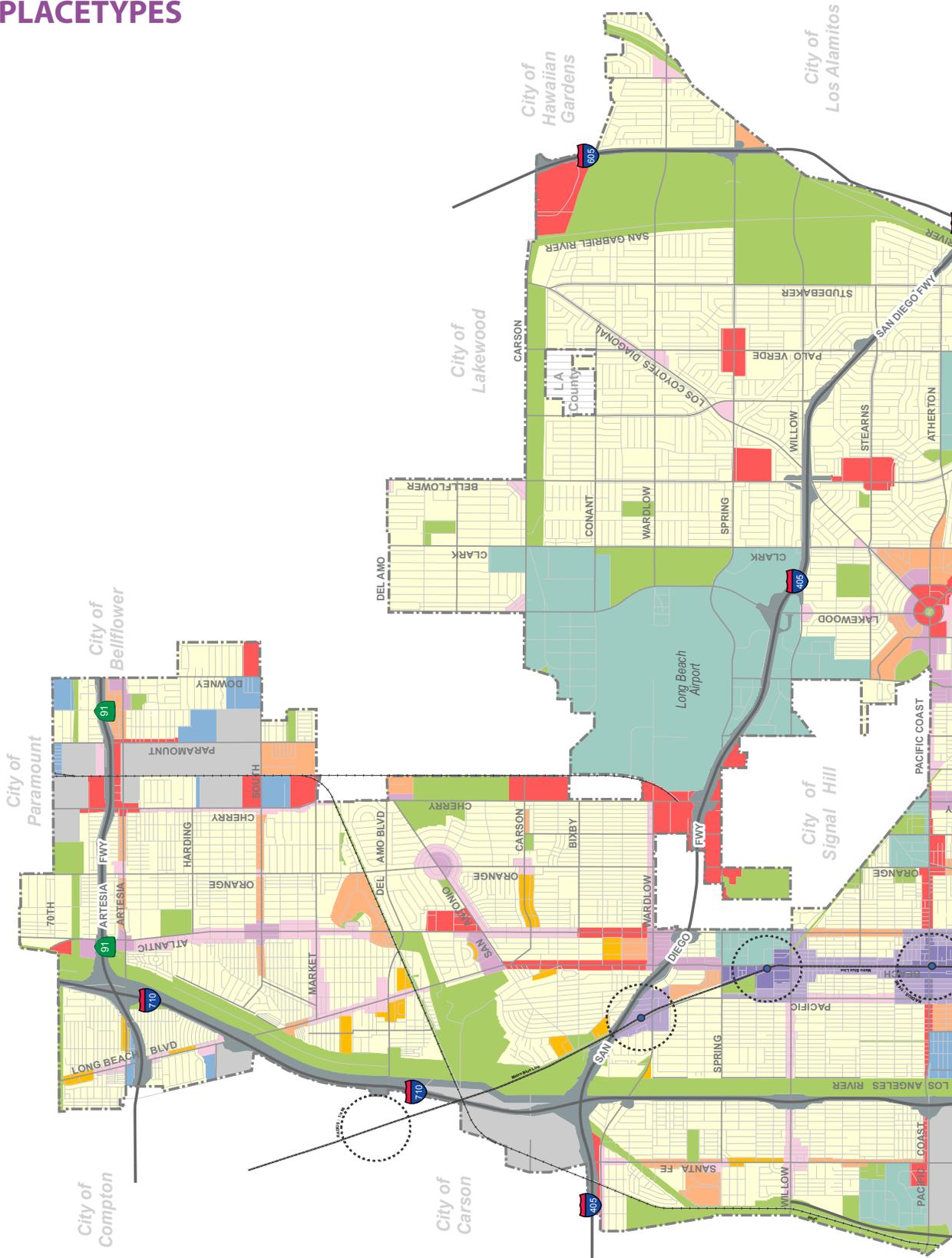
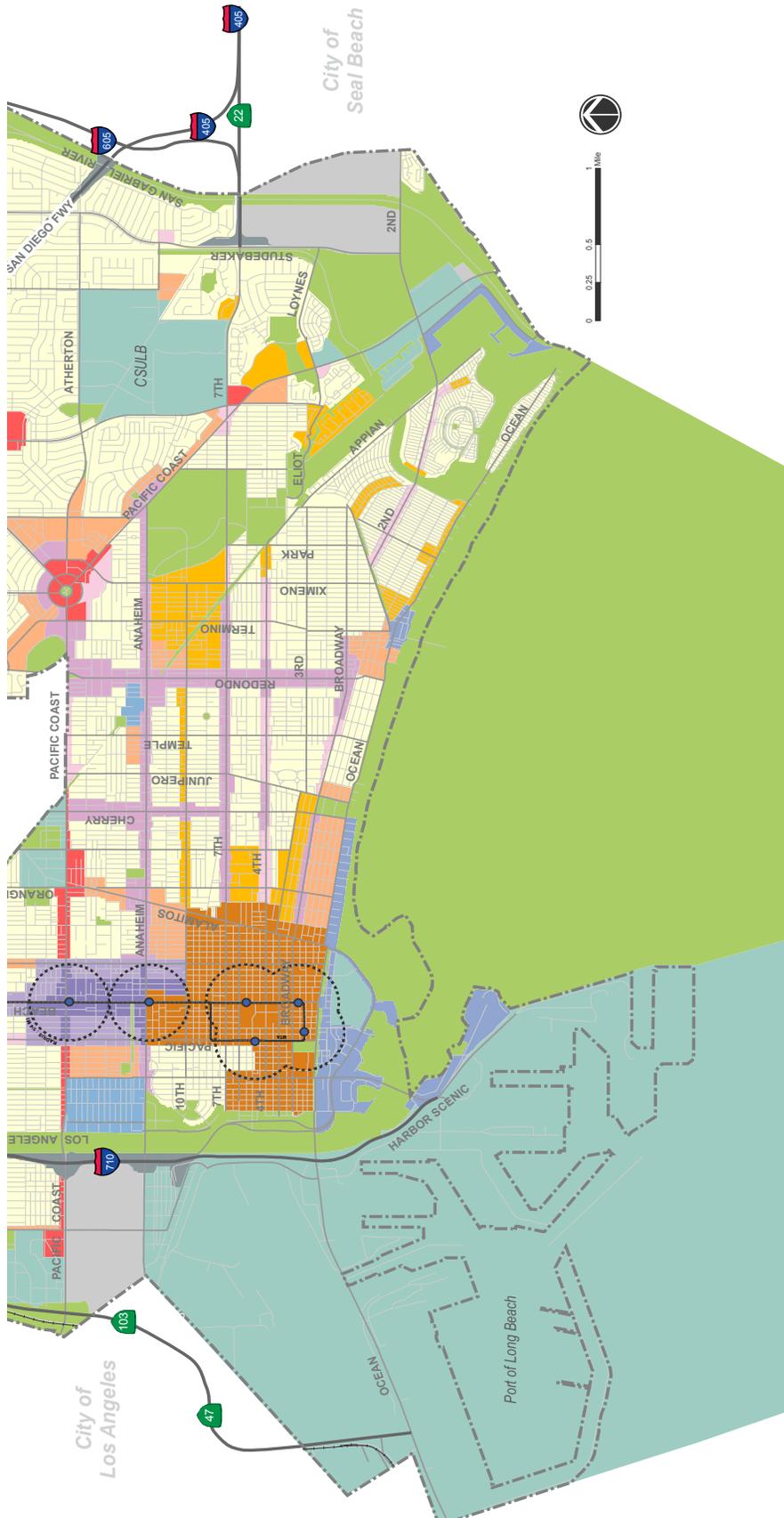


Map LU-6 PLACETYPES





Legend

Place Types

- OS - Open Space

Neighborhoods

- N - Founding and Contemporary Neighborhood
- MFR-L - Multi-Family Residential - Low
- MFR-M - Multi-Family Residential - Moderate

Mixed Use

- NSC-L - Neighborhood-Serving Center or Corridor - Low
- NSC-M - Neighborhood-Serving Center or Corridor - Moderate
- TOD-L - Transit-Oriented Development - Low
- TOD-M - Transit-Oriented Development - Moderate

