

Broadway Visioning Study

Long Beach,
California

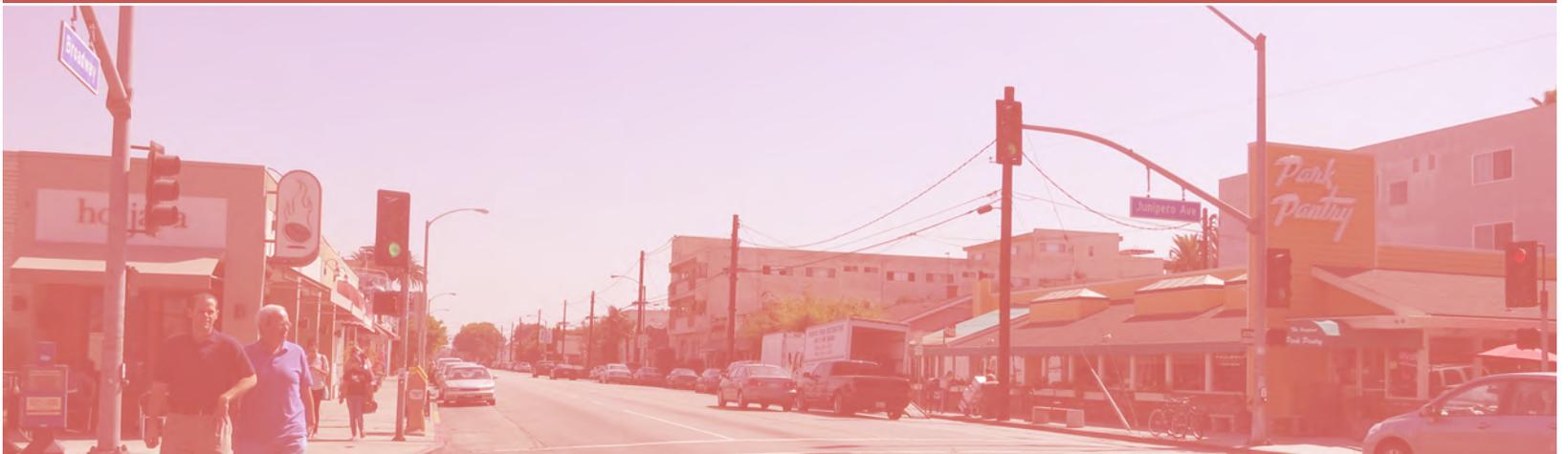


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City of Long Beach

Office of Vice Mayor
Dr. Suja Lowenthal
333 West Ocean Boulevard
Long Beach, California
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Dear Stakeholder:

Thank you for your interest in the Broadway corridor which is a vibrant mix of small businesses and residential properties. Our mixed use corridors are critical arteries in our local economy branching out from the heart of our city - Downtown. Mixed use corridors offer community & business services and link neighborhoods together. In addition, they can foster public safety and community pride, many local spots serving as social gathering places for residents. In the case of Broadway, the goal is to balance its popularity as a retail and food destination with the needs of the dense residential and historical neighborhoods on and along the corridor. As a result, we must continue to seek creative methods of using public and private resources to benefit both businesses and residents.

When I first came into office, I encouraged District 2 corridors to organize and develop visions for prosperity. Since then, Broadway has made great progress, but I want to make sure this progress extends beyond my terms in office.

To this end, I partnered with stakeholders to fund a vision study for the Broadway corridor that reflects the consensus of businesses and residents. Over the course of many months, community members and City staff discussed various planning concepts and priorities with urban design. The Broadway Visioning Study is the culmination of those discussions and ongoing efforts to build on attributes of this vibrant corridor. It is my sincere hope that stakeholders and City departments draw upon this document often for guidance and inspiration.

Ultimately, the study is intended to accomplish a few things: 1) inform City staff of the community's priorities for projects and funding; 2) enable the community to focus on long term goals through their own planning and grant writing; and 3) provide the basis for grant applications from the City to Metropolitan Transit Authority (MTA) and other entities at the State and Federal levels.

I want to especially thank members of the Community Group and Technical Group committees for their guidance during this visioning process. We are fortunate to have such passionate volunteers and staff serving as stewards in our community.

Warmly,

Dr. Suja Lowenthal DPD
Vice Mayor & Councilmember
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Fig. 1: Broadway community workshop, October 5, 2013.



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Overview

The visioning study for Broadway is part of a series of visioning studies for major east-west corridors in Long Beach’s Council District 2. The other corridors studied were 4th and 7th Street. The study area for each street extends from Alamitos on the west to Redondo Avenue on the east. These studies were initiated by Vice Mayor Suja Lowenthal who represents Council District 2.

Broadway plays a role as one of Long Beach’s critical commuter corridors to and from downtown, yet it is decidedly lacking a clear identity, as it is a safe and vibrant pedestrian life—especially as available to the many who live within a short walk. This part of Broadway has a solid fabric of low-rise residential, institutional, and commercial properties. At the center of the study area is Bixby Park, which hosts community events and a thriving weekend farmers market. Local businesses cluster in various parts along Broadway, and several bus routes run up and down the street.

The visioning study seeks to enhance the corridor by creating distinct nodes along Broadway. The City has already done work at Broadway and Redondo, and this study envisions ways to take those improvements a step further. These build on existing centers of activity and create mini neighborhood-centers with enhanced public space, which would support and strengthen local businesses. The new public spaces envisioned at these nodes should have a secondary traffic calming function, promoting pedestrian safety and connections across Broadway. A lively community process drove the process and resulted in the vision presented herein.

Fig. 2: The Broadway Study Area extends from Alamitos on the west to Redondo on the east. Downtown Long Beach lies just beyond Alamitos, and the residential neighborhood of Belmont Heights is to the east. In the middle of the Study Area is Bixby Park, which has a community center, band shell, skate park, weekly farmers market, and other amenities.





Overview



Fig. 3: Broadway is lined with buildings ranging from one to four stories. The architecture is eclectic, from historic homes to more modern commercial and apartment buildings. Commercial clusters, with independent and chain stores and restaurants, exist along the corridor.



Outreach / Process

Imagine bringing together a diverse group of stakeholders to envision changes for one of the most important streets in the City. What would they say? And what would we learn through the process? Well, that's exactly what we did. Through a combined effort from Vice Mayor Suja Lowenthal's office, the city's planning department, transportation department, and community members, a robust community effort produced a vision for reimagining Broadway.

It was the goal of this study and the outreach process that shaped it to begin to imagine what kind of place Broadway has the potential to become beyond that of a thoroughfare, while at the same time remaining a decidedly neighborhood-ori-

ented destination, rather than regional destination.

The design team worked with numerous stakeholder groups for the Broadway visioning study. The priorities and objectives of these groups, which largely concerned issues of pedestrian safety and experience, were balanced throughout the process with those of the City's Public Works staff's concerns vis-a-vis traffic management (maintaining certain minimum flows). At the three public workshops, at which both Public Works and Planning staff were in attendance, there were comment cards filled out, as well as image boards on which stakeholders were asked to apply stickers as a means of voting on which most attracted them. Dots



Fig. 4: Broadway community workshop, October 5, 2013.

