality

Supporting and building upon the economic activity of the City will ensure continued job opportunities for new and existing residents and provide opportunities for new businesses to locate and thrive. This includes providing opportunities for live-work settings, expanding upon existing business successes, and laying the foundation for the new, digital economy of the 21st Century. Adaptive reuse also encourages growth by healing the urban fabric to support and sponsor economic vitality. New growth will be targeted at identified areas of change in order to foster economic activity.

A patio and dining area provides an active and engaging frontage along The Promenade.



The Promenade has become a successful redevelopment project, bringing new life and activity to the Downtown area.



This page intentionally left blank.



Context

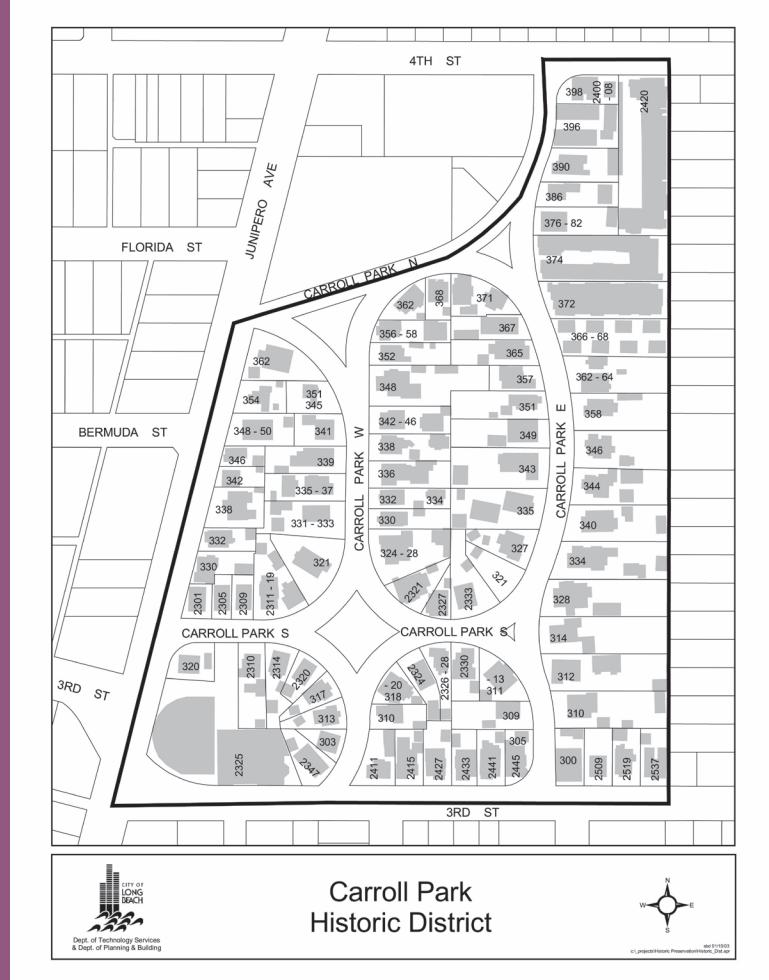
Understanding the Urban Fabric

3

"I believe that the idea of the totality, the finality of the master plan, is misguided. One should advocate a gradual transformation of public space, a metamorphic process, without relying on a hypothetical time in the future when everything will be perfect. The mistake of planners and architects is to believe that 50 years from now Alexanderplatz will be perfected."

Daniel Libeskind

Architect



3



Context

Understanding the Urban Fabric

History	13
» Understanding the Past and the Place	13
Our Region. Our City.	13
» The Fabric: Understanding the City Today.....	13
» Connecting Corridors.....	18
» Public Realm and Sustainability	19
» Placemaking	20



CONTEXT: UNDERSTANDING THE URBAN FABRIC

History

Understanding the Past and the Place

The City's history is reflected in its built environment. Everything from City boundaries and existing land uses, to the configuration of streets and the quality of the public realm, are the results of past planning and development efforts. These practices, while informed by the City's collective values, evolve over time with each era, reflecting a slightly different focus and way of thinking about Long Beach. Important aspects of the City's historic features are described in more detail in the Historic Preservation Element and associated Historic Context Statement.

Today, Long Beach is comprised of mature urban and suburban neighborhoods, and both types have buildings that are historic, traditional, or contemporary in style. Differences can be seen in the infrastructure of neighborhoods. For example, the narrow street and small blocks of Downtown have always been very walkable in comparison to the post-war pattern of wide streets and large blocks, found in places like East Long Beach, that reflect automobile-centric planning common to that era. Additionally, major streets throughout the City have been widened over time to move more automobiles efficiently within the City; today, it is understood that those decisions have not been ideal for pedestrians, bicyclists, or the creation of livable neighborhoods.

The City's growth over time, and development linked to positive economic cycles, has made the City a tapestry of land uses, street types, and development patterns. There is no doubt that while residents and business owners enjoy many aspects of the City today, they also want neighborhoods to become more livable and sustainable over the next twenty years and beyond.

Our Region. Our City.

The Fabric: Understanding the City Today

Before setting out to plan for the future, it is helpful to understand how Long Beach evolved into its present form and how it is perceived today as a City within the larger metropolitan region of Los Angeles and that of Southern California. Our history manifests itself in the physical form and layering that exists today. Looking at the City's physical features helps provide a clearer image of the City in its totality. The overlapping networks and various features provide a number of ways to look at and consider our built environment. This urban form analysis is intended to provide a brief context for understanding the current built environment of Long Beach, focusing on the major features, district centers, and primary corridors that connect established neighborhoods. It should serve as a foundation for thinking about urban design at the scale of the City, and ultimately at the finer grain of the neighborhood.

Historic Long Beach Postcards.



