

Area: **West Long Beach/Wrigley**

Neighborhoods Included: Upper Westside, Westside, Lower Westside, Arlington, Wrigley North and South (West of LBB), Wrigley Heights, Memorial Heights

Black text = Indicated on map

Grey text = General statement not specific enough to map

Centers

1. Enhance Activity Centers including:
 - a. Medical Centers (Pacific and Memorial)
 - b. Wrigley Marketplace
 - c. Eucalyptus Historic District
 - d. Goldstar Manor
 - e. West Division PD/Cabrillo High/Admiral Kidd Park
 - f. Schools, Libraries and Fire Stations (need for upgrades)
2. Create TOD's with improved transit links at Metro Blue Line Stations which include:
 - a. Wardlow Station – Promote new housing and density within ¼ mile of the station area. Add senior housing, neighborhood retail and a district-serving parking structure.
 - b. Willow Avenue Station – Encourage development within ¼ mile of the station area including higher quality and senior housing options. Encourage uses that are medical – oriented related to Long Beach Memorial Hospital and supporting medical services.
 - c. Pacific Coast Highway Station – Upgrade housing in the area northwest of the station. Establish a greater mix of uses and density within ¼ mile of the station area
3. Develop these vibrant neighborhood centers where residents can walk to good local services
4. Enhance and support Wrigley Marketplace by adding housing above, bike/pedestrian access/amenities, and additional parking for the Blue Line Station
5. Promote branding and awareness of Wrigley Village as destination zone, improve the pedestrian environment, and establish it as a “bike friendly business district”
6. Encourage gateway entry signs, murals and other features along corridors to promote neighborhood identity
7. Seek small-format grocery (e.g. Fresh n Easy) in South Wrigley Village
8. Support local farmer's market and resident fruit exchange programs

Corridors

9. Differentiate arterial corridors:
 - a. Pacific & Santa Fe – Local Shopping Corridor
 - b. Long Beach Boulevard – Business and TOD Corridor
10. Consolidate retail along corridors to provide for small business development and owner renovations on Willow, Pacific, LBB, and PCH
11. Long Beach Boulevard – Encourage mixed use and medical-related jobs between Long Beach Memorial Hospital and I-405
12. Willow Avenue – Seek opportunities to create deeper commercial lots for new or desired shopping opportunities between Santa Fe Avenue and Pacific Boulevard. Desirable uses include banks, libraries, grocery stores, post office and sit-down restaurants. Limit height to three stories when adjacent to single-family homes.
13. Realize and maintain streetscape projects on Pacific, Willow, Magnolia, LBB, Atlantic, PCH, and Santa Fe
14. Realize open space connectors between existing open space
15. Improve operations at the following intersections:
 - a. PCH /Santa Fe
 - b. Willow /Santa Fe
 - c. Wardlow/Santa Fe
 - d. Willow/LBB
16. Motels on West PCH are nuisance and crime magnet
17. Reducing storefront churches and social service providers along Pacific and other similar segments
18. Add housing along corridors, particularly workforce housing related to medical centers and senior housing (lifecycle housing)

Access & Mobility

19. Improve linkage of West Long Beach to Central and the rest of Long Beach via Hill Street Pedestrian crossing and other means, and to LA River per Riverlink plan
20. Improve bicycle network connections per bike master plan
21. Identify potential fixed transit or BRT corridor
22. Improve freeway ramp efficiency and connections to arterials as part of future regional freeway expansion plans
 - a. 405/LBB
 - b. 405/Santa Fe
 - c. 710/Willow
 - d. 710/PCH
23. Create walking path loop along Daisy Lane or other areas to promote active living
24. Realize bridge improvement projects

Open Space

25. Seek opportunities for additional open space, parks, recreational amenities, community gardens, pocket parks and green roofs recreational amenities
26. Improve access and amenities along LA River by realizing Riverlink Plan
27. Veterans Park – Maintain this open space near Willow Avenue Station
28. Tanaka Park – Realize the park's expansion and greenbelt near Santa Fe Avenue
29. Provide buffers along industrial/port-related uses to neighborhoods, adjacent to mobile home parks, and along freeways
30. Green buffer along Long Beach Boulevard - Integrate Veterans Park and Metro Blue Line into neighborhood and enhance neighborhood buffering from Blue Line
31. Provide additional trees along LA River and within neighborhoods
32. Recognize Wrigley's leadership in street tree programs
33. Encourage more trees near schools and other sensitive receptors

Sustainability

34. Define future use of the triangle between LBB and Vet's Park (behind Cabe Toyota)
35. Acknowledge litter issues from upstream LA River drainage
36. Acknowledge air quality impacts from trucks, Port and 710