Employment

- CC - Community Commercial
- I - Industrial
- NI - Neo-Industrial

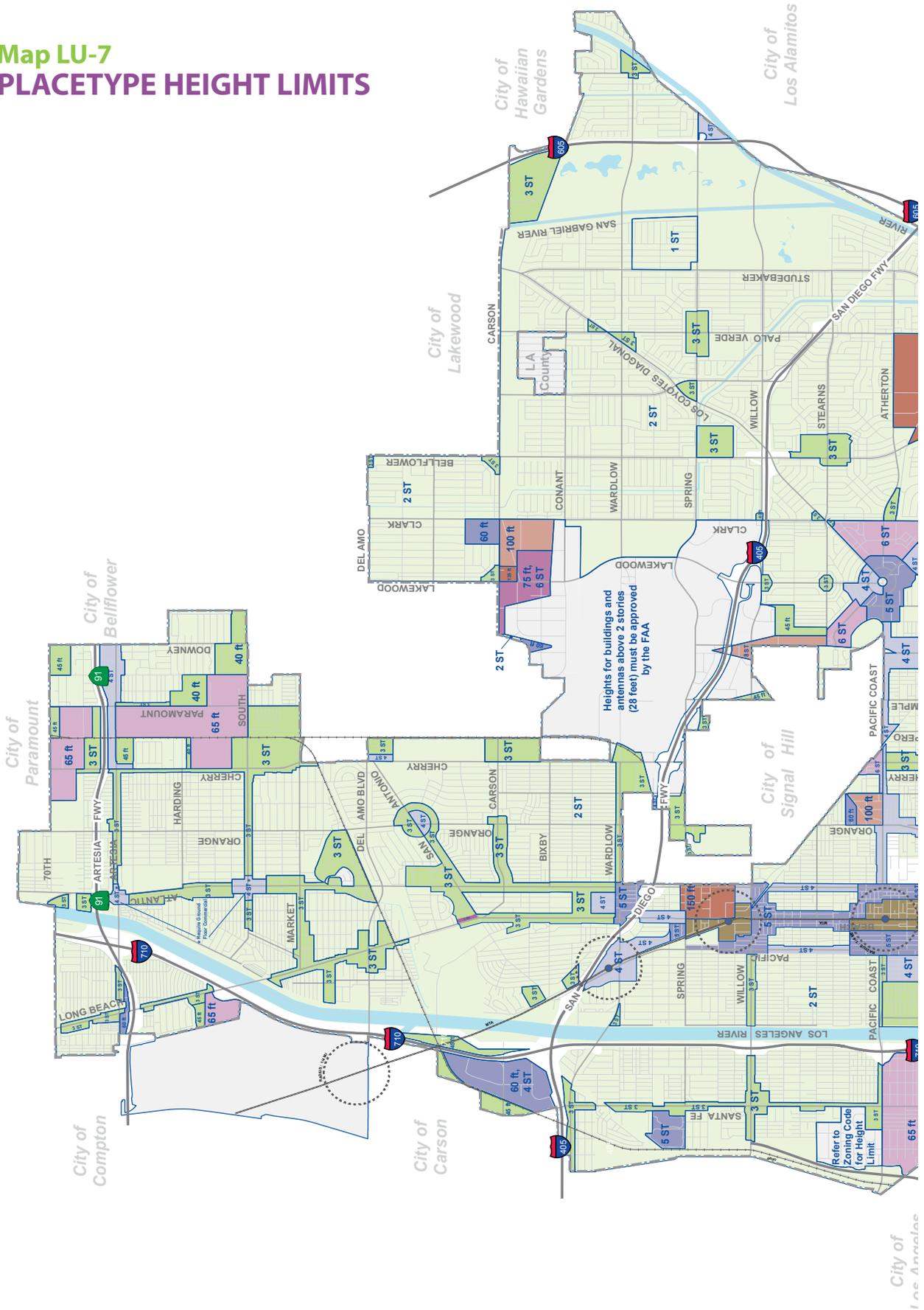
Unique

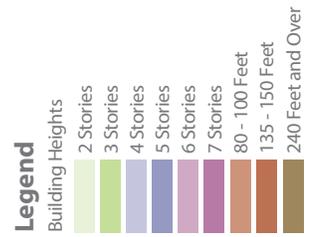
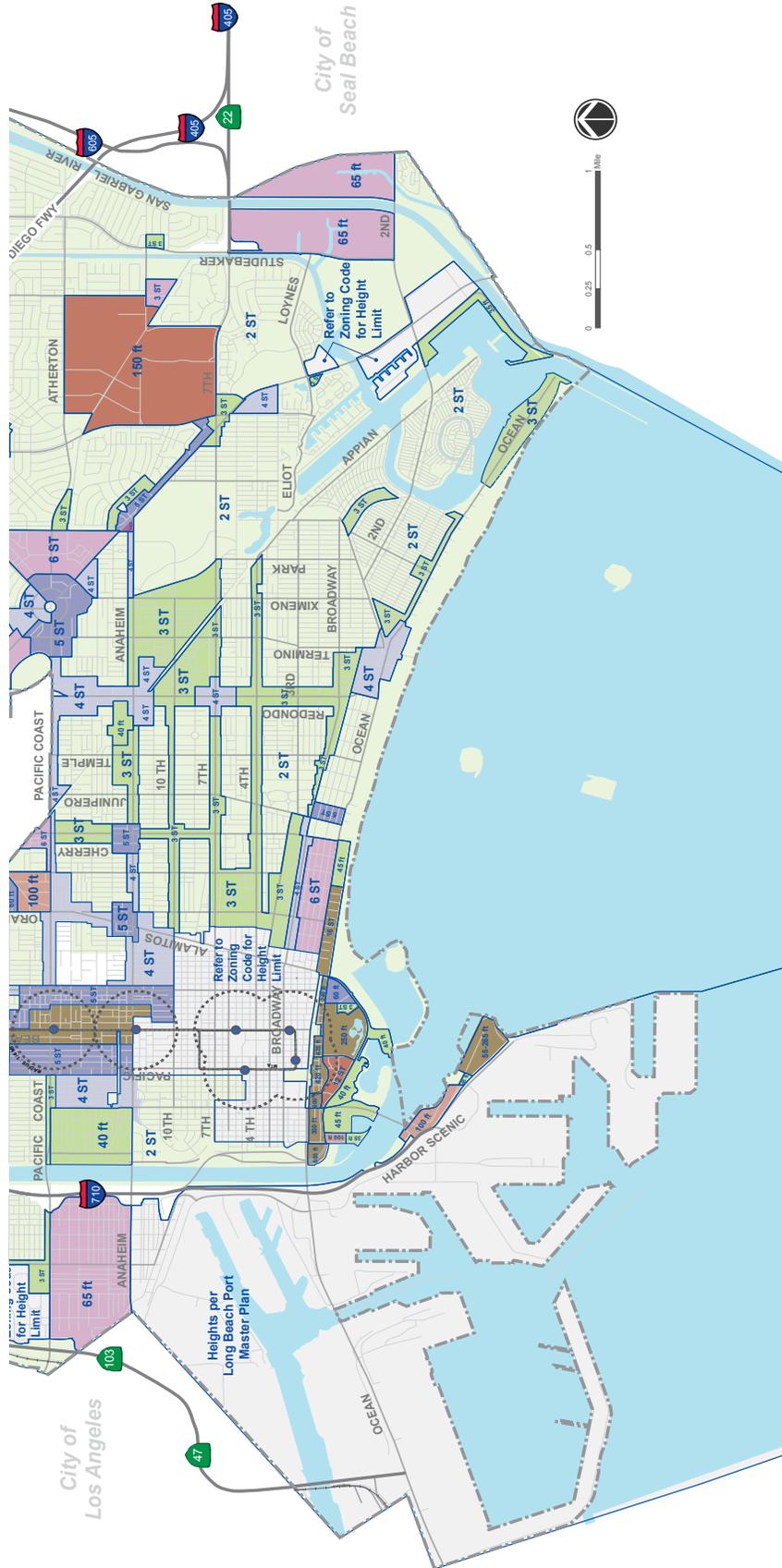
- RSF - Regional-Serving Facility
- DT - Downtown
- WF - Waterfront

Light Rail Transit

- Metro Blue Line Station and 1/4 Mile Radius

Map LU-7 PLACETYPE HEIGHT LIMITS





Open Space PlaceType

The Open Space PlaceType serves the overall purpose of promoting the emotional and physical health of urban residents through contact with natural environments (see Map LU-8). The Open Space PlaceType provides for the preservation of land that:

- » Supports recreational open space.
- » Has distinctive scenic, natural or cultural features, contributing to community character and form.
- » Provides for utilities and/or infrastructure or that contains environmentally sensitive resources.

The Open Space PlaceType applies to land and water areas that are undeveloped, generally free from development or developed with very low-intensity uses that respect natural environmental characteristics and are compatible with the open space use. Depending upon their characteristics and intended functions, Open Space PlaceType areas may be used primarily for passive or active recreation use; conservation of land, water, marine and wildlife habitats; historic or scenic purposes; or visual relief.

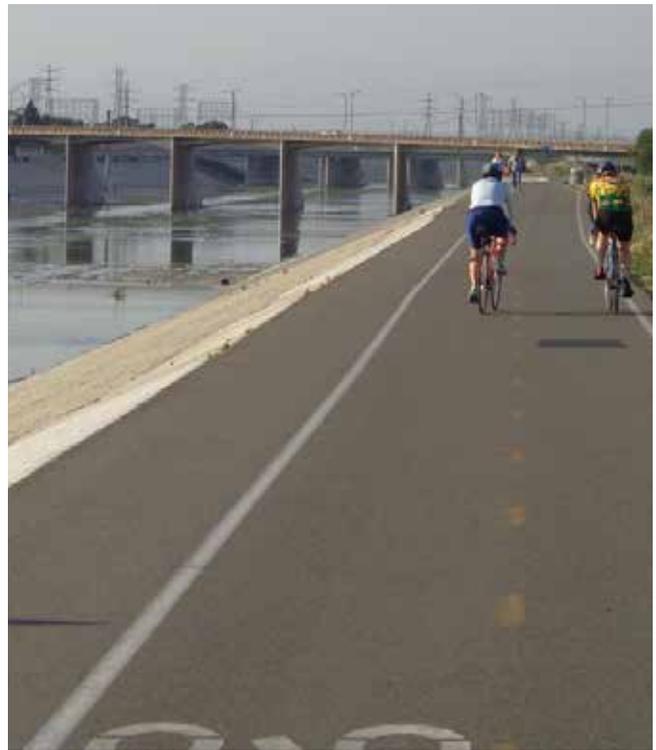
Context

The Open Space PlaceType encompasses San Pedro Bay, Alamitos Bay and the Pacific Ocean waterfront along the City's southern edge. It also covers the Los Angeles and San Gabriel Rivers and their rights-of-way (levees, bikeways and horse trails). This PlaceType includes Long Beach's parks, golf courses, drainage channels, marinas and beaches, the oil islands, sections of the old Pacific Electric Railway right-of-way, community gardens, nature preserves and estuaries, lagoons and wetlands. The Open Space PlaceType also applies to areas the City would like to see maintained as primarily open in nature, such as beneath the Southern California Edison utility lines that traverse north and west through Long Beach. In this instance, the PlaceType is applied to preserve essential public utility corridors, while at the same time allowing crop cultivation, soccer fields and other uses of a compatible and open nature. All open spaces should contribute to the City's identity and quality of life.

Land Uses and Development Standards. This PlaceType includes parks, beaches, golf courses, marinas, flood control channels and basins, rivers, utility rights-of-way, oil islands, inland bodies of water, nature preserves, marine



Rotary Centennial Park.



Los Angeles River and River Trail.

The Open Space and Recreation Element and the Local Coastal Program of the General Plan include more details on open space and recreation in Long Beach.

Map LU-8 OPEN SPACE PLACETYPE



Legend

PlaceTypes

OS - Open Space

Light Rail Transit

Metro Blue Line Station and 1/4 Mile Radius

habitats, estuaries, wetlands, lagoons and similar open space resources.