Edges

The City encompasses 50-plus square miles, framed by naturalistic and man-made features. Most notable, is the stretch of Pacific Ocean that defines the southern waterfront edge and is the City's namesake. The natural features of the bay and white beaches all along its edges are very special for a city the size of Long Beach. The San Gabriel River and Coyote Creek define the eastern edge of the City up to the Orange County bordering the cities of Cypress, Los Alamitos, Rossmore, and Seal Beach. The western edge is defined by the City of Los Angeles' port-related facilities, the Los Angeles River, and the cities of Wilmington, Carson, and a portion of unincorporated Los Angeles County. The northernmost part of Long Beach is bordered by the cities of Compton, Paramount, and Bellflower. The cities of Lakewood and Hawaiian Gardens complete Long Beach's northeastern boundary. Signal Hill is isolated in the center of the City, forming an unusual internal boundary near the southwestern edge of the Long Beach Municipal Airport, along the Old Pacific Electric route.

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

Bicycle transportation along the waterfront.



Thoroughfares

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

Other major thoroughfares that give definition to the City and the neighborhoods they traverse, include the Pacific Coast Highway and boulevards such as Ocean Avenue, Lakewood Boulevard, Atlantic Avenue, Anaheim Street, 7th Street, Long Beach Boulevard, Carson Street, and the Los Coyotes Diagonal. The regional and major roadway network is discussed in greater detail within the Mobility Element.

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

Public transit.





Scenic Routes

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

Trails

Trails allow for non-motorized movement across the City on bicycle or by foot. These include the Bluff Park trail and Shoreline Park along the Pacific Ocean beach and the paths along the Los Angeles River and San Gabriel River. Collectively, bicycle paths, routes, and bikeways create a trail mobility network that provides access within the City.

Districts

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

Centers

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

Gateways

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

The Pike at Rainbow Harbor along Shoreline Drive.



Tourists orient themselves at The Pike at Rainbow Harbor.



Landmarks and Iconic Sites

Landmarks help orient us as we move through a city. From an urban design perspective, they can be an important building, historic site or structure, an established neighborhood, landscaped area, or natural feature. Some of the City's major landmarks include the Downtown, Pine Avenue, the Long Beach Convention and Entertainment Center, Aquarium of the Pacific, Queen Mary, Queensway Bay and offshore islands, Villa Riviera, Second Avenue, Traffic Circle, Cal State Long Beach, Long Beach City Colleges, Long Beach Memorial Medical Center, Long Beach Municipal Airport, and Signal Hill. Some of the historic and cultural assets of Long Beach include the two beautifully preserved original ranchos, the Rancho Los Cerritos and Rancho Los Alamitos; the iconic Villa Riviera building and other designated historic landmarks, the Pier J port complex, the shoreline area and Downtown skyline, and the many historic and well-maintained neighborhoods located throughout the City that provide distinctive environments that denote our storied past. Public and communal buildings, such as the Airport terminal, Museum of Latin American Art (MOLAA), libraries, and other civic structures are all visual assets unique to Long Beach. Iconic sites are those locations that can be seen from a long distance or from multiple locations, and are where corridors terminate, such as the Villa Riviera, seen clearly while traveling in its direction along Ocean Boulevard and Alamitos Avenue; City Hall, where 1st Street terminates; and other similar locations. Dramatic, well-landscaped approaches to special locations, such as the driveway to the Ranchos, contribute significantly to these iconic sites.

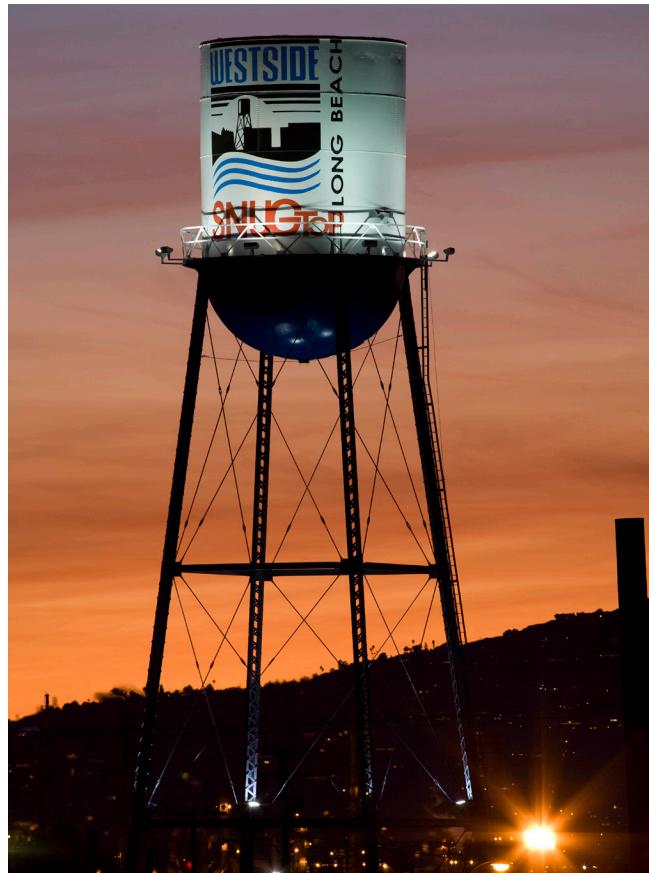
Old Long Beach Airport.



Water Features

Alamitos Bay and the neighboring channels, estuaries, and waterways were once part of a much larger wetlands area, associated with the terminus of the San Gabriel River, and including what is now referred to as the Los Cerritos wetlands and the remainder of the Southeast Area or Southeast Area Specific Plan (SEASP) area. Many of these areas were land-filled over time to create the buildable lands where neighborhoods and commercial centers are now located. Naples, Belmont Shore, the Peninsula, the Marina Stadium, and Colorado Lagoon are all part of this interconnected waterway system. Belmont Pier marks the western extent of this area along the original shoreline. Closer to the Downtown is the original shoreline, still defined by the bluffs, which start at Bluff Park and Alamitos Beach, and continues along the lower slope behind the Villa Riviera and Breakers buildings. These buildings used to sit on the bluffs above the ocean at a time when waves regularly reached the beach along this portion of the shoreline. The area that is now the Pike and the cargo terminals of the Port of Long Beach were land-filled as part of the creation and dredging of the Long Beach Harbor complex. Since World War II, the harbor and south waterfront define the terminus of the Los Angeles River, as it completes its 50-mile journey from the western end of the San Fernando Valley.

