

Area: **Central**

Neighborhoods Included: Central, Washington School, Saint Mary's, Sunrise, Zaferia

Black text = Indicated on map

Grey text = General statement not specific enough to map

Centers

1. Enhance Activity Centers including the Area wide Strategies contained in the Central Long Beach Strategic Guide for Development and following the Central Long Beach Design Guidelines:
 - a. PCH at Orange
 - b. East Anaheim at Gundry
 - c. Schools and Fire Stations (need for upgrades)
 - d. Maintain the state of the art Mark Twain Library
2. Create TODs with moderate to high density development immediately adjacent to the existing transit stations, and provide improved transit links at Metro Blue Line Stations along other transit-dense corridors which include:
 - a. Willow Avenue Station – Encourage significant new development within ¼ mile of the station area including higher quality retail and senior housing options, including at the Wrigley Marketplace. Encourage uses that support Long Beach Memorial Hospital and supporting medical services. Provide appropriate transitions to adjacent stable neighborhoods.
 - b. 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 vibrant neighborhood corridors where residents can walk to quality local services in all neighborhoods, predominantly related to healthy food choices and retail serving daily needs
4. Encourage gateway entry signs, murals and other public art features along corridors to promote neighborhood identity
5. Seek small-format grocery to improve fresh foods offerings at existing convenience stores and near transit stations
6. Support local farmer's market, community gardens, and resident fruit exchange programs

Corridors

7. Differentiate arterial corridors by implementing the recommendations in the Central Long Beach Strategic Guide for Development:
 - a. Anaheim Street
 - b. Long Beach Boulevard – Business and TOD Corridor
 - c. Willow and PCH – Business retail Corridor
8. Consolidate retail along major corridors into Neighborhood Centers as per the Central Long Beach Strategic Guide for Development to provide for small business development and owner renovations on Willow, Long Beach Blvd, and PCH, converting under-utilized corridors to uses other than retail
9. Implement measures of the Atlantic Avenue Master Plan to provide additional housing opportunities, calm traffic and encourage new investment in existing facilities
10. Willow Avenue – Seek opportunities to create deeper commercial lots for new or desired shopping opportunities at larger nodes
11. Desirable uses include banks, libraries, grocery stores, post office and sit-down restaurants. Limit height to three stories when adjacent to single-family homes.
12. Establish a regional ethnic destination corridor along East Anaheim Street between Alamitos and Redondo avenues.
13. Realize streetscape projects on Willow, LBB, Atlantic, and PCH. Visually enhance and designate Alamitos (PCH to Ocean) as a Scenic Route and design/implement

- streetscape improvements along this corridor, including landscaping in medians and Rosa Parks Park (Triangle at Orange and Alamitos).
14. Realize open space connectors between existing open space as described in the Central Long Beach Strategic Guide for Development
 15. Improve operations at the following intersections:
 - a. Willow Street/LBB and Atlantic Avenue
 - b. Cherry Avenue and Anaheim Street
 - c. PCH and Cherry Avenue
 16. Reduce over-concentrations of storefront churches and social service providers that create blighting influences
 17. Add housing along corridors, particularly workforce housing related to medical centers and senior housing (lifecycle housing)

Access & Mobility

18. Improving bicycle network connections per bike master plan
19. Study potential Fixed Transit or BRT Corridors in the Central area
20. Create walking loop paths in existing neighborhoods to promote active living

Open Space

21. Seek opportunities for additional open space, parks, recreational amenities, community gardens, pocket parks and green roofs recreational amenities per the Open Space and Streetscape Strategy of the Central Long Beach Strategic Guide for Development
22. Maintain and enhance existing and future park projects, including the Kroc Center, and other existing and future open space amenities
23. Provide additional trees along corridors and within neighborhoods
24. Encourage more trees near schools and other sensitive receptors

Sustainability

25. Address litter issues in problem areas
26. Address air quality issues in specific areas