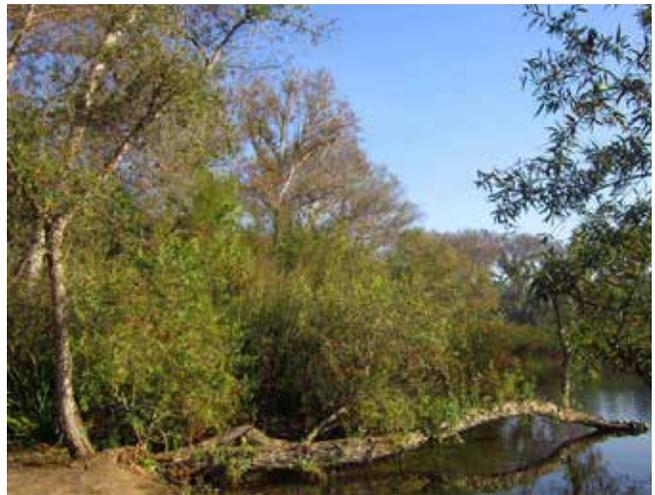
» Commercial recreation uses may be permitted if appropriate findings are made (Section 21.52.610 of the Municipal Code), involving uses designed to contribute to a park patron’s total experience, supplement the City’s recreation services, and complement existing programming and facilities.

- » Building coverage is limited in each public park by park type (see Open Space and Recreation Element).
- » Buildings are limited to two stories (28 feet maximum).
- » Minor expansions of existing open spaces, including the creation of new mini parks or temporary parks, may be found to conform to the General Plan (without amendment) at the discretion of the City’s Planning Commission.

Heartwell Park baseball fields.



El Dorado Park Nature Center grounds.



Marina Vista Park includes shade trees, gentle hills and room for organized sports, including tennis, soccer and baseball.





Founding and Contemporary Neighborhood PlaceType

The Founding and Contemporary Neighborhood PlaceType represents Long Beach's low-density residential neighborhoods, from older street car urban neighborhoods (Founding Neighborhoods) to post-World War II suburban housing tracts (Contemporary Neighborhoods) of predominately single-family homes (see Map LU-8).

The Founding and Contemporary Neighborhood PlaceType allows sensitive infill developments and the preservation and protection of single-family neighborhoods, while providing enough flexibility for residents to reinvest and adapt their homes to meet changing lifestyles and long-term maintenance needs.

This PlaceType also encourages enhancements to the public realm, directed at improvements to mobility, visual aesthetics and sustainability. Mobility improvements include better bikeways and pedestrian connections, both within the neighborhood and to the larger community, especially along arterial streets. Opportunities for improving transit, whether by bus or streetcar, will be essential as residents look for alternatives to the automobile.

Context. Many of Long Beach's historic neighborhoods date back to the late 1800s, when the City was a seaside destination along the Red Car Pacific Electric Railway. The pedestrian-scaled block layout in downtown and along transit routes catered primarily to those traveling by foot rather than by automobile. Largely composed of traditional architecturally-styled homes—Craftsman, Mission Revival and Spanish Revival—the Neighborhood PlaceType values historic preservation and promotes architectural compatibility to protect the integrity of older single-family neighborhoods.

Additionally, a considerable amount of single-family housing was built in Long Beach following World War II, particularly in the eastern and northern portions of the City. Subdivisions were developed for "modern" living, and were not served by trolley cars. These areas are characterized by long blocks and wide streets. Neighborhoods are less walkable than Long Beach's older neighborhoods where living units are often conveniently located above retail shops in mixed-use buildings.



Street car urban neighborhood - Bungalow.



Post World War II neighborhood - University Park Estates.

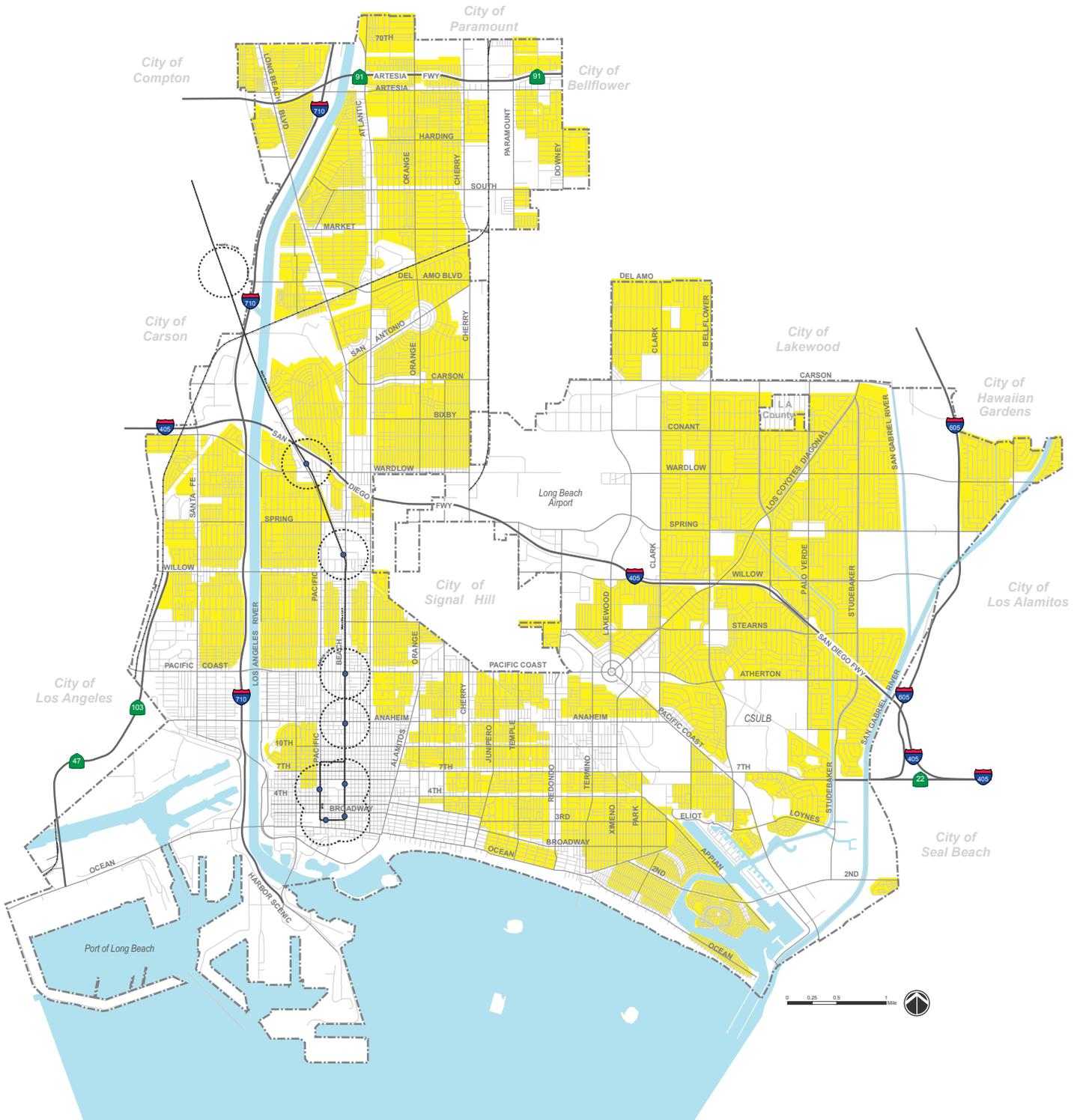


Low-density homes in the California Heights Historic District.



Southeast neighborhood single-family homes.

Map LU-9 FOUNDING AND CONTEMPORARY NEIGHBORHOOD PLACETYPE



Legend

PlaceTypes

N - Founding and Contemporary Neighborhoods

Light Rail Transit

Metro Blue Line Station and 1/4 Mile Radius



Land Uses and Development Standards. This PlaceType encourages low-density housing at one or two stories in height, along with appropriately scaled multi-family structures, compatible public facilities and small-scale neighborhood serving commercial uses. This PlaceType prohibits incompatible, large-scale multi-family structures, as well as other uses that would detract from the established architectural character of the neighborhood. Preferred uses and development standards include:

- » Single-family and low-density housing (7 - 18 units/acre)
- » Typical population density is 20 - 51 persons/acre
- » Neighborhood-serving, low-intensity commercial uses (0.25 - 0.50 FAR)
- » Schools, parks, daycare, senior care, police and fire stations, libraries, and other compatible public uses
- » Buildings are limited to two stories in height (28 feet maximum), or three stories consistent with MAP LU-7.

Development Pattern. This PlaceType promotes maintaining single-family homes while allowing neighborhood edges, transitions and key intersections to have appropriately scaled multi-family structures, public facilities and small-scale neighborhood-serving commercial uses.

Transitions. Transitions work to integrate the neighborhood with surrounding land uses in a manner that reinforces the established fine-grained character. New multi-family buildings will be designed to reflect the characteristics of single-family homes to allow for better integration. All new development will respect the height, massing and open space characteristics of the neighborhood.

Access. Steps should be taken to better connect all neighborhoods to the larger transit network, provide better bicycle connections and facilities, and focus on pedestrian activity and sidewalk/streetscape improvements that will make all neighborhoods enjoyable, easy places to walk.

Parking. Generally, standard parking requirements will be applied to new development. However, the City may allow reduced parking where appropriate to encourage retention of historic and cultural resources and/or to promote transit usage. Consistent with the City's sustainable development goals, use of permeable paving and preservation of landscaping and yard areas will help capture water on-site and manage urban runoff. On-street parking and other tools will be used to help calm traffic on excessively wide streets.

Large canopy trees, architectural character, setbacks, sidewalks and parkways add to the visual character of the streetscape.



A single-family home in the Wardlow Park neighborhood.



Multi-Family Residential – Low and Moderate PlaceTypes

The Multi-Family Residential PlaceTypes can provide highly desirable options for a range of lifestyles (see Map LU-10).

The Multi-Family Residential–Low PlaceType represents the housing stock in lower density multi-family residential areas, with a maximum density of 29 dwelling units per acre. This PlaceType is scattered throughout the City, sometimes associated with larger housing developments, and often serving as a buffer use between less intense and more intense residential neighborhoods (see Map LU-10). The Multi-Family Residential–Low PlaceType is also applied to areas where downzoning has been used in the past to protect neighborhoods from further development that cannot be supported by the underlying infrastructure.



Multi-Family Residential - Low: three-story townhomes.



Multi-Family Residential - Moderate: five-story apartment building.