Westside Tower.





Topography and Views

Long Beach gently slopes down toward the ocean from north to south, as part of the alluvial plain between the Los Angeles River and San Gabriel River. The City slopes with the exception of Hilltop/Willow Spring Park and other uplifted areas associated with the Newport Inglewood fault zone, which runs through the City from the southeast, through Alamitos Bay and the Colorado Lagoon, to the northwest near the Dominguez Gap. Views help orient us between landmarks in the City. Long Beach's topography provides opportunities for views to and from higher elevations and buildings that help with wayfinding. Vistas from high points, open locations, long corridors, and other similar places within the City include high grounds in mid-City and near Signal Hill looking toward Downtown and the coast, small promontories such as Los Cerritos hill, views across the

airport tarmac, into golf courses and parks, along rivers and channels, and natural areas among others. Wide, tree-lined streets through older neighborhoods can be scenic and pleasant to traverse, and adds to the visual character of a neighborhood. Other important vistas include the view along Alamitos, south to Villa Riviera; El Dorado Park; 3rd Street to the Port of Long Beach cranes; Ocean Boulevard; Bluff Park to the Pacific Ocean and Belmont Pier; Queensway Bay and Shoreline Park to the Queen Mary and cruise ships; the Downtown; the marinas; and Los Coyotes Diagonal to the distant San Gabriel Mountains. There are also dramatic views from the City of Signal Hill out and over Long Beach. While there is otherwise little topographic relief across the rest of the City, this assures that there are also many walkable and bikeable neighborhoods.

Long Beach Skyline.



Connecting Corridors

There already exists a framework that connects a variety of neighborhoods within the City. These major connections are comprised of streets, avenues, and boulevards that run uninterrupted across the City. Each major connecting corridor needs to adequately serve the pedestrian, bicyclist, automobile, bus and rail transit service, and the existing and projected land uses that frame them.

Each connecting corridor should reflect the individual neighborhood that it traverses and serves. The corridors provide opportunities to serve as a bridge that can reconnect neighborhoods throughout the City. In many cases, corridors also serve as the heart of a community, and their local activities help define a unique place within the City. Connecting corridor examples include Long Beach Boulevard at Market and 2nd Street in Belmont Shores.

Future development along the corridors is critical to reinforcing strong connections between neighborhoods across the City. Most of the major boulevards are centers for commercial activity, but current conditions reflect a focus on widened roadways and automobile capacity, which has significantly affected the quality of the public realm for pedestrians. Future planning efforts along the corridors should incorporate pedestrian amenities and improved circulation to increase mobility and provide opportunities to create truly successful pedestrian-oriented districts. There are also opportunities to focus on development within neighborhood centers along the corridors, improve the overall public transit experience, improve bicycle circulation, and integrate sustainable streetscape practices with respect to water management and usage. A number of these concepts and strategies are presented and elaborated on within the Mobility Element.

Street Classifications (Refer to the Mobility Element)





Public Realm and Sustainability

Creating a more sustainable and healthy Long Beach is a long-term endeavor, which includes protection of its natural features, reduction in carbon emissions, and energy and water use. The ocean, rivers, and wetlands of Long Beach are the most sensitive to pollution. Reducing run-off into these water bodies and minimizing pollution released into the air are top priorities. Since the largest contributor of harmful emissions are cars and trucks, reducing vehicle trips is also essential. The most significant way to achieve a sustainable and healthy Long Beach is to effectively connect land use and transportation in order to ensure residents have better access to their homes and work, thus reducing their need to drive. In a built-out city, the opportunities for new development are limited, making each decision that much more critical. Implementing the Green Port Policy included in the Port of Long Beach's Strategic Plan will also play an important part in making the City's future more sustainable.

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

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

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

A bioswale filters stormwater before entering storm drains.



Providing bicycle facilities encourages use of alternative modes of transportation.



Placemaking

The previous sections described the elements of natural features, corridors, and public space within a regional context across the City. However, most people experience the City at the everyday scale of neighborhoods and centers, like Downtown Long Beach, where pedestrian and commercial activities are focused. Great cities are defined by a variety of places across diverse communities and terrain. Understanding the existing character or spirit of a place, paired with a vision of its potential future, provides a framework to support “placemaking” of these vital centers.

The scale of each place can vary from just a small space, to a couple of blocks, to a larger reach in bigger districts. There are “commercial/corner nodes,” which are more like an auto-oriented regional commercial center, and “pedestrian-oriented places,” which look more like a pedestrian-friendly neighborhood center. Both of these types of places must consider pedestrians and cars, but they serve two very different purposes. In each case, the challenge is to enhance the pedestrian experience, not simply facilitate the movement of traffic through these places. In creating a comprehensive “placemaking” vision, it will be essential to balance the needs of both automobiles and pedestrians.

Increasing density will also need to be considered to make some of the neighborhood centers more viable. Providing a mix of services that include provisions for additional housing options will help to create livable communities that integrate strategies for mobility, density, and amenities. Selecting key focus areas within neighborhood centers will provide an example and a catalyst for how specific areas can evolve into vibrant centers of activity for individual neighborhoods, similar in style and form found within the great cities around the world.

Walkable streets encourage a healthy pedestrian environment.



The Promenade provides a mix of uses and lively amenities along a pedestrian street in the heart of downtown.