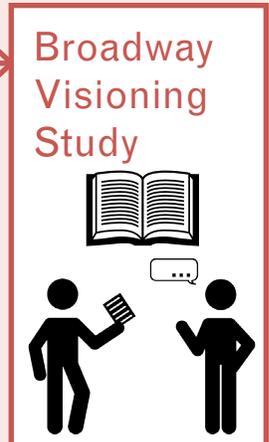
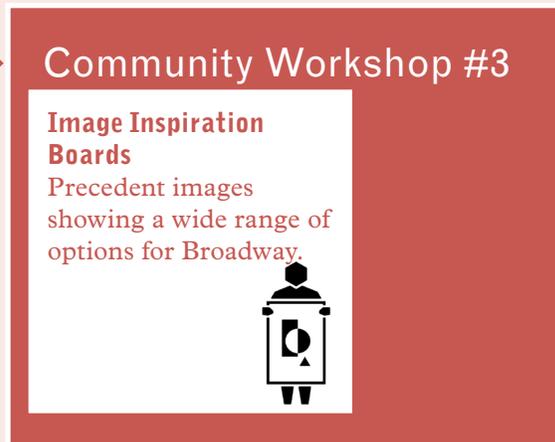
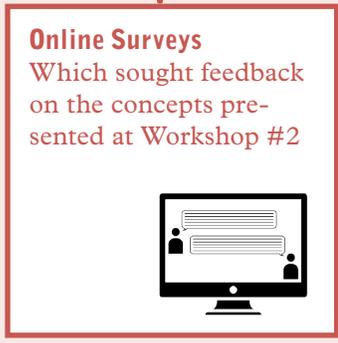
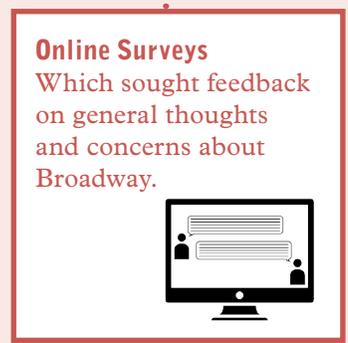
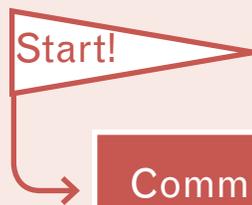


Fig. 5: Approach to community process.



Fig. 6: At workshop sessions at community workshops, residents shared their ideas with city officials, including Vice Mayor Suja Lowenthal, and members of the consultant team.

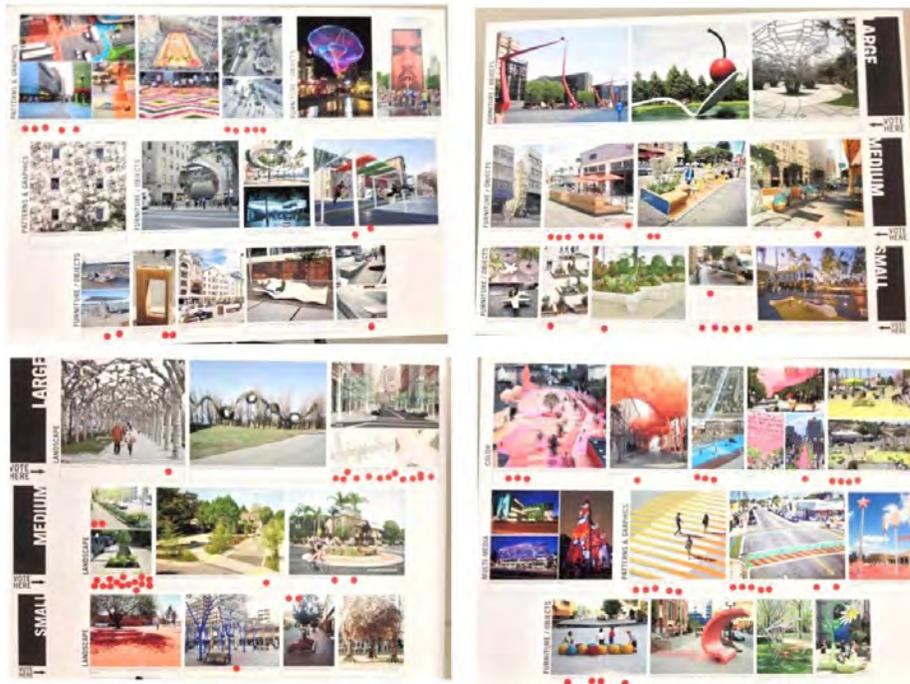


Fig. 7: Residents “voted” on their favorite precedents. Their preferences directly influenced the recommendations within this study.

were also placed by community members on a map of the corridor as a means of identifying both favorite places and areas most needing improvement. Design team presentations were also posted online through Councilwoman Lowenthal's page on the City's website, with an opportunity for online comment, as well as through online surveys that were conducted by same, using surveymonkey.com. Questions ranged from: "What are your key concerns about Broadway?" to "What best defines Broadway for you?" and "Is color is a key identity tool for the street?"

The feedback received was resounding and consistent in its goals:

1. give Broadway a new and distinct identity, while also acknowledging local differences between the various neighborhoods that flank it along its 1.5 mile length;

2. make Broadway more inviting, by improving pedestrian experience, safety

and amenities along and across the street, including the slowing of traffic; and **3. do so without eliminating, and where possible adding additional parking.**

With regard to the goal of creating a new identity, the team looked to the OnBroadway website as a guide to strategize a way of differentiating local segments of the corridor, rather than treating it uniformly. It began by identifying key community nodes, constituted by the sporadic clusters of commercial activity that occur at five intersections along the length of the study area: Falcon, Gaviota, Junipero, Temple, and Redondo. Different combinations of amenities would be located at each in response to the specific types of businesses and communities proximate to each cluster. A single color palette (of which options are shown here), chosen by the community, would be employed throughout the corridor, to maintain overall continuity of appearance. (Toward that end, the renderings included in this booklet are shown more as a means of documenting different design possibilities than they are intended to represent an agreed upon design direction.)

Fig. 8: At the community workshops, participants "voted" on what they liked on Broadway.



With regard to the second goal, **the community expressed a desire to see: a) landscape elements; b) street furniture and amenities; and c) decorative lighting.** Moreover, there was widespread interest in working with Public Works and the design consultant to explore different methods of traffic calming. These ranged from the introduction of bulbouts and neck-downs at corners or mid-block points; to the investigation of chicanes at key intersections; to a reduction in the number of traffic lanes from four to three (one lane in either direction with a center turning lane). Chicanes could be used in tandem with bulb-outs at five key intersections where there is a critical mass of commercial activity, and where pedestrian safety needs enhancement. As a means of maintaining a certain minimum traffic speed desired by staff, the design consul-

tant suggested, and Long Beach transit staff present at the workshops and meetings agreed that the number of bus stops—currently on every block—was in excess of an acceptable ½ mile spacing, enabling a pedestrian to be no more than ¼ mile from any stop. Removing the surplus stops would eliminate excess bus drop-offs and pickups, thereby lessening obstruction of the flow of vehicles behind.

The third and final stakeholder objective was that of ensuring that an already scarce supply of parking would not only not be further reduced, but might be increased. The aforementioned elimination of excess bus stops was found by the design team to provide an opportunity to add such parking, as would the consequences of a lane reduction (from 4 lanes to 3). Design studies showed that such a reduction would enable a mix of parallel



Fig. 9: Broadway community workshop, October 5, 2013.

and diagonal parking along the corridor to pick up a modest number of parking spaces while at the same time adding sidewalk area at key intersections.

Finally, a **wide consensus of community members agreed that a pilot project would be an optimal way to test the recommendations in this booklet, and at the same time serve to build momentum and support for subsequent actions.** There was similar agreement that it be centered upon the intersection of Temple, which would strategically enable the testing of a 3-lane solution. (The testing of the 3-lane approach would need to occur in a way that would be minimally disruptive to traffic flows, and this was deemed the best location.) As Broadway narrows to two lanes east of Redondo, the pilot project would act as a zone of transition from 4 lanes west of Temple to 2 lanes east of Redondo.