The Multi-Family Residential–Moderate PlaceType represents housing in moderate-density residential areas with maximum densities of 48 to 62 dwelling units per acre, depending on lot width. This PlaceType allows larger buildings and denser housing than in Multi-Family Residential–Low. In select areas, such as near the Traffic Circle, the Multi-Family Residential–Moderate PlaceType has been applied to encourage new housing opportunities—bikeable or via transit—not far from California State University at Long Beach and within walking distance of commercial shopping centers. Where density allowances are higher than that which already exists on the ground, the recycling of development will only occur if and when market economics support it.

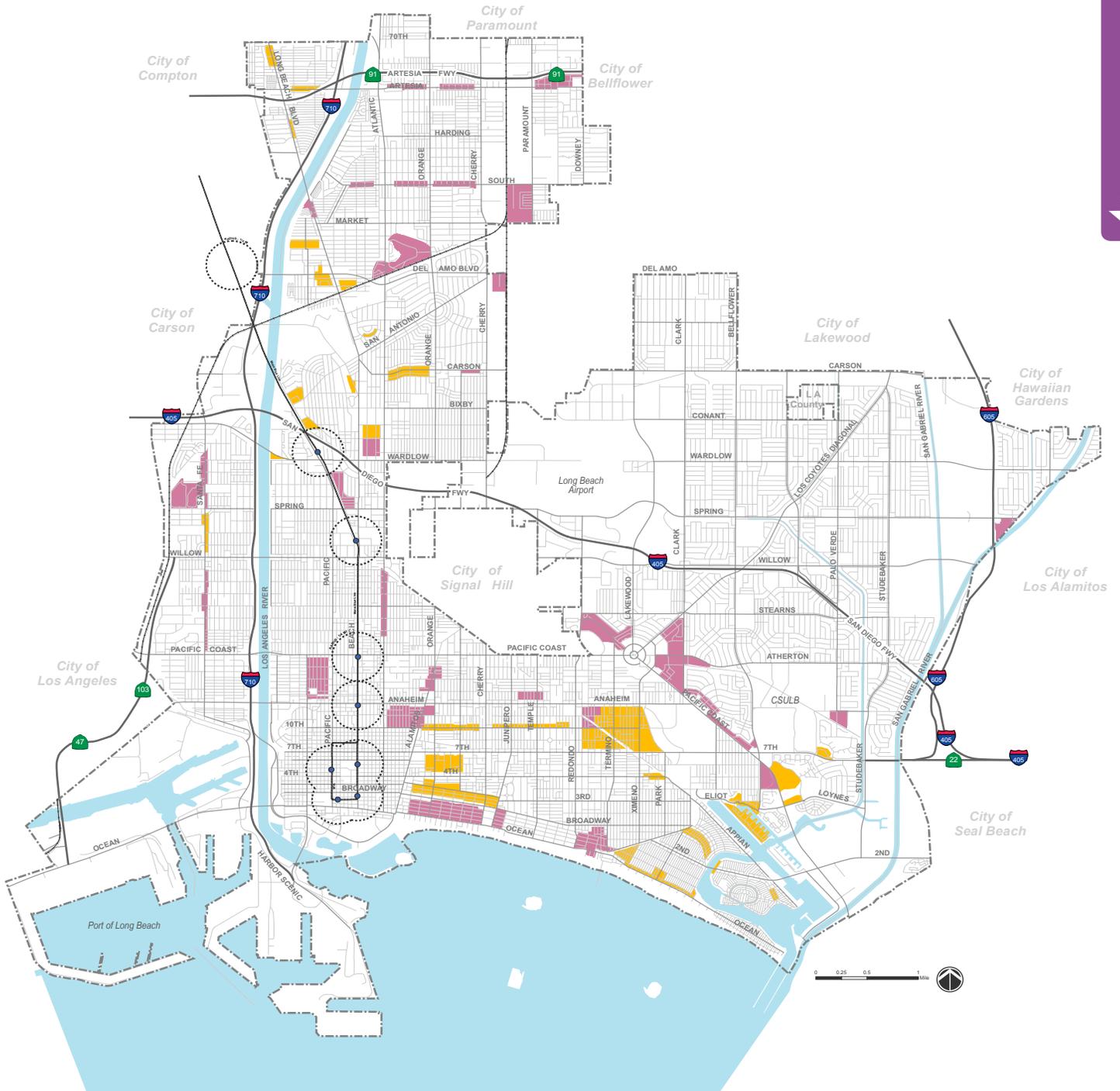
Context. Long Beach has both newer (post-1980) and older multi-family residential areas, with some of the earliest wood-clad apartment buildings (or boarding houses) dating back to the early 1900s. Some of these buildings have become bed and breakfasts or hostel-type accommodations for Long Beach visitors; many others represent affordable workforce housing opportunities.

Preserving older multi-family housing stock in a sound condition is a major focus for the Long Beach community. Where such housing has deteriorated to a point where reconditioning is neither feasible nor desirable, new multi-family housing may be considered under the standards and guidelines provided in this plan. The importance of high-quality design is essential when new multi-family residential developments are introduced in Long Beach.

With a few exceptions, the Multi-Family Residential PlaceTypes (both low- and moderate-density) are pedestrian-friendly places, especially in long-established neighborhoods designed around the original streetcar transit routes. Many newer developments take advantage of the City's bus and light rail passenger services. Priority locations have been identified for supporting an enhanced pedestrian experience (see Mobility Element). In the Multi-Family Residential PlaceTypes, creating optimum pedestrian access to nearby goods and services, and transit stops must always be considered.

Land Uses and Development Standards. This PlaceType encourages a wide variety of multi-family housing products ranging from two to six stories in height. Compatible

Map LU-10 MULTI-FAMILY RESIDENTIAL - LOW AND MODERATE PLACETYPES



Legend

PlaceTypes

Multi-Family Residential

MFR-L - Multi-Family Residential - Low

MFR-M - Multi-Family Residential - Moderate

Light Rail Transit



Metro Blue Line Station and 1/4 Mile Radius

public facilities and neighborhood-serving commercial uses are also encouraged. Preferred uses and development standards include:

Multi-Family Residential – Low

- » Duplex, triplex and garden apartment housing (3 units/lot, lots equal to or greater than 120 feet wide: 29 units/acre).
- » Typical population density is up to 82 persons/acre.
- » Neighborhood-serving, low-intensity commercial uses (0.25 - 0.50 FAR).
- » Schools, parks, daycare, senior care, police and fire stations, and libraries.
- » Buildings not to exceed three stories in height (38 feet maximum).

Multi-Family Residential – Moderate

- » Moderate-density apartment and condominium buildings on larger parcels of land (3 units/lot, lots equal to or greater than 120 feet wide: 48 units/acre, lots equal to or greater than 180 feet wide: 62 units/acre).
- » Typical population density is 136 - 175 persons/acre.
- » Community-serving commercial uses (0.50 - 0.75 FAR).
- » Schools, parks, daycare, senior care, police and fire stations, libraries.
- » Buildings not to exceed 6 stories in height (65 feet maximum).

Development Pattern. The Multi-Family Residential PlaceTypes promote well-designed infill housing where multi-family residential already exists or where project residents would be well-served by proximity to commercial and transit services. Designs should contribute to walkable streets by: incorporating pedestrian-oriented building frontages; balancing building massing with usable on-site open space; allowing edge transitions; accommodating mixed-use building approaches where commercial services are lacking and providing innovative multi-family housing options that address the varying needs of residents.

Transitions. Multi-Family Residential PlaceType neighborhoods should be integrated with surrounding uses to encourage appropriate transitions in height and massing. The design of multi-family buildings must relate

to surrounding context, whether it is historic or associated with a recognizable design era. All development must exhibit a high standard of design and materials, maintain privacy standards, and require public frontages that contribute to the larger street and block character.

Access. New development and major remodels will maintain the walkable aspects of multi-family residential areas and reinforce connections to the larger transit network. New projects should respond to the existing and planned transit and bicycling routes that link to Long Beach's colleges and university campuses, parks and recreation facilities, and shopping and employment centers. The City will focus sidewalk and crosswalk improvements on pedestrian amenities and connectivity to local activity centers.



Two-story, low-scale apartment building adjoining a Founding Neighborhood PlaceType in Bixby Knolls.



Direct and convenient access to the sidewalk.



Parking. Generally, standard parking requirements will apply unless reduced parking can be used to promote retention of historic and cultural resources, or where a development is adjacent to frequent transit service. Opportunities for shared or district parking shall always be explored where such an approach would help ameliorate parking shortages in parking-impacted districts. The City will also promote and accommodate creative ways to provide additional parking on smaller sites, such as automated, stacked parking in structures.



Multi-Family Residential - Low: three-story townhomes with walk-up entrances.

Open space amenities.



Neighborhood-Serving Centers and Corridors – Low and Moderate PlaceTypes

The Neighborhood-Serving Centers and Corridors—“Low” PlaceType is composed of low-rise, low-intensity mixed-use (housing and retail) commercial centers and corridors designed to meet consumers’ daily needs for goods and services close to residential areas (see Map LU-11). Ideally, residents could walk to these locations for shopping, personal services or dining. This PlaceType applies to locations where shopping combined with low-density housing is desirable from both a land use and mobility perspective. This is frequently the case at major street intersections and/or along established neighborhood shopping corridors, particularly where these corridors are served by transit.



Neighborhood-Serving Center and Corridor - Low.

The Neighborhood-Serving Centers and Corridors—Moderate PlaceType is characterized by medium-rise, moderate-intensity mixed-use (housing and retail) commercial centers and corridors that provide goods and services conveniently located relative to housing.



Neighborhood-Serving Center and Corridor - Moderate.

Context. Commercial corridors (streets flanked by commercial uses and framed by housing) and centers (nodes of commerce and social activity often located at major intersections) are located throughout Long Beach. Some neighborhood-serving centers have existed for decades and are sites for local markets, banks, restaurants and other services located within easy walking distance to residences.

The Neighborhood-Serving Centers and Corridors PlaceType strategically designates small-scale centers for local users in several instances: where they exist today, where they have a foothold but need encouragement, and where they may be lacking but should be established. This PlaceType benefits the surrounding community by promoting or reinforcing a neighborhood’s unique identity, accommodating daily retail and service needs, focusing on healthy goods and services, enhancing pedestrian and bicycle connections to neighborhoods, providing community gathering places and providing convenient access to transit. A major challenge in developing some of these locations will be creating sufficient lot depth to support viable retail projects with multiple owners or tenants. A sensitive transition to adjoining residential neighborhoods also requires adequate lot depth for setbacks of building masses.