Urban Design Plan

Creating Livable Environments

Great Places	25
» Improved Functionality	25
» Improved Appearance	26
» Improved Health and Sustainability	27
» Economic Resilience	29
» Social and Cultural Vitality and Diversity	30
» Public Art	32
» Signs and Wayfinding.....	32
Urban Fabric.....	33
» Neighborhoods/Community Building Blocks	33
» Building Form and Development	34
» Compact Urban And Infill Development	35
» Natural Area and Parks to Built Area.....	36
» Scenic Routes and Iconic Sites.....	37
PlaceTypes.....	38
» Founding and Contemporary Neighborhood PlaceType	40
» Multi-Family Residential - Low and Moderate PlaceTypes.....	44
» Neighborhood-Serving Centers and Corridors - Low and Moderate PlaceTypes	46
» Transit-Oriented Development - Low and Moderate PlaceTypes ..	48
» Community Commercial PlaceType.....	50
» Industrial PlaceType.....	52
» Neo-Industrial PlaceType.....	54



Urban Design Plan

Creating Livable Environments

4

» Regional-Serving Facility PlaceType	56
» Downtown PlaceType	58
» Waterfront PlaceType	60
Public Spaces	62
» Natural Areas, Watersheds, and Views.....	62
» Open Spaces and Parks	62
» Plazas, Squares, and Other Publicly Accessible Private Spaces.....	64
» Community Facilities.....	65
» Infill Public Space (Plazas, Community Gardens, Parks).....	65
» Interstitial and Temporary Spaces	66
Edges, Thoroughfares, and Corridors.....	67
» Interface Between Buildings and Streets	67
» Streets as the “Public Room”	68
» Frontages.....	68
» Street Type	77
» Trees and Landscaping.....	83
» Parking Lots, Driveways, and Access Points	84
» Pedestrian Infrastructure	85
» Bicycle Infrastructure.....	85
» Transit Infrastructure	86

4



Urban Design Plan

Creating Livable Environments



URBAN DESIGN PLAN: CREATING LIVABLE ENVIRONMENTS

This section describes the goals of urban design in Long Beach at the highest level, outlining the intended long-term effects of incorporating urban design considerations into policy and development decisions.

Great Places

Great places have functional neighborhoods, are attractive and aesthetically pleasing, provide healthy activities, are economically viable, enhance social and cultural vitality, and promote the arts. The following strategies support great places.

Improved Functionality

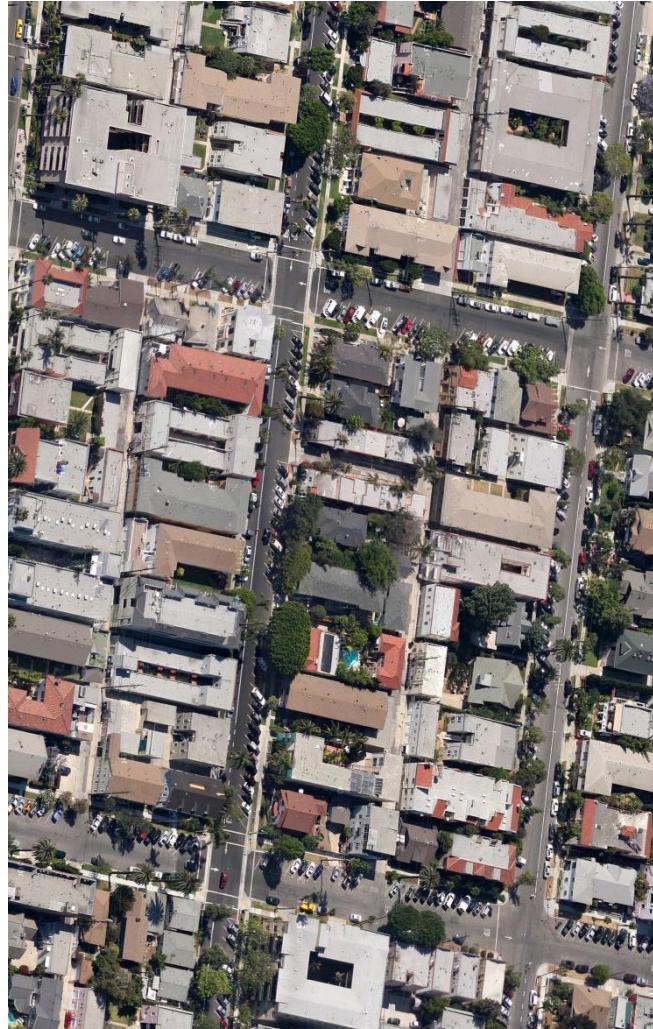
STRATEGY No. 1: Improve function and connectivity within neighborhoods and districts.

- » **Policy UD 1-1:** Support the goals, strategies, and policies of the General Plan Elements.
- » **Policy UD 1-2:** Focus development and supporting infrastructure improvements within targeted Areas of Change identified within the Land Use Element.
- » **Policy UD 1-3:** Promote the adaptive reuse and appropriate infill of resources within the existing urban fabric.
- » **Policy UD 1-4:** Focus on building flexible design on ground floors to allow for active building frontages along corridors and at the street level.
- » **Policy UD 1-5:** Prioritize and revitalize streetscapes in existing neighborhoods and targeted areas of change to provide well-lit streets, continuous sidewalks, consistent paving treatment and improved crosswalks at intersections.
- » **Policy UD 1-6:** Identify streets that can be reconfigured to accommodate a variety of improvements, such as wider sidewalks with trees, bike paths, dedicated transit lanes, and landscape medians or curb extensions that make the streets more attractive and usable, consistent with Complete Streets principles.
- » **Policy UD 1-7:** Employ timeless and durable materials in streetscape designed amenities.
- » **Policy UD 1-8:** Promote universal design in public and private development to ensure accessibility for people of all abilities.

Since 2012, Long Beach has installed over 130 miles of bike trails and over 1,200 bike racks.



Improve functionality in sidewalk uniformity, streetscape paving, landscaping, and lighting.





Improved Appearance

STRATEGY No. 2: Beautify and improve efficiency of corridors, gateways, and private and public spaces.