Finally, there was general sentiment that the monies provided by the council office toward the pilot be leveraged by using a “good” or “better”, rather than “best” approach to its design and construction. Minimizing costly underground utility work in favor of the use of color and lightweight surface mounted installations (similar to those found in the parklets on 4th Street) would allow limited resources to go a longer way in achieving a noticeable visual impact.



Fig. 10: A break-out session at Broadway community workshop (top) gave community members time to discuss their preferences for Broadway. A community member (bottom) shares her thoughts on precedents and design approaches.

Key Community Goals

1. Create pedestrian-oriented places along sidewalk, especially in conjunction with commercial clusters
2. Manage parking better
3. Increase public safety (with crosswalks, traffic calming, and lighting)
4. Avoid negative impacts on traffic on 2nd and 3rd and neighborhood side streets

The Broadway corridor stakeholders were predominantly concerned with ensuring that the visioning process could, in addition to its aesthetic purpose, also be used to simultaneously remedy what was perceived to be an insufficient supply of on-street parking, as well as to slow/calm traffic moving at a rate of speed above the limit. Concern was at the same time expressed by Public Works staff that doing so could have the detrimental consequence of surcharging traffic onto nearby streets (namely Ocean and Third), by drivers seeking faster east-west routes in and out

of downtown. A limited traffic study was suggested as a means of simulating and determining this more reliably, before taking any actions on Broadway.

Finally, and not unrelated to the above, was the strong desire of the community that the new vision of Broadway be oriented around making it more frequented by, friendly and accessible to those residents living in the adjoining neighborhoods. (As contrasted with Belmont Shores, which has become a regional destination, and with it brings increasing parking and traffic demands).



Key Community Goals



The Vision

1. Create pedestrian-friendly “oases” or nodes at 5 existing commercial intersections: Alamitos, Falcon, Gaviota, Junipero, and Temple.
2. Narrow roadway from 4 lanes to 3 (2 lanes with center turning lane), calming traffic yet maintaining current parking supply.
3. Tailor amenities at each node to adjacent local businesses.

The vision for Broadway is predicated on the reduction of the Broadway right-of-way from 4 lanes to 3. This makes it possible to achieve 3 important community objectives.

First, it will have the effect of calming/slowing traffic speed, now judged to exceed the posted limit. The proposed use of chicanes at all but one of the above intersections will also contribute to this result without adding traffic lights or crosswalks.

Second, the recovery of surplus roadway width by reducing the number of lanes will allow the remaining traffic lanes to be re-configured asymmetrically between the existing curblines, in such a way as make it possible to maintain or possibly increase current on-street parking numbers. One side of the street remains dedicated to parallel parking, while the other is able to be parked diagonally. In these cases, the parking is shown to be of the “back-in” type, proven to be safer and less time-consuming in terms of its effects on through traffic.

The additional parking efficiency in turn enables realization of the third objective: namely the addition of generous “bulb-ins” or curb extensions at the 5 nodes to enhance side-



Fig. 11: A road diet is a reduction in overall roadway width. A road diet is recommended for Broadway. Removing a lane would make part of Broadway two travel lanes with a turn lane, as shown in this diagram of a road diet.

Fig. 12: Broadway (below) changes from 4 lanes to three lanes to 2 lanes along its length.



2 Lanes



3 Lanes



4 Lanes



walk width and pedestrian amenities there.

Common to each node will be the use of a single color; decorative but functional lighting; and seating (in conjunction with a bus shelter where possible). Occasional amenities include tables, planting, shade structures, or full parklets.

The corridor-wide proposal for Broadway includes two travel lanes and a central turning lane giving room to mid-block angled parking. It also permits curb extensions or



Fig. 13: Taking a cue from the **On Broadway** branding initiative, each node will have a different theme. Color—to be determined with community input—will provide a clear identity to each node.

Fig. 14: Broadway (right) varies in activity, and the visioning study seeks to build on areas with existing retail and activity.





Fig. 15: Node Character: The themes of each node builds on the businesses and community around it. The intention is not only placemaking, but also to support the existing businesses and encourage new businesses and neighborhood amenities.

Broadway @ Temple: Color Splash



Broadway @ Gaviota: Vibrant Night



Broadway @ Falcon: Lazy Afternoon



Broadway @ Junipero (Bixy Park): City Oasis



bulb-outs at key intersections. This strategy helps in slowing down the traffic facilitating safe pedestrian movement.

Pedestrian-friendly “oases” or nodes are recommended for 4 existing commercial intersections: Falcon, Gaviota, Junipero, and Temple. The intersection of Temple and Broadway is recommended as a pilot project because Broadway is already only two lanes east of Redondo, Changing Broadway to three lanes from Redondo westward to Temple simply extends the three-lane street a few blocks further.

The chicanes at the nodes act as traffic calming devices and create safer pedestrian crossings. These chicanes at the intersections slow vehicles and shorten pedestrian crossing distances. In addition, the “wiggle” of the chicane announces