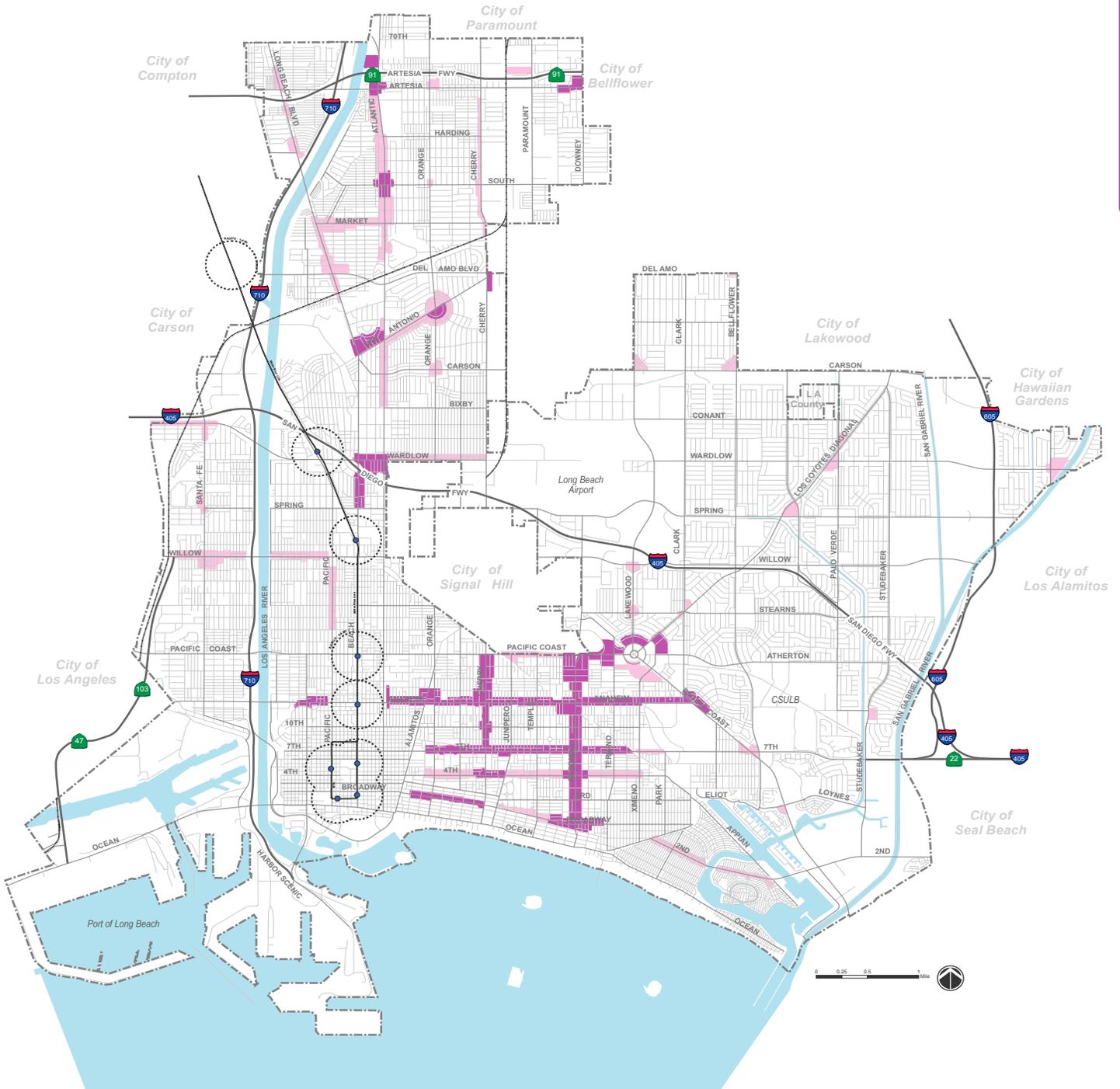
Land Uses and Development Standards. This PlaceType encourages mixed-use, commercial and apartment buildings and condominiums ranging from three to five stories in height. A variety of commercial uses is encouraged to meet consumers’ daily needs for goods and services, including but not limited to restaurants, cafes, retail shops, financial institutions, fitness centers and other daily conveniences within walking distance from residential uses. Compatible public facilities are also encouraged. Preferred uses and development standards include:

Neighborhood-Serving Centers and Corridors- Low

- » Neighborhood-serving, low-intensity commercial uses (0.5 - 1.0 FAR).
- » Low-density apartment and condominium buildings (6 units/lot, 44 units/acre maximum).
- » Typical population density is up to 125 persons/acre.
- » Schools, parks, daycare, senior care, police and fire stations, libraries and similar facilities.
- » Buildings not to exceed three stories in height (38 feet maximum).

Map LU-11

NEIGHBORHOOD-SERVING CENTERS AND CORRIDORS – LOW AND MODERATE PLACETYPES



Legend

PlaceTypes

Neighborhood Serving Center or Corridor

NSC-L - Neighborhood-Serving Center or Corridor - Low

NSC-M - Neighborhood-Serving Center or Corridor - Moderate

Light Rail Transit



Metro Blue Line Station and 1/4 Mile Radius

Neighborhood-Serving Centers and Corridors-Moderate

- » Neighborhood-serving, moderate-intensity commercial uses (1.0 - 1.5 FAR).
- » Moderate-density apartment and condominium buildings (9 units/lot, 54 units/acre maximum).
- » Typical population density is up to 153 persons/acre.
- » Schools, parks, daycare, senior care, police and fire stations, libraries and similar facilities.
- » Buildings up to seven stories (75 feet maximum) per the PlaceType height limits (Map LU-7).

Development Patterns. The Neighborhood-Serving Centers and Corridors PlaceType is defined by low-and moderately-scaled neighborhood-serving development encompassing a mix of nonresidential uses. Neighborhood-serving centers and corridors are typically located near Founding Neighborhoods with a tighter street grid, but they exist adjacent to Contemporary Neighborhoods as well. The majority of more moderately-dense Neighborhood-Serving Centers and Corridors are concentrated in the central area of the City along Broadway, Fourth Street, Seventh Street, and along Anaheim Street between Alamitos the Redondo. Less-intense Neighborhood-Serving Centers and Corridors are found in segments along north Long Beach Boulevard, north Atlantic Avenue and on Willow Street west of Pacific Avenue.

The Neighborhood-Serving Centers and Corridors PlaceType encourages compact development and discourages large buildings adjacent to single-family homes. Additional uses and conditions that are discouraged include: auto repair shops, insufficient pedestrian connections to neighborhoods, and uninterrupted segments of wide streets that are unfriendly to bicycle and pedestrian traffic.

The same basic principles guide development patterns for Neighborhood-Serving Centers and Neighborhood-Serving Corridors, with some differences in emphasis. Corridors focus on linear connections between destinations and the quality of the pedestrian environment. Traffic calming measures may be necessary, such as mid-block crossings to help shoppers and other pedestrians safely cross the street. Neighborhood-serving uses that can be accommodated within a shallow building site can be located along linear segments, particularly where parcel consolidation to create deeper lots is not feasible. Centers

found at intersections often abut residential uses, making thoughtful building transitions more critical. Transitions to lower density residential neighborhoods in these areas must include landscape buffers in addition to building setbacks and massing controls. Parcel consolidation is more feasible at major street intersections where larger neighborhood retail centers or mixed-use retail/residential buildings already exist. As such, these centers can provide a focal point and serve to anchor a major neighborhood retail corner.

Transitions. Developments should be transitioned from four to five stories at the center to two- to three-story townhomes or row houses, then to one- to two-story housing at the outer edges. Furthermore, mixed uses and more building intensity should be located nearest the center of this PlaceType, with housing or lower-scale buildings at the periphery. Commercial circulation and parking should be located away from surrounding single-



Belmont Shore.



Cienega condominiums at Pacific Coast Highway and Grand Avenue.



family homes, and signage and lighting must be sensitive to existing residential neighbors. Gateway elements should be developed to help define neighborhood edges and provide transitions into centers along lengthy corridors.

Access. Development should be compact and have an interconnected pedestrian network to promote walking. The Neighborhood-Serving Center or Corridor should support multi-modal circulation, including bicycle and transit use. To improve linkages to the surrounding neighborhoods, the streetscape should feature enhanced sidewalks, curb extensions at important crosswalks and limited automobile curb-cuts on primary pedestrian routes where driveways can be provided on side streets. Main streets should be designed so that automobile speeds are compatible with a comfortable environment for foot traffic.

Parking. Cars are welcome in this PlaceType, and street parking is encouraged to buffer the sidewalk zone from passing cars and buses. District or shared-use parking may be an appropriate strategy where parking is difficult to accommodate on small individual parcels. Where a parking structure is used, it should have active ground-floor uses or be designed to be tucked within or under other building uses to preserve the sidewalk environment rather than detract from it. Angled or reverse angled parking should be used where appropriate. Shared parking opportunities should be explored so residents can park once if they must drive, and reduce parking impacts on residential streets. Adequate amounts of shared parking should be provided as density increases over time.



Pedestrian-friendly streetscape.



Neighborhood-serving commercial.



Well-designed streetscape with outdoor dining.

Transit-Oriented Development Low and Moderate PlaceTypes

The Transit-Oriented Development–Low PlaceType encourages multi-family housing at densities that provide a transition from lower-density single-family neighborhoods to the higher-density housing planned for the Metro Blue Line station, as well as existing and future bus, shuttle and other mass transit routes and stations.

The Transit-Oriented Development–Moderate PlaceType is applied directly adjacent to the Blue Line stations, but can be designated to complement future transit systems. This PlaceType encourages multi-family housing at densities that support mass transit’s function and public investment. New housing and public amenities are desirable near each station along the transit corridor.

Context. The Blue Line light rail has provided regional transit service to the City since 1990. The in-street platform stations and landscaped transit parkways have a bold presence on Long Beach Boulevard and through the downtown loop. The Transit-Oriented Development PlaceTypes were created to capitalize on the passenger rail system by encouraging higher-density development within a one-quarter mile of the local rail stations. This PlaceType and its mix of uses should support the surrounding neighborhoods and become an exciting, vibrant location to live and work, with regional transit connections just steps away.