- » **Policy UD 2-1:** Encourage a mix of building forms that embrace key historic resources of a neighborhood, encouraging architectural preservation and allowing for innovative renovations to older structures that will contribute to neighborhood character.
- » **Policy UD 2-2:** Remove or screen visual pollution, including amortizing blighting conditions.
- » **Policy UD 2-3:** Promote enhancement of the built environment through façade improvements, quality and context-sensitive infill development, and landscaping.
- » **Policy UD 2-4:** Incorporate aesthetic elements such as pedestrian lighting, gateway landscape treatment, and ornamental landscaping throughout the City.
- » **Policy UD 2-5:** Building elements and landscaping should screen items such as above-ground wires, communication boxes, back-flow preventers, and electric transformers that create visual distractions.
- » **Policy UD 2-6:** Prioritize aesthetic considerations in the refinement of development standards to enhance the quality of new and existing developments within scenic areas and iconic sites.
- » **Policy UD 2-7:** Identify, protect, and enhance designated scenic routes and iconic sites described in Public Spaces in this Chapter.

» **Policy UD 2-8:** Minimize visual clutter that detracts from an overall positive experience of a pedestrian. This would include regulating signage and the use of electronic signs and billboards (which may be appropriate in certain urban locations more than others).

» **Policy UD 2-9:** Encourage the use of aesthetically designed common trash enclosures in alleys for multiple businesses to create more attractive and walkable environments.

STRATEGY No. 3: Support distinct and attractive neighborhoods that are dynamic, active, and engaging.

- » **Policy UD 3-1:** Preserve important neighborhood characteristics that create a sense of place, including buildings, landmarks, development patterns, design features and materials, streetscapes, signs, landscaping, public amenities, and open spaces.
- » **Policy UD 3-2:** Work with neighborhood groups and business associations throughout the City to develop and implement local neighborhood improvement plans.
- » **Policy UD 3-3:** Encourage collaboration among local neighborhood residents, businesses, places of worship, schools, and service providers to build neighborhood cohesiveness, foster neighborhood improvements, and promote appropriate infill and regeneration of existing neighborhoods.

Wide sidewalks create opportunity for a lively and engaging walkable environment.





Improved Health and Sustainability

Long Beach values the health and wellness of its City and residents. With a rise in obesity and other diseases that result in unhealthy lifestyles and diet, the following strategies and policies present opportunities for designing buildings, neighborhoods, streets, and outdoor spaces that encourage active transportation and recreation, and provide greater accessibility to healthy foods and services.

STRATEGY No. 4: Promote and support programs and projects that support physical activity and social engagement.

- » **Policy UD 4-1:** Follow the guidelines in the "Healthy Communities Policy" adopted by the City Council on October 14, 2014.
- » **Policy UD 4-2:** Support the goals and programs of the Sustainable City Action Plan (see Conservation chapter and appendix) to promote, educate, and provide leadership on sustainable planning and development.
- » **Policy UD 4-3:** Provide locations for amenities and uses that encourage community interaction and healthy lifestyles such as farmers' markets, demarcated walking routes, street festivals, and performing spaces.
- » **Policy UD 4-4:** Identify opportunities for "walking loops" through neighborhoods that provide easy-to-follow routes (with average walking time and distances noted) for exercise and pleasure.

STRATEGY No. 5: Integrate healthy living and sustainable design practices and opportunities throughout Long Beach.

- » **Policy UD 5-1:** Provide opportunities for public access to fresh food through the encouragement of urban agriculture, edible sidewalks, and community gardens.
- » **Policy UD 5-2:** Encourage provision of housing opportunities, goods & services, and amenities for all income and age groups with opportunities to age in place within complete neighborhoods developed through Strategy No. 10 (Complete Neighborhoods) of the Land Use Element and Strategy No. 16 (Complete the Neighborhood) of the Urban Design Element.
- » **Policy UD 5-3:** Provide a range of passive and active areas that promote safe, healthy places for exercise, recreation, family gatherings, and respite within walking distance of all neighborhoods.
- » **Policy UD 5-4:** Preserve, rehabilitate, and integrate existing buildings into new development projects wherever feasible to encourage adaptive reuse, reduce waste, and maintain local character.

- » **Policy UD 5-5:** Accommodate space for the use of rooftop solar panels and other forms of renewable energy on buildings, underutilized sites, utility plants, and parking facilities through a simplified permitting process, wherever feasible.
- » **Policy UD 5-6:** Encourage the establishment of electric vehicle charge points and other alternative fuel accommodations at new public and private projects and suitable locations throughout the City.
- » **Policy UD 5-7:** Collect and filter "first flush" stormwater with innovative parkways, naturalized drainage swales, green drainage systems, bioswales, and planter boxes in order to minimize run-off.
- » **Policy UD 5-8:** Use permeable paving, wherever appropriate, for sidewalks or on-street parking stalls, parking lots, and other public space areas that would normally be paved.
- » **Policy UD 5-9:** Increase the number of greenwalls, bioswales, green roofs, green parkways and medians, and other methods of greening the environment.
- » **Policy UD 5-10:** Support infrastructure improvements that attract light industrial and clean manufacturing uses, green technology uses, clean energy-related businesses, research, and development.

Urban community gardens provide access to locally grown foods and promote healthy eating options.



STRATEGY No. 6: Improve public infrastructure to serve new development, established neighborhoods, commercial centers, and industry and regional-serving facilities within areas of change and future growth areas.

- » **Policy UD 6-1:** Prioritize improvements to remedying infrastructure, public facilities, and service deficiencies to underserved neighborhoods and business hubs.
- » **Policy UD 6-2:** Continue to make strategic investments in communication networks, e-government initiatives, Wi-Fi initiatives, infrastructure systems, and other forms of smart city technologies aimed at improving municipal services efficiencies and cost effectiveness.
- » **Policy UD 6-3:** Maintain adequate and sustainable infrastructure systems to protect and enhance the health and safety of all Long Beach residents, businesses, institutions, and regional serving facilities.
- » **Policy UD 6-4:** Promote sustainability through the use of new technologies and green infrastructure to upgrade city infrastructure systems and equipment. Prioritize areas to retrofit with green infrastructure, Low Impact Development, and Best Stormwater Management Practices.
- » **Policy UD 6-5:** Ensure buildings meet the City's requirements for sustainability and green development, both for construction and operation.