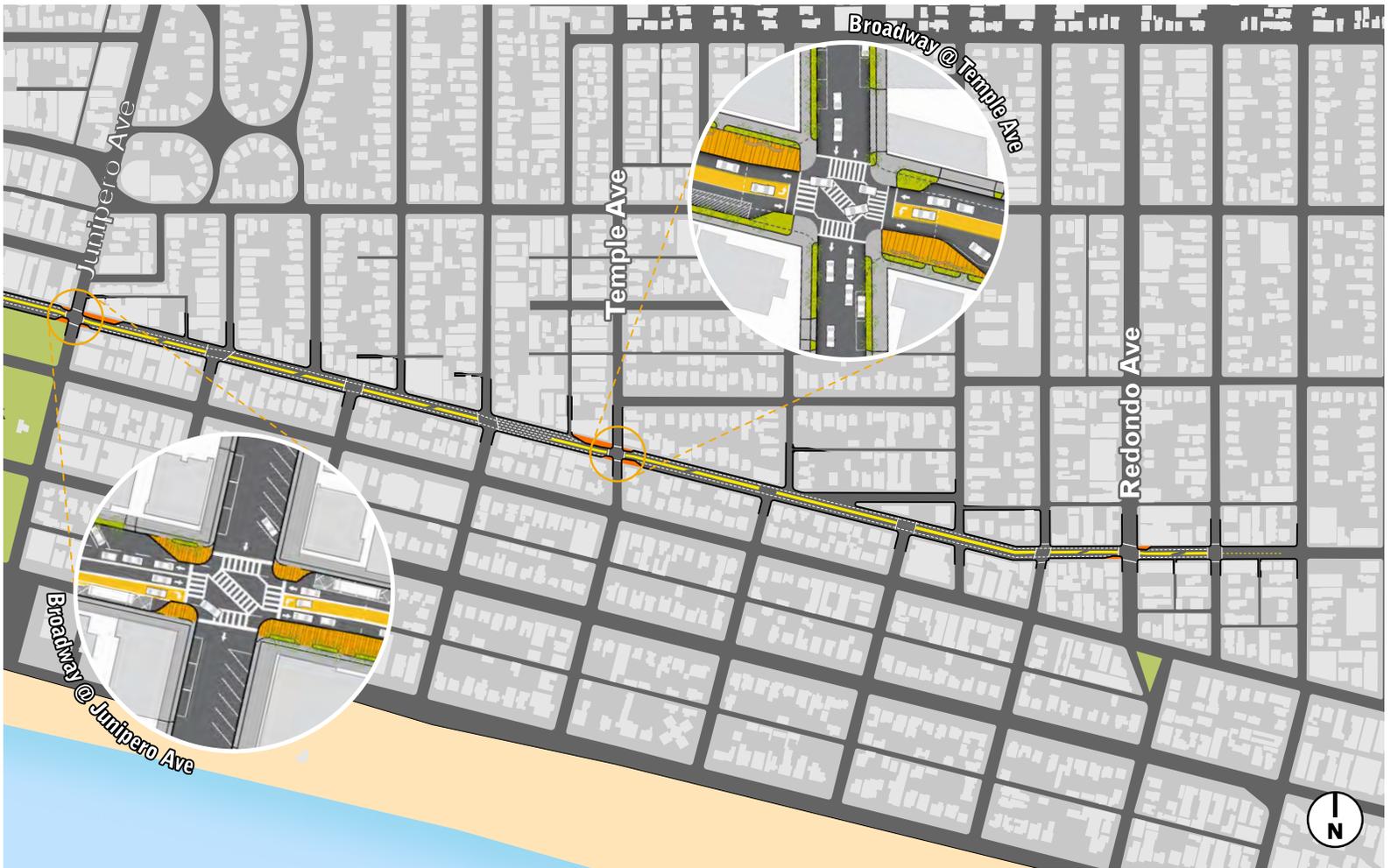


Fig. 16: Pedestrian-friendly “oases” or nodes are recommended for 4 existing commercial intersections: Falcon, Gaviota, Junipero, and Temple.

these nodes as places. The use of color for each node reinforces this, and also serves as a safety measure.

The chicanes at the intersections reinforce the parking strategy. They primarily occur in the “red” no parking zones near the intersections. In some locations, they extend beyond the “red” no parking zones and occupy existing parking spaces. In these areas, the number of parking spaces can be maintained—and in some cases, there can be a net increase—by introducing angled parking. Angled parking is made possible by the “road diet,” which reduces the road from four lanes to three lanes.

Overall, the goal is to create a clear identity for Broadway, concentrate activity at select nodes, calm traffic, and create additional parking where possible.



Pilot Project

Broadway @ Temple

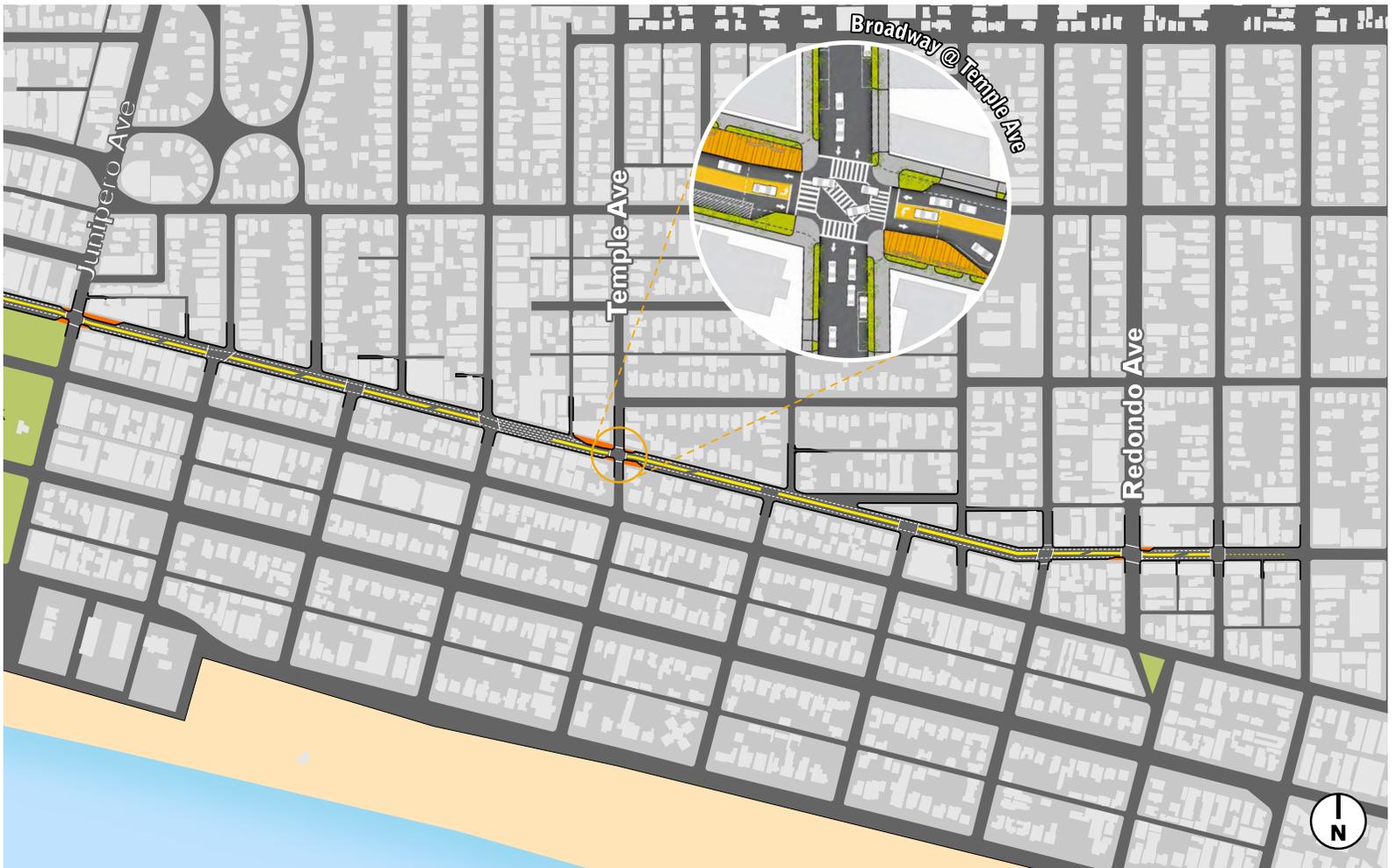
There was nearly unanimous community consensus upon locating the pilot project at the intersection of Broadway and Temple. This intersection was felt to offer a unique opportunity to test the proposal to narrow the corridor from 4 lanes to 3 going eastward. As Broadway is already only two lanes west of Coronado, the segment from Redondo to Temple would be a

logical place to change the street to three lanes as a part of a more gradual transition westward to the current width of four lanes. In the event that Public Works, drivers, and the local community all successfully acclimate to the new arrangement, narrowing the street to the west of Temple also to three lanes could later be considered.





**Fig. 17: Pilot Project:
Broadway @ Temple**



Pilot Project: Broadway @ Temple



Fig. 20: Broadway @ Temple Ave intersection



Fig. 19: Existing Conditions



Fig. 18: Existing Conditions



Fig. 21: Existing conditions: Temple at Broadway has been chosen as the pilot project because, as the easternmost part of the corridor, it is a few short blocks from where Broadway is three lanes (it turns to two lanes just west of Coronado). Extending the three lane configuration a few blocks will allow the City and the community to test how more of Broadway would function as a three-lane road—including potential traffic and parking impacts.