Implementing this PlaceType will meet a major sustainability goal for the City: to better integrate and connect appropriate land uses and housing densities with investments in transit infrastructure. Additional transit-oriented districts may be candidates for consideration when future routes are designated for new rail, streetcar or bus rapid transit systems.

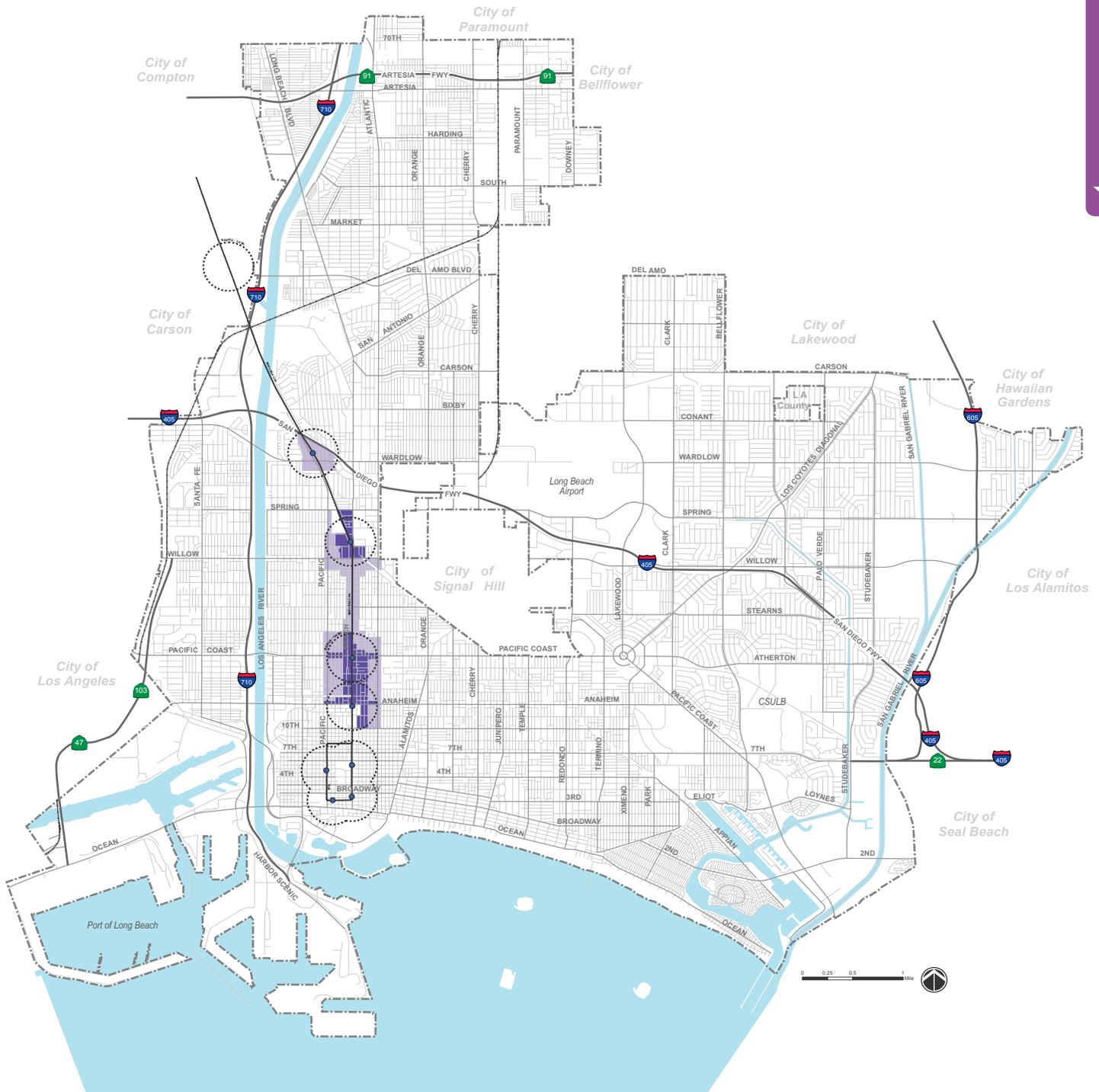
The Transit-Oriented Development PlaceTypes designates properties surrounding the Blue Line route for future growth and development of housing units. The Transit-Oriented Development locations are well-served by public transit and will offer a mix of uses to support housing in a pedestrian-friendly environment. This PlaceType also seeks to attract more local businesses, increase job opportunities in higher density transit-accessible developments, generate new sales and property tax revenues and serve as a gateway between downtown and the waterfront.

Land Uses and Development Standards. This PlaceType encourages mixed-use and commercial buildings, apartments, condominiums, and community-serving commercial uses. A mix of commercial uses is encouraged to meet consumers’ daily needs for goods and services, including restaurants with outdoor dining, cafes, retail shops, grocery stores and other uses that support a

Olive Court condominiums are within a short walking distance to the Pacific Coast Highway Metro Blue Line Station.



Map LU-12 TRANSIT-ORIENTED DEVELOPMENT - LOW AND MODERATE PLACETYPES



Legend

PlaceTypes

- TOD-L - Transit-Oriented Development - Low
- TOD-M - Transit-Oriented Development - Moderate

Light Rail Transit

- Metro Blue Line Station and 1/4 Mile Radius

pedestrian-friendly, active streetscape and accommodate transit riders. Preferred uses and development standards include:

Transit-Oriented Development-Low

- » Low urban density apartments and condominium buildings (5 units/lot, 44 units/acre).
- » Typical population density is up to 125 persons/acre.
- » If fronting directly on Long Beach Boulevard, community-serving commercial uses contained in mixed-use (housing and commercial) developments on large lots (1.50 -3.00 FAR).
- » Schools, parks, daycare, senior care, police and fire stations, libraries and similar facilities.
- » Buildings not to exceed five stories in height (65 feet maximum).

Transit-Oriented Development-Moderate

- » Moderate urban density apartments and condominiums (7 units/lot, 62 units/acre).
- » Typical population density is up to 175 persons/acre.
- » If fronting directly on Long Beach Boulevard, Anaheim Street, Pacific Coast Highway or Willow Street, community-serving commercial uses contained in mixed use (housing and commercial) developments on large lots (2.00 -4.00 FAR).
- » Schools, parks, daycare, senior care, police and fire stations, libraries and similar facilities.

Development Patterns. Transit-Oriented Developments should provide a mix of uses in a pedestrian-oriented environment, within a single development or within a one-quarter mile radius of a transit station, with the greatest intensity of development concentrated nearest the station.

Transitions. Larger-scale developments must step down and respect smaller scale developments behind the Long Beach Boulevard light rail corridor. Building massing must also be sensitive to smaller buildings behind the corridor. The Transit-Oriented Development-Low and Transit-Oriented Development-Moderate PlaceTypes restrict height and guide the massing of buildings and setbacks in order to gracefully handle the transition from more intense to less intense developments.



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

Access. Circulator buses and streetcar services offered along the light rail corridor should be linked to activity centers elsewhere in the City. Significant pedestrian activity should be accommodated along the light rail corridor. Crosswalks should be created and/or enhanced, mid-block crossings and curb extensions may be added; paseos and public plazas are encouraged. Significant bicycle use should be planned along routes intersecting with this transit corridor.

Parking. Contextually-appropriate parking strategies must be developed to support the light rail transit function along Long Beach Boulevard. Such strategies may include: establishing base parking requirements for mixed-use shared facilities; establishing a parking district; considering car sharing; and consolidating parking in structures, underground, on street corners or wrapping into ground-floor retail. Bicycle parking racks and lockers should be provided in every parking structure to allow transit users to use bicycles as a cost-effective, healthy and convenient way to begin or end their transit trip.



Community Commercial PlaceType

The Community Commercial PlaceType serves our auto-oriented need for goods and services, promotes commerce and provides local jobs. This PlaceType does not allow housing and is reserved for commercial activities only. Customers of businesses located in the Community Commercial PlaceType will generally arrive by car and expect to find convenient parking. As the City grows its multi-modal transportation network, auto-oriented commercial corridors and centers are expected to play a diminishing role. However, such centers and corridors are nonetheless accommodated in this plan.

Context. Community-serving businesses play a vital role in meeting the commercial shopping and service-based needs of Long Beach businesses and residents. However, due to some limitations in parcel size and depth—for example along Pacific Coast Highway—abrupt transitions to residential neighborhoods, limited business diversity and lack of overall coordinated design have resulted in areas that are placeless and difficult for pedestrians to navigate. Similar to the Neighborhood-Serving Center PlaceType, Community Commercial businesses exist in both linear and centric form (along corridors and in

shopping centers). The Community Commercial PlaceType applies to a few select segments of major arterial corridors and larger-scale commercial shopping centers (outside of the Waterfront and the Downtown PlaceTypes). These centers and corridors will vary in design detail and scale depending on their location, access and parcel sizes.

Land Uses and Development Standards. This PlaceType encourages a wide range of local and community-serving commercial uses in buildings no higher than five stories or 60 feet. These may include auto sales and repair, appliance sales and repair, furniture stores, hardware stores, clothing stores, restaurants, grocery stores, fast-food outlets and similar uses. Preferred uses and development standards include:

- » Commercial uses that serve community-based needs for goods and services (0.25 - 1.0 FAR).
- » No residential uses are allowed.
- » Buildings not to exceed six stories in height (65 feet maximum).



Located at Carson Street and the I-605 freeway, the Long Beach Towne Center offers a mix of retail, dining and entertainment uses.



Development Patterns. The Community Commercial PlaceType promotes development projects that can be made compatible with adjacent residential uses. Although this is the auto-oriented commercial PlaceType, future developments are expected to respect neighboring developments. Although auto-oriented, this PlaceType encourages a more pedestrian-friendly environment within a development and connections to adjacent transit stops. Transit stops must be well integrated with sidewalks and pedestrian amenities provided for transit users.

Transitions. Adequate setbacks along with visual and noise buffers must be provided to separate auto-oriented developments from adjacent residential neighborhoods. Buildings must transition in scale to the adjacent neighborhood, and single-family attached units or multi-family residential uses should act as a transition between the auto-oriented corridor and the adjacent single-family neighborhood.