STRATEGY No. 7: Provide safe and secure neighborhoods, streets, buildings, parks, and plazas.

- » **Policy UD 7-1:** Encourage public amenities and spaces in neighborhoods that allow for human contact, social activities, and community involvement to create an "eyes on the street" environment.
- » **Policy UD 7-2:** Accommodate appropriate traffic calming measures in neighborhoods to slow vehicle speeds along streets and at intersections.
- » **Policy UD 7-3:** Incorporate Crime Prevention Through Environmental Design (CPTED) strategies to influence offender decisions prior to criminal acts such as:
 - Promoting opportunities for natural surveillance to increase the perception that people can be seen by designing the placement of physical features, activities, and people in such a way as to maximize visibility and foster positive social interaction among legitimate users of private and public space.
 - Encouraging the incorporation of natural access control limits to clearly differentiate between public space and private space by selectively placing entrances and exits, fencing, lighting, and landscape to limit access or control flow.

Porches provide surveillance and positive social interaction among users of private and public space.





Economic Resilience

STRATEGY No. 8: Capitalize on urban design techniques that support economic development, prosperity, and the preservation of existing businesses throughout the community.

- » **Policy UD 8-1:** Create flexible, business-friendly regulations that support economic development.
- » **Policy UD 8-2:** Provide flexibility in building form and site design to encourage development that supports economic activity, entrepreneurship, and small businesses.
- » **Policy UD 8-3:** Enhance walkable streets and neighborhoods to create pedestrian-friendly environments that support business vitality.
- » **Policy UD 8-4:** Prioritize the use of redevelopment strategies on corridors that do not reflect the adjacent neighborhoods they serve, that feature obsolete uses, or that detract from private investment.
- » **Policy UD 8-5:** Promote unique and local businesses and start-up companies that support the growth and economic development strategies of the City.
- » **Policy UD 8-6:** Develop building types and forms with reduced servicing costs and reduced environmental footprints.
- » **Policy UD 8-7:** Continue to seek methods of growing the City's revenue base through support of local business.

The Salon.



Douglas Park.



At Last Cafe.



December 2019

Social and Cultural Vitality and Diversity

STRATEGY No. 9: Protect and enhance historic resources, distinguishing architecture, and other features that contribute to the unique character and identity of each neighborhood.

- » **Policy UD 9-1:** Identify and preserve historic buildings that enhance a historic district or are classified as a contributing structure.
- » **Policy UD 9-2:** Protect districts that are part of the City's history and possess a unique neighborhood character.
- » **Policy UD 9-3:** Identify, preserve, and enhance scenic areas and iconic sites. See Map UD-1, Historic Sites.

STRATEGY NO. 10: Celebrate diverse and unique cultural influences through architectural style, public art, public spaces, markets, fairs, and streetscape furnishings.

- » **Policy UD 10-1:** Embrace the cultural diversity and heritage prevalent within Long Beach through public art, signage, and preservation of historic structures.
- » **Policy UD 10-2:** Collaborate with regional artists, residents, and community members during the design process to infuse public art and cultural amenities into a project.
- » **Policy UD 10-3:** Provide incentives and encourage the renewal of historic buildings so they can continue to remain an asset to strengthen a neighborhood's individual character in the future.

Linden Avenue Historic District.



Historic home on Ocean Boulevard along Bluff Park.



December 2019

Public Art

STRATEGY No. 11: Integrate public art into the urban fabric of the City.

- » **Policy UD 11-1:** Incorporate public art and cultural amenities as community landmarks, encouraging public gathering and wayfinding, large and small.
- » **Policy UD 11-2:** Utilize public art to enhance pedestrian environments, such as sidewalks, paseos, plazas, and alleys.
- » **Policy UD 11-3:** Incorporate public art either as stand-alone installations or integrated into the design of other urban improvements, such as bridges, on-ramps, public building murals, paving, benches, and street lights.
- » **Policy UD 11-4:** Encourage the integration of localized art that add to the interest and nuance of the City's neighborhoods and showcase local identity and history.
- » **Policy UD 11-5:** Consider opportunities to add whimsical elements to the environment by incorporating art into street furnishings.
- » **Policy UD 11-6:** Encourage expression of cultural heritage within art and public spaces.

Signs and Wayfinding

STRATEGY No. 12: Expand the unified sign program, within the Areas of Change identified in the Land Use Element, to help orient visitors throughout the community. Include freeway identification, gateways, directional signs, and informational signs.

- » **Policy UD 12-1:** Focus investment on improving the appearance of entrances to the City on major boulevards so that wayfinding, landscape, and lighting are integrated into a cohesive design.
- » **Policy UD 12-2:** Develop a comprehensive approach to wayfinding for visitors and tourists who will enter the City at these gateways, including neighborhood entry signs and murals.
- » **Policy UD 12-3:** Promote the use of new technology, such as mobile applications, interactive kiosks, and digital parking systems within public wayfinding and signage programs.
- » **Policy UD 12-4:** Emphasize gateways into Long Beach at freeways and important transportation hubs, such as the Long Beach Airport, Blue Line stations, and the Long Beach Cruise Terminal, and at arrival points of distinct neighborhoods and districts, through landscaping, architecture, street furniture, and appropriate signage.