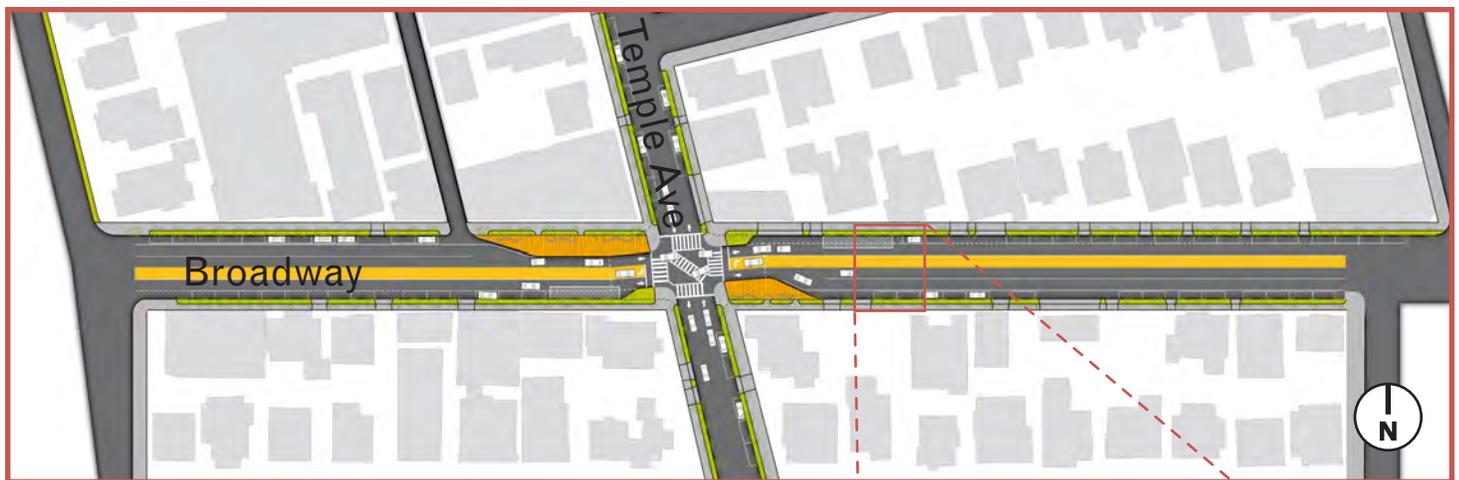


Fig. 22: Proposed Conditions: three lanes, with chicanes at the intersection.

Fig. 23: Parking: The introduction of angled parking, in the space reclaimed from the roadway, makes up for any lost parking. Existing street parking supply on this section of Broadway is 77 spots, and the proposed condition has approximately 82 parking spaces on the street, for a net gain of 5.



The “color splash” theme of Temple and Broadway will create a clear identity for this node. Painted trees, benches, paving, and lighting will enliven the space. The design of these will be determined through a separate process with the community

and city. It may include historic elements or community features, such as signage or wayfinding. The precedents and concepts shown herein are intended to spark a conversation and are not final or recommended designs.



Fig. 24: Landscape - Blue Trees, by Konstantin Dimopoulos



Fig. 26: Pavement coloring, Superkilen, Copenhagen, Denmark (designed by BIG)



Fig. 25: Furniture



Fig. 27: Bus stop

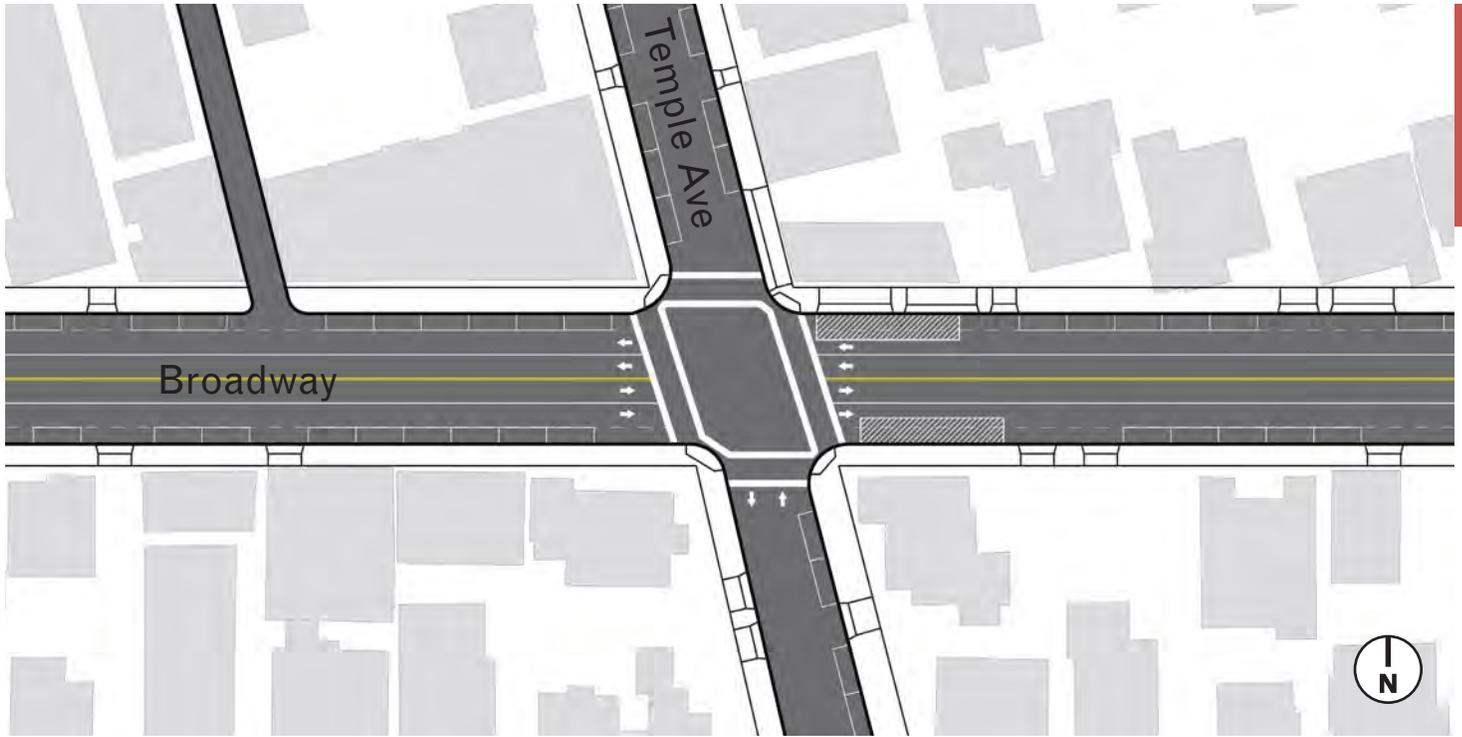


Fig. 28: Broadway at Temple Intersection: Existing (77 parking spaces)