Access. Access to auto-oriented businesses should be provided with the minimum required curb-cut width to make the sidewalk more navigable for pedestrians. Sidewalk extensions or bulb-outs should also be considered where needed to slow or discourage automobile traffic into the residential areas and to improve pedestrian crossings at side streets. Without such provisions, automobiles will continue to drive quickly on these segments of cross-town traffic corridors. Where deemed necessary by the City Traffic Engineer and Long Beach Transit, building setbacks should be provided at new auto-oriented commercial centers and corridors to create an attractive sidewalk environment and better accommodate transit stops.

Parking. Vehicle parking must be very convenient in the Community Commercial PlaceType. However, on-street parking along primary automobile and transit corridors may need to be restricted during peak commute hours. Commercial parking must be designed so that it does not exacerbate parking issues in neighborhoods that are already impacted by a shortage of available residential parking.



Easy accessibility for automobiles.



Attractive sidewalk environment with rear parking.



Commercial uses that serve community-based needs for goods and services.

Industrial PlaceType

The Industrial PlaceType includes all industrial activities: light industrial research parks, warehousing or storage activities, industrial manufacturing and machining operations (see Map LU-14). Historically, industrial land uses have played a critical role in the City's economic development, from oil drilling and shipbuilding to airplane manufacturing. Where the Industrial PlaceType is applied, continued industrial activities are strongly encouraged. Industrially-developed lands should be preserved, particularly for the expansion of quality employment opportunities. Conversion of industrial lands to nonindustrial uses is generally discouraged in this plan.

Most industrial activities in Long Beach are well-separated from residential uses. New residential uses (except for on-site caretaker units) are not allowed within the Industrial PlaceType. For those industrial uses that are undesirably situated, long-established planning, building and safety regulations are in place to ensure that proper buffering between industrial uses and nearby residential neighbors is provided.

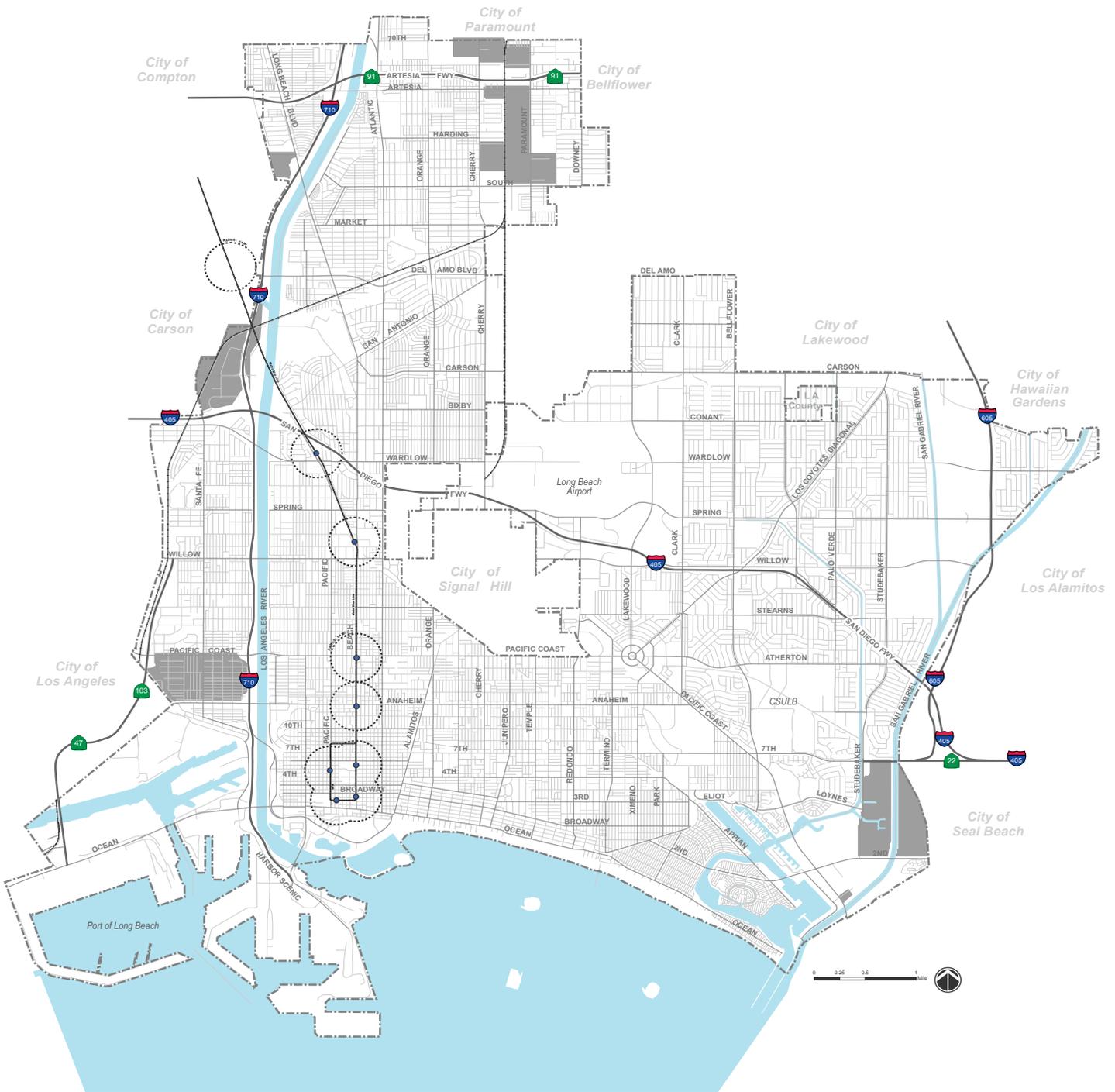
Industrial building.

Context. For those industries in which the processes of manufacturing, storage and distribution have not fundamentally changed for decades, industrial areas in Long Beach will remain as they were developed years ago. In other areas, evolution of business types has created industrial sites that are underutilized and have less-than-desirable employment yields, limiting opportunities for employment of residents and revenue generation. The latter represent opportunity areas for innovation and investment. Additionally, some older industrial areas are directly adjacent to or across from residential neighborhoods, with transitions between these two land uses less than ideal.

Long Beach intends to maintain its most viable and promising industrial areas to readily accommodate this basic employment sector and guide future industrial development to be more compatible with adjacent nonindustrial uses. The Industrial PlaceType is also intended to: guide reinvestment and reuse of industrial areas in a cleaner and more sustainable manner, retain and enhance employment opportunities, develop



Map LU-14 INDUSTRIAL PLACETYPE



Legend

PlaceTypes

I - Industrial

Light Rail Transit

Metro Blue Line Station and 1/4 Mile Radius

improved transitions and open space buffers between existing industrial and residential enclaves, and encourage clean supporting uses that buffer industrial uses and long-existing homes.

Land Uses and Development Standards. The Industrial PlaceType is reserved for manufacturing, processing, construction and heavy equipment yards, warehousing of products, research and development, creation of prototypes and a broad range of similar industrial practices and processes. This PlaceType prohibits nonindustrial uses, except for on-site caretaker units and commercial accessory uses needed to serve the industrial PlaceType. All other residential uses are prohibited. Places of religious worship may be considered if they do not replace the industrial employment opportunities intended for the Industrial PlaceType. Preferred uses and development standards include:

- » Research and development activities, storage, industrial and manufacturing endeavors, tank farms, and oil drilling.
- » Limited commercial uses accessory to the industrial business.
- » Major utility facilities.
- » Police and fire stations.
- » Buildings not to exceed four stories (65 feet maximum) (see Map LU-7 -PlaceType Height Limits).

Development Patterns. In a preferable future industrial land use scenario, lower scale buildings occupied by less -intense industrial uses and operations would be used to transition to nearby residential neighbors, while more intense, heavy industrial operations would be internalized within an Industrial PlaceType, farther away from residential uses. The range of permitted industrial intensity increases as more distance is achieved between industrial and residential uses. All outdoor storage areas must be appropriately screened from public view. The City's noise, fire safety, and neighborhood-protecting ordinances will apply. Appropriate lighting, circulation, parking, landscaping, loading and security of industrial facilities is required.

Transitions. Buffers should be created between residential and active industrial uses. New industrial developments must be set back from sensitive neighbors (e.g., schools, parks, residences) using surface parking, landscaped

open space buffers and lower buildings. More intense industrial uses must be sited away from the neighborhood. Incompatible land uses and operations are to be located away from and screened from view of residential neighbors.



Industrial trucks in West Long Beach.



Industrial building.

Further, industrial uses must always comply with federal, State and City regulations for noise, emissions, traffic circulation and other environmental considerations.

Access. Pedestrian, bicycle, transit and vehicular access to industrial sites must be considered and accommodated as conditions allow. Adequate regional roadway and freeway access is required. Shuttle and circulator bus services should be considered to provide alternative transportation modes.

Parking. Standard parking requirements shall be applied.



Neo-Industrial PlaceType

The Neo-Industrial PlaceType encourages the location, evolution and retention of restricted light industrial activities associated with innovative start-up businesses and creative design offices in the arts, engineering, sciences, technology, media, education, information industries, among others (see Map LU-15). Office use may constitute 50 percent of a Neo-Industrial business as this PlaceType allows for a higher concentration of employees on-site than the Industrial PlaceType. Further, limited retail uses that support the primary office, research, development and manufacturing functions of Neo-Industrial businesses are permitted. Certain live/work housing opportunities for the preservation of sound buildings are also permitted.

The Neo-Industrial PlaceType is not intended for traditional industrial businesses. Traditional businesses should be located in the Industrial PlaceType or in the port and airport areas of Long Beach. The Neo-Industrial PlaceType is intended to support the arts and information age which is experiencing a revolution in design and manufacturing.

The Neo-Industrial PlaceType has been established to make it easier for leading-edge innovators to launch a successful foothold in the marketplace by allowing small and evolving incubator industries to share resources (e.g., energy, machines, support staff and ideas) and co-working spaces (e.g., conference rooms, kitchenettes, restrooms). These arrangements can lower business start-up costs and help control overhead expenses. For example, a small manufacturer of a unique medical product may



Innovative start-up businesses and creative design offices.