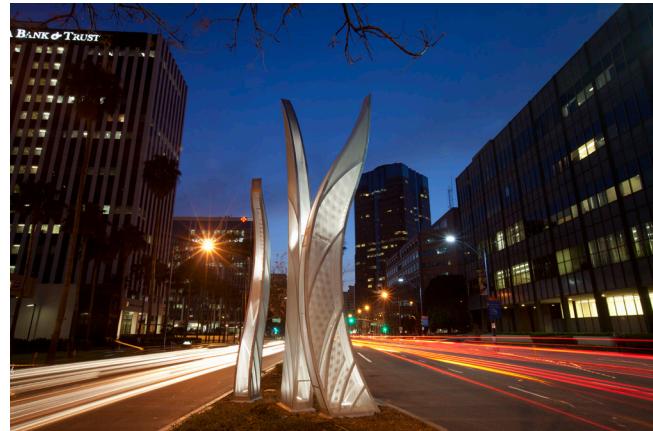
» **Policy UD 12-5:** Utilize neighborhood identity and wayfinding signage to establish an identity or theme within an existing neighborhood.

» **Policy UD 12-6:** Provide wayfinding signage on 7th Street to provide direction to attractions and neighborhoods from State Route 22 and the 605 and 710 Freeways.

Urban Lab: Chantilly Clad Public Art Installation.



Seagrass photo by Thomas McConville.





Urban Fabric

This section describes the City's built environment and helps readers understand what urban design means in Long Beach. It describes the City's man-made and natural features, the evolution of its built environment, its place in the region, and how its components interact to create the day-to-day human experience of the City.

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

Neighborhoods/Community Building Blocks

STRATEGY No. 13: Create and maintain complete neighborhoods.

- » **Policy UD 13-1:** Incentivize neighborhood improvements to increase walkable/bikeable access to daily needs, goods/services, and healthy foods, reduce blight, and create safe places to play and congregate.
- » **Policy UD 13-2:** Neighborhood amenities, such as coffee shops, restaurants, and convenience stores, shall be located within a 10-minute walk or a short bike ride from residents to the greatest extent possible.
- » **Policy UD 13-3:** Encourage new development projects to provide safe pedestrian access to public sidewalks, bus and rail transit facilities, and the bicycle network.
- » **Policy UD 13-4:** Implement streetscape improvements along the major cross-town corridors using a comprehensive approach to the corridor's sidewalks, landscaping, lighting, and amenities that reflect the individual neighborhoods along the corridor.

Bicycle lane provides connectivity through neighborhoods.



Streetscape improvements include: widening sidewalks, providing access to transit, streetscape furnishings, street trees, and enhanced landscaping.



East Village Creative Offices improved a neighborhood by converting existing buildings into a unique adaptive reuse project, incorporating offices around an interior paseo.



Building Form and Development

STRATEGY No. 14: Building types and forms should contribute to the PlaceType they are sited within and should address potential conflicts between neighboring PlaceTypes by implementing buffering measures and thoughtful design patterns.

- » **Policy UD 14-1:** Properly scale a building's form (i.e., height and massing) to the primary street it fronts on (i.e., taller buildings on larger boulevards, smaller buildings on narrower streets).
- » **Policy UD 14-2:** Acknowledge transitions between commercial and residential uses by requiring new development in higher-density centers and corridors to transition in height, massing, scale, and intensity in a thoughtful way to provide a buffer to lower density residential development.
- » **Policy UD 14-3:** Allow new development projects to respond to their particular context and experiment with alternative development patterns while complementing their PlaceTypes.
- » **Policy UD 14-4:** Protect neighborhoods from the encroachment of incompatible activities or land uses that may have negative impacts on the residential living environment.
- » **Policy UD 14-5:** Promote commercial center and corridor development compatibility with adjacent residential uses, including ensuring that project design and function minimizes the potential adverse impacts of vehicle access, parking and loading facilities, building massing, signage, lighting, trash enclosures, and noise generating uses and areas.
- » **Policy UD 14-6:** Ensure new development respects the privacy concerns of adjoining properties and buildings. Building, window, and balcony orientation should maximize views while preserving the privacy of surrounding neighbors by considering direct sight lines to windows and/or outdoor living spaces on neighboring lots. Minimize obtrusive light by limiting outdoor lighting that is misdirected, excessive, or unnecessary.
- » **Policy UD 14-7:** Utilize building form and development strategies in conjunction with PlaceTypes and the interface between buildings and the streets (Strategy 34-35) to create a comprehensive urban fabric.
- » **Policy UD 14-8:** Avoid street walls where it will adversely affect the existing character (i.e., scale, dominant style, historic features) of a neighborhood or street face.

» **Policy UD 14-9:** In residential areas, support development which blends the form, mass, and profile of individual homes with the natural terrain and neighborhood context in order to minimize the visual impact on the site and surrounding neighborhood.

The Long Beach Senior Arts Colony is within a block of the Anaheim Street Metro Blue Line Station.



Court Street retail project converted a parking lot into a retail destination respecting the form and character of buildings in Downtown San Luis Obispo.





Compact Urban and Infill Development

STRATEGY No. 15: Consider vacant parcels as infill opportunities.

- » **Policy UD 15-1:** Encourage new projects to repair the urban fabric where it has eroded (e.g., reestablishing a uniform street wall where it once existed, but where buildings have been demolished over time).
- » **Policy UD 15-2:** Promote infill projects that support the designated PlaceType and be appropriate in their use, scale, compactness of development, and design character with adjacent sites and nearby existing development.
- » **Policy UD 15-3:** Prioritize improvements identified within the Mobility Element and Capital Improvement Plans.

STRATEGY No. 16: “Complete the neighborhood” by filling in gaps (e.g., functional needs like housing, new or missing services, new public amenities or services, healthy food options, flexible uses on larger streets and fostering a safe walkable environment within each PlaceType.).