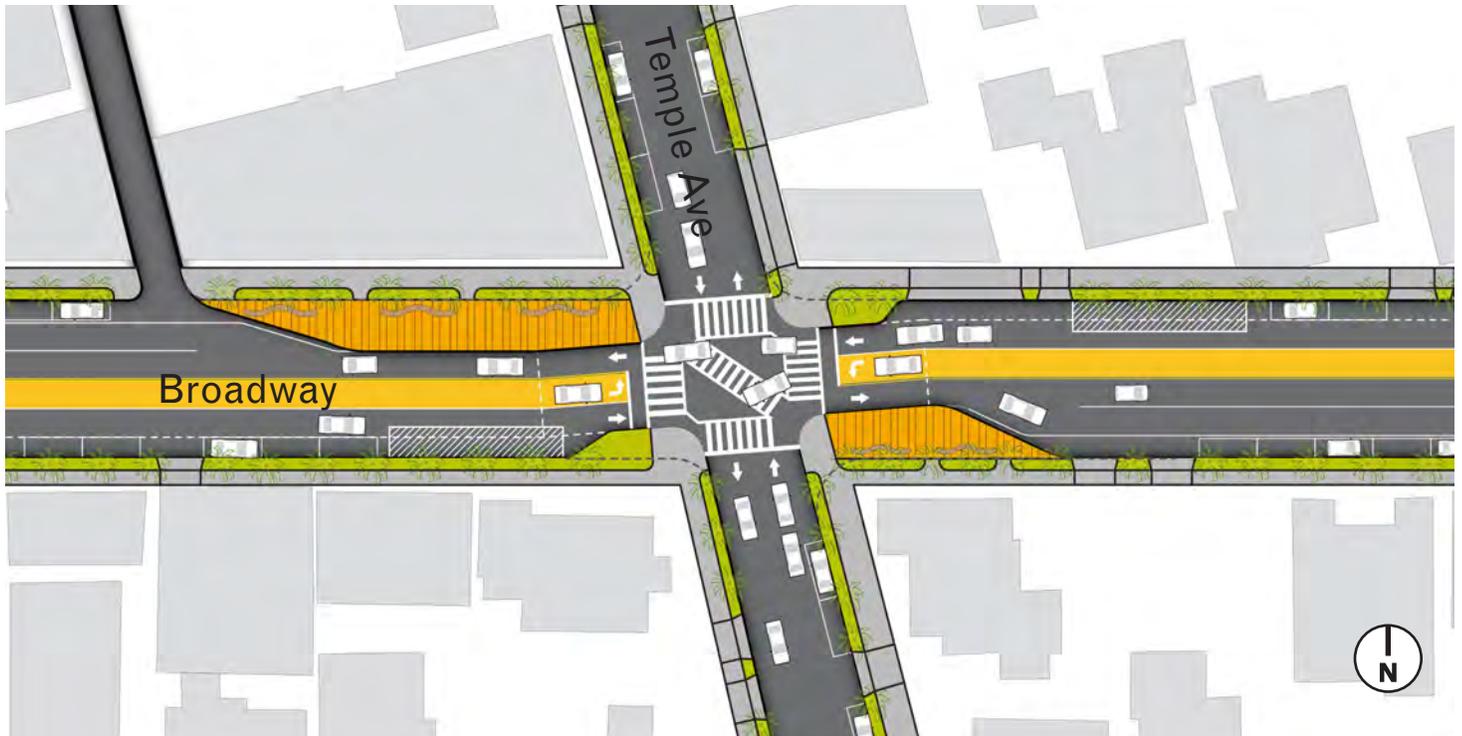


Fig. 29: Broadway at Temple Intersection: Proposed (82 parking spaces)





Fig. 30: Before (left) and after (above) views of Broadway at Temple (looking west).



Fig. 31: Alternate edge condition.



Other Intersections

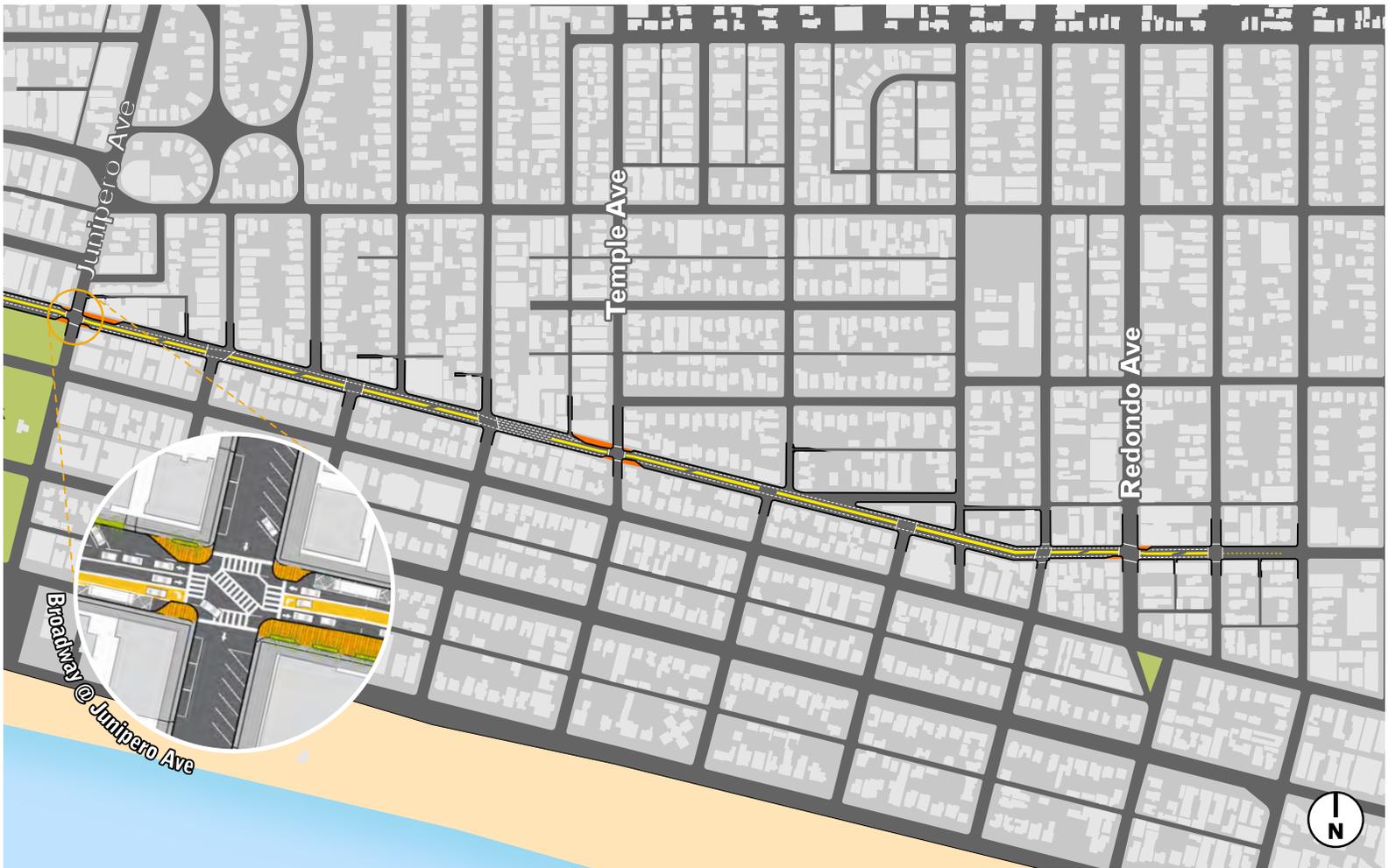
Beyond the recommended pilot project, four other intersections (mentioned previously and called out below) have been identified as prime locations for “oases” or nodes. Some of these are already thriving retail and restaurant nodes, albeit ones with little public space. Other intersections have a few businesses, but could use more retail diversity, and increased pub-

lic space and a stronger identity can help draw the desired types of businesses.

What follows are concept designs for each of the intersections. These designs all propose reducing the road from four lanes to three lanes, identify where angled parking or other new parking can be created, and give a proposed character to each node.



Fig. 32: Pedestrian-friendly “oases” or nodes are recommended for 3 existing commercial intersections—Falcon, Gaviota, and Junipero—in addition to the pilot project at Temple and Broadway.



Broadway @ Gaviota

Broadway at Gaviota is home to a few businesses—bars, liquor stores, smoke shops, and services such as dry cleaners and hair salons.

Reducing the street from four lanes to three lanes (2 travel lanes and a center turn lane) opens up new public space near businesses and introduces angled parking, which yields more parking spots than parallel parking.

Interestingly, Gaviota is a one-way (southbound) street as it intersects

Broadway. This presents the opportunity to create a “kink” in the road. The proposed design has a center turn lane on the west side of Gaviota, and a right turn lane on the east side of Gaviota. This produces a longer “bulb-out” on the southeast corner of Gaviota and Broadway, in front of businesses.