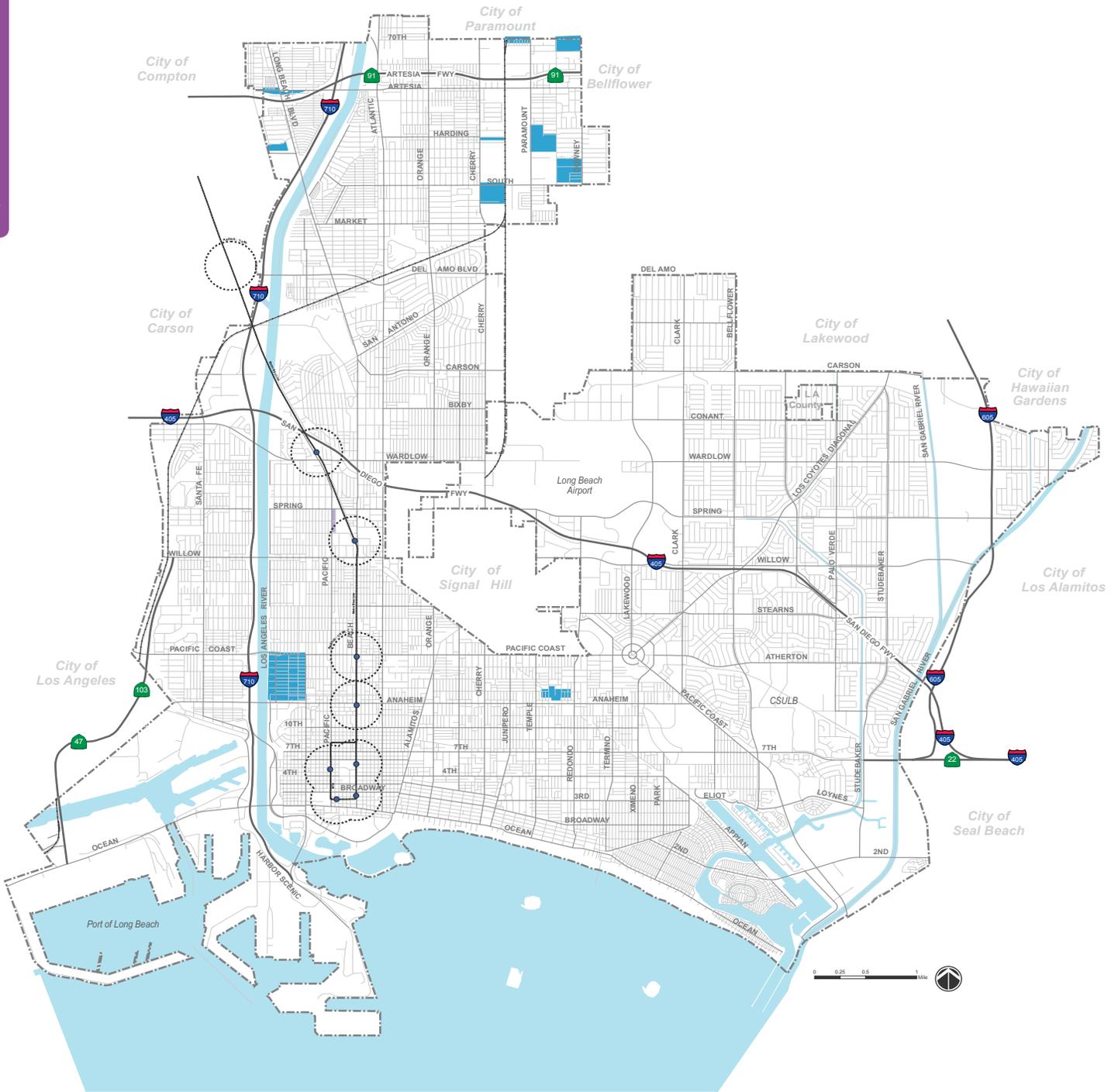
find it desirable to locate in the Neo-Industrial PlaceType so that they can co-locate with other small technology manufacturers in a structure or structures that also support their accounting, advertising, networking or other business needs. Likewise, another medical device innovator might want to use the same precision manufacturing facility to create their unique product. Ideally, many new prototypes, patents and products would emerge and grow from the businesses located in Neo-Industrial PlaceType.

Context. The Neo-Industrial PlaceType is applied to several areas that could most benefit from this designation: 1) eight areas above Market Street in North Long Beach; 2) the Zaferia area on Anaheim Street and Obispo Avenue; and 3) the Magnolia Industrial Group (MIG) area located between Anaheim Street and Pacific Coast Highway west of Magnolia Avenue. All of these areas have existing industrial businesses and characteristics, significant residential interfaces, and are located along major roadway corridors. However, only Zaferia and MIG have existing buildings which may be considered suitable for adaptive reuse or live/work opportunities. In these areas, where quality buildings from an earlier time could benefit the district by being preserved and repurposed, live/work artists (e.g., painters or sculptors) may be allowed to reside in studios if the surrounding conditions are amenable to such a use. In this way, the Neo-Industrial PlaceType aims to facilitate the creation of art in Long Beach and the retention of artistic talent nurtured by local high school, college and university arts programs. The Neo-Industrial PlaceType supports Long Beach's cultural initiatives by creating a place for our artists to live affordably while practicing their crafts.

The North Long Beach Neo-Industrial PlaceType areas do not offer the same opportunities for building reuse. In North Long Beach, Neo-Industrial uses do not include a residential or live/work component. Rather, Neo-Industrial uses are limited strictly to manufacturing and office uses with an allowance for retail sales and commercial businesses that support the primary Neo-Industrial endeavors. Here, Neo-Industrial businesses are required to use the office space as a buffer to adjacent residential uses, and manufacturing operations must be located away from residences.

Land Uses and Development Standards. The Neo-Industrial PlaceType may be considered a commercial manufacturing hybrid zone for promoting the

Map LU-15 NEO-INDUSTIAL PLACETYPE



Legend

PlaceTypes

NI - Neo-Industrial

Light Rail Transit

Metro Blue Line Station and 1/4 Mile Radius



development of new products on behalf of the creative class. It introduces an emerging business model where entrepreneurs may develop new ideas into prototypes, test them, fund them, and eventually create new or improved consumer or commercial products. The Neo-Industrial PlaceType allows for co-working and sharing of functions and spaces for small business start-ups. Also, where retaining existing buildings and reusing them is desirable, the Neo-Industrial PlaceType allows for live/work artist studios with accompanying gallery spaces. Preferred land uses and development standards include:

- » Light industrial and clean manufacturing; offices; commercial retail (including restaurants) supporting and accessory to manufacturing and office uses (0.50 - 1.0 FAR).
- » Repurposed buildings with live/work artist studios (0.50 - 1.0 FAR and 36 du/ac).
- » Typical population density is up to 102 persons/acre.
- » Buildings not to exceed three stories in height (60 feet maximum).

Development Patterns. This PlaceType promotes low-intensity uses adjacent to low-density residential uses and medium-intensity uses adjacent to industrial uses. In new Neo-Industrial developments this basic rule must always be respected. For existing industrial buildings, the existing scale of development, building sizes, heights and access routes should be maintained. Existing development patterns must be respected. Preserving the stock of older industrial buildings is key to maintaining the character of the Neo-Industrial PlaceType in both the Zaferia and MIG districts.

Transitions. The Neo-Industrial PlaceType is used as a buffer between existing industrial and residential neighborhoods. Where new developments are inserted in the Neo-Industrial PlaceType, office and commercial uses rather than industrial and manufacturing operations, should abut residential neighbors. Visual screens must be provided wherever possible between new live/work units and existing heavy or unenclosed industrial operations. Where new development is adjacent to residential uses, buildings must step down to match permitted residential building heights. Development intensity must also be graduated from lower intensity near residential neighbors to moderate intensity near wholly industrial uses.

Access. Because the Neo-Industrial PlaceType is expected to accommodate light industrial operations, trucks and commercial vehicles must be given consideration in each design. Roads and alleys should be maintained and improved to function well for service access and loading, but they should also be made safe and walkable for district tenants and residents. The Neo-Industrial PlaceType must accommodate bicycles, pedestrians, transit and vehicles, and offer good sidewalk connectivity. Improving pedestrian access between streets and blocks must routinely be considered when redeveloping sites.

Parking. In Long Beach, industrial uses normally require two parking spaces per 1,000 square feet of industrial development, and commercial uses require four spaces for the same amount of commercial square footage. Thus, in new Neo-Industrial PlaceType developments, the basic standard will be three parking spaces per 1,000 square feet of development where at least 50 percent of the development must be for industrial use. Shared parking may be considered where converted industrial sites/buildings lack sufficient lot size or where clusters of adaptive reuse properties can be well-served by consolidated parking. Carpools, vanpools, transit access and other reasons for reduced parking will be considered by the Planning Bureau through the Site Plan Review process, which will determine the appropriate level of parking demand reduction generated by these strategies on a project-specific basis.



Examples of live/work units.

Regional-Serving Facility PlaceType

Context. Long Beach is a large city with a number of facilities that serve the sub-region and the region. These institutions, business concentrations, employment centers and campuses have large physical footprints, generally occupying multiple acres of land. All serve a wide geographic radius and clientele. Both public and private institutions (for-profit and not-for-profit) may be regional-serving in scope. Regional-serving uses may be isolated from other uses in the City, limiting their potential economic benefits to Long Beach. For example, if California State University at Long Beach had better transit connections to the rest of the community, greater cooperation and collaboration could occur with the rest of the City. Specifically, there are opportunities for improved connections to: the port, the medical centers, the city colleges, emerging college preparatory high schools and the downtown’s East Village Arts District. Such a united front

of educational institutions working with local businesses and industries could multiply the benefits for those living and investing in Long Beach. The Regional-Serving Facility PlaceType pays special attention to how these facilities interface with the surrounding and broader community. The designation recognizes and allows for the highly specialized needs of regional public and private facilities, while simultaneously ensuring substantial public benefits.

Established Regional-Serving Facilities in Long Beach are fully described in Chapter 3, Context, as they are so unique and different. The following briefly summarizes the long-term planning summary for each regional facility.

- » **Long Beach Airport.** The Long Beach Airport, located at the I-405 freeway and Lakewood Boulevard, is one of the oldest municipal airports in California. The airport



Long Beach City College Library Learning Resource Center.



Miller Children’s Hospital Long Beach.