- » **Policy UD 16-1:** Provide opportunities for mixed use development within focused locations (areas of change and target areas) to provide opportunities for live-work, affordable and mixed-income housing, and commercial and residential mixes in a medium to high density setting.
- » **Policy UD 16-2:** Continue to develop the Downtown into a city center that provides compact development, accommodates new growth, creates a walkable environment, allows for diversified businesses and is easily accessible to surrounding neighborhoods and regional facilities.
- » **Policy UD 16-3:** Focus new development with the greatest intensity and broadest mix of uses, along transit-supportive corridors, downtown, and near transit stations.
- » **Policy UD 16-4:** Promote safe, complete neighborhoods through a mix of uses and activities that create a 24/7 live, work, play atmosphere.
- » **Policy UD 16-5:** Incorporate Crime Prevention Through Environmental Design (CPTED) strategies into the design and development of populated areas.
- » **Policy UD 16-6:** Create natural surveillance by placing physical features, activities, and people in a way that maximizes visibility and fosters positive interaction among users of private and public space.

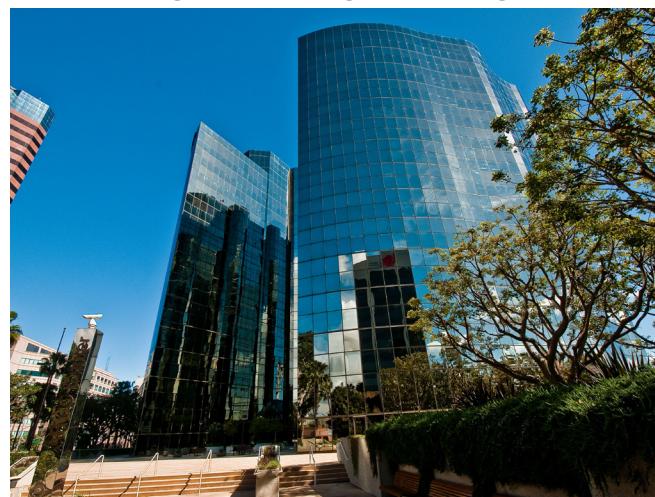
Pizzanista brought life to an abandoned home providing a local serving restaurant to the neighborhood.



Burnett Apartments is an example of infill development on Long Beach Boulevard, providing housing in close proximity to public transit.



Downtown Long Beach office high-rise buildings.



December 2019

- » **Policy UD 16-7:** Design natural access control to building entrances and exits, fencing, lighting, and landscape to limit access or control flow.
- » **Policy UD 16-8:** Promote territorial reinforcement by using buildings, fences, pavement, signs, lighting and landscape to express ownership and define public, semi-public, and private space.
- » **Policy UD 16-9:** Ensure properties are maintained and promote the health and visual quality of environments to deter crime.

Natural Area and Parks to Built Area

STRATEGY No. 17: Define boundaries between natural areas, parks, and built areas.

- » **Policy UD 17-1:** Restrict development from encroaching into natural areas to protect viewsheds and access to public space.
- » **Policy UD 17-2:** Enhance linkages and access points with lighting and signage.
- » **Policy UD 17-3:** Establish appropriate buffers between natural resources and the built environment.
- » **Policy UD 17-4:** Wetlands and passive and active utility corridors should incorporate buffers and screening as transitions to urban areas.

Gateway at Promenade Square.



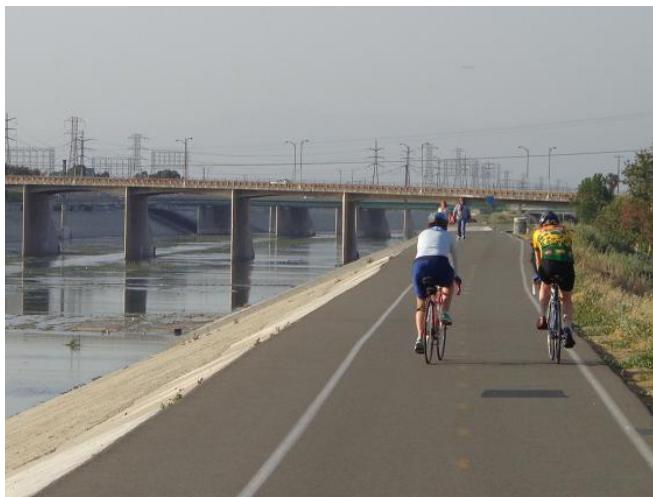
Los Angeles River Bikeway extends to the Downtown Marina and Shoreline Aquatic Park Bike Trail.



Pacific Electric right-of-way with adjacent Orizaba Park.



Los Angeles River Bicycle Path.





Scenic Routes and Iconic Sites

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

STRATEGY No. 18: Improve and preserve the unique and fine qualities of Long Beach to strengthen the City's image and eliminate undesirable or harmful visual elements.

- » **Policy UD 18-1:** Carefully consider the development of iconic sites with visual corridors or structures of the highest visual and architectural quality.
- » **Policy UD 18-2:** Expand the existing network of scenic routes to include additional routes, corridors, and sites.
- » **Policy UD 18-3:** Establish guidelines and zoning overlays, as appropriate, to regulate development within scenic areas and for iconic sites.
- » **Policy UD 18-4:** Prioritize aesthetics to enhance the quality of new and existing developments within scenic areas and iconic sites.
- » **Policy UD 18-5:** Include aesthetic design considerations for all roadway and appurtenances within scenic areas.
- » **Policy UD 18-6:** Remove or screen visual pollution, including amortizing blighting conditions.
- » **Policy UD 18-7:** Increase the visibility and awareness of visual resources through promotional materials to all segments of the population.
- » **Policy UD 18-8:** Increase governmental commitment to the designation of scenic routes and the protection of scenic resources, and create and maintain a system of scenic routes through joint public and private responsibility.
- » **Policy UD 18-9:** Link and enhance significant recreational, cultural, and educational opportunities through a network of scenic corridors.
- » **Policy UD 18-10:** Follow the principles of the former scenic highways element, now incorporated into the General Plan as part of street character change (Mobility Element, Page 89, Map 16), and as part of the Street Design Manual, implementation measure MOP IM-1, Page 122.

Remnants of the Cyclone Racer at The Pike



Iconic sign above the former Boeing 717 aircraft assembly building.