Fig. 33: Proposed “oasis” at Broadway and Gaviota. This location, just two blocks west of Bixby Park, will help extend the retail activity from the east side of Bixby Park further down Broadway.

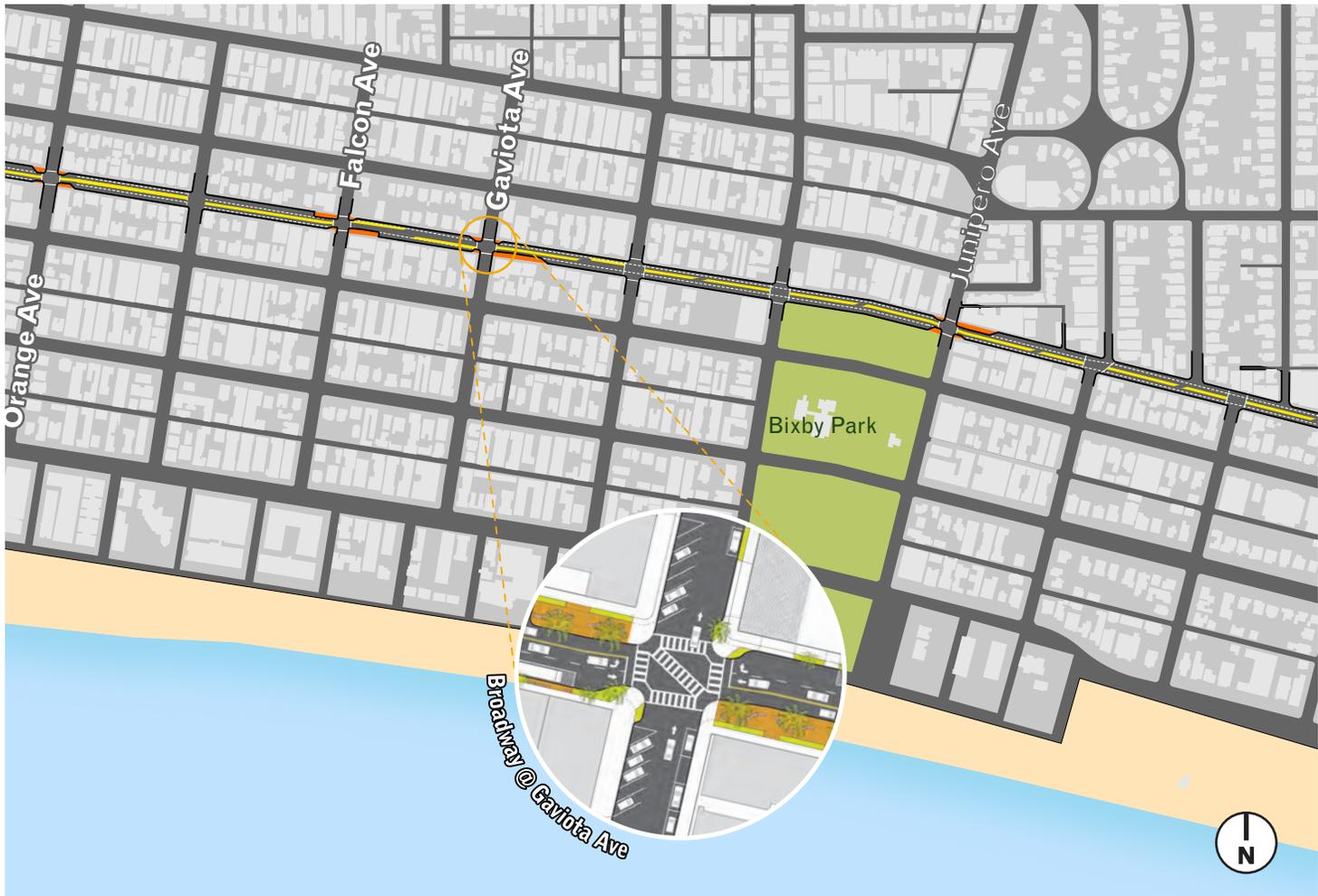




Fig. 36: Existing Conditions: The south side of Broadway, between Gaviota and Hermosa, has a string of businesses, ranging from neighborhood amenities, such as dry cleaners, and hair salons to bars and galleries.

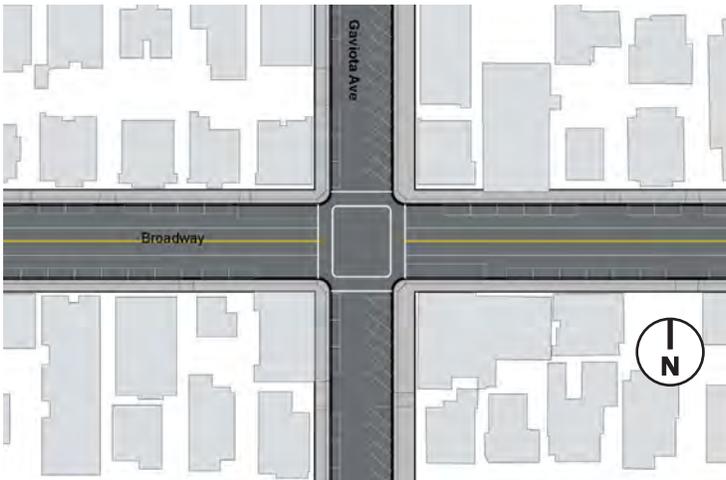


Fig. 35: Broadway at Gaviota Intersection: Existing (91 parking spaces)



Fig. 37: Broadway @ Gaviota Ave intersection (looking west), existing conditions

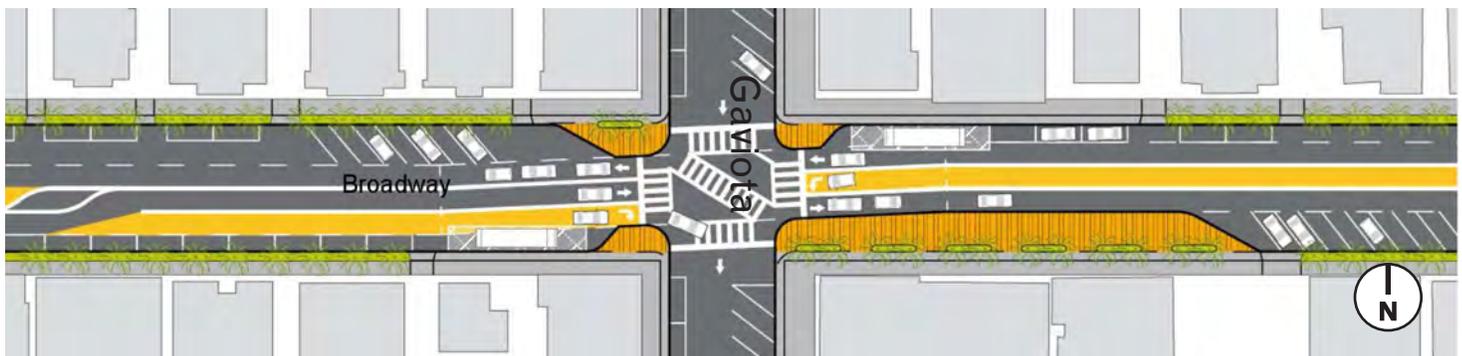


Fig. 34: Broadway at Gaviota Intersection: Proposed (90 parking spaces)



Fig. 38: Before (right) and after (above) views of Broadway at Gaviota (looking west).
Fig. 39: Opposite page: night view.



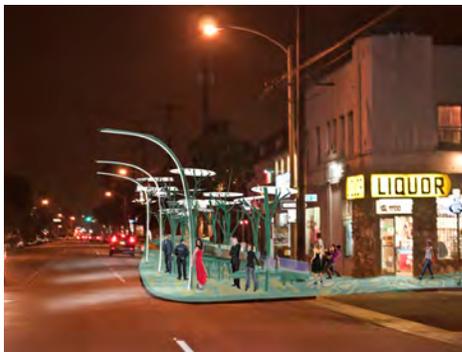
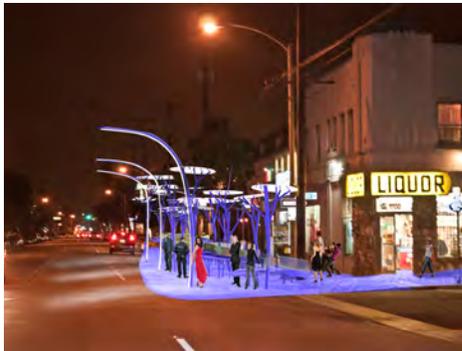


Fig. 40: The “bulb-outs” can take on different characters depending on the colors and features applied. In this instance, different color splashes at Broadway and Gaviota can have different effects. Color can be a placemaking device and give a clear identity to the various nodes.



Broadway @ Falcon

Broadway at Falcon is currently four lanes. Falcon is one way (southbound) with both angled and parallel parking. A number of restaurants and other businesses are here, making it a neighborhood node.

Reducing Broadway to three lanes (two travel lanes with a center turn lane) creates significant public space on the southeast and northwest corners of the intersection. In addition, angled parking on Broadway makes up for any parking lost from the increased public space.

Fig. 41: Proposed “oasis” at Broadway and Falcon Avenue. This location, just one block west of the node at Gaviota, will help extend the retail activity. These nodes, closely spaced together, will help build activity around Bixby Park and extend the vibrant retail and restaurant activity from further east on Broadway towards this section.





Fig. 42: Existing Conditions: Broadway at Falcon has a wide range of business, from pet grooming to antique shops to cafes and smoke shops. Placemaking strategies should focus on enhancing the quality of the public space around these businesses..

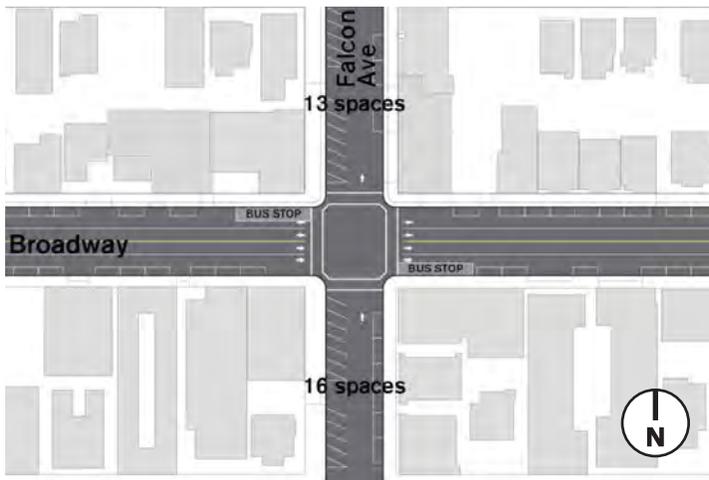


Fig. 44: Broadway at Falcon Intersection: Existing (85 parking spaces)



Fig. 45: Broadway @ Falcon Ave intersection



Fig. 43: Broadway at Falcon Intersection: Proposed (88 parking spaces)





Fig. 46: Before (left) and after (above) views of Broadway at Falcon (looking west).

Fig. 47: Opposite page, top: night view.



Fig. 48: The “bulb-outs,” bus shelters, lighting, and other features can take on different colors. As with Temple and Gaviota, a color splash can give a clear identity to this node.



Broadway @ Junipero

Broadway and Junipero is an important node, near Bixby Park and thriving businesses. The farmers market, community center, and skate park in Bixby Park draw residents throughout the year. The proposed design significantly increases parking, by introducing angled parking. New public spaces can be home to parklets, public art, bus shelters, lighting, cafe seating, or other features.

Fig. 49: Proposed “oasis” at Broadway and Junipero. This intersection, with Bixby Park and its weekly farmers’ market, has restaurants and coffee shops already. Expanded public space in this location will help with pedestrian crossings to the park, the farmers’ market, shopping, restaurants, and the residential neighborhoods. It will also provide expanded outdoor seating areas for local businesses, at bus stops, and for general moments of respite for the public.





Fig. 53: Existing Conditions.



Fig. 51: Broadway at Junipero Intersection:
Existing (94 parking spaces)



Fig. 52: Broadway @ Junipero Ave intersection
(looking west), with Bixby Park on the left.



Fig. 50: Broadway at Junipero Intersection: Proposed (106 parking spaces)



Fig. 54: Before (right) and after (above) views of Broadway at Junipero (looking east).





Broadway @ Junipero



Fig. 55: The “bulb-outs,” bus shelters, lighting, and other features can take on different colors. As with the other intersections, a color splash can give a clear identity to this node. Historic elements can be integrated into the bulb-outs, if desired by the community and the city.





Glossary

Bulb-In Bulb-Ins utilize excess land fronting the street for specific uses which will contribute to and create a more continuously animated street frontage. Examples include pop-up kiosks, outdoor dining, or bike parking.

Bulb-Out Bulb-outs, also known as neck-downs, curb extensions, or bumpouts, are created by extending the sidewalk at corners or mid-block. Bulb-outs are intended to increase safety, calm traffic, and provide extra space along sidewalks for user amenities.

Chicane A chicane is an artificial feature (usually through curb extensions) that creates an extra turn or "wiggle" in a road. This slows drivers and can create safer pedestrian crossings.

Curb Extension Curb extensions are similar to bulb-outs. Painted curb extensions (rather than a physical build-out of a curb) are a less expensive alternative while still providing the same benefits.

Neighborhood-oriented Destinations Neighborhood destinations draw residents from adjacent neighborhoods as well as passersby or other local residents. These might include coffee shops, vintage stores, or specialty grocery.

Node Activity, especially pedestrian and retail activity, tends to happen in clumps, rather than even spread out throughout a street. These nodes occur where there are Neighborhood Destinations.

Parklet A parklet is a sidewalk extension, or the occupation of parking spaces within the roadway, that provides public space and amenities for people using the street.

Pedestrian-friendly Oasis A pedestrian oasis can be a pedestrian refuge island in the middle of a wide street, or a bulb-out that provides additional safety to pedestrians crossing the street. It enhances the feeling of safety by providing people walking with additional visibility and a refuge from moving vehicles.

Parking Strategy Parking strategies can be used to reduce traffic in congested areas, distribute or maximize parking availability, and improve the urban environment.

Pilot Project To test design or programming ideas, planners, cities, and businesses often identify a Pilot Project. This project will be a small-scale test of a large-scale idea.

Placemaking is about the planning, design, and management of public spaces of all scales. The goal is public spaces that promote social cohesion and a community's vibrancy and well being.

Road Diet A road diet is a reduction in overall roadway width, usually by removing lanes (for example, going from a 4-lane road to a 3-lane road).

Traffic Calming Traffic calming devices slow or reduce motor-vehicle traffic while improving safety for pedestrians and cyclists.

Visioning Study A Visioning Study is a community-based design and planning process that which the community, with the assistance of the city (and sometimes consultants), collectively work together to determine a shared vision for the future of a place.

Fig. 56: Community members shared their ideas throughout the visioning process (opposite page), October 2013.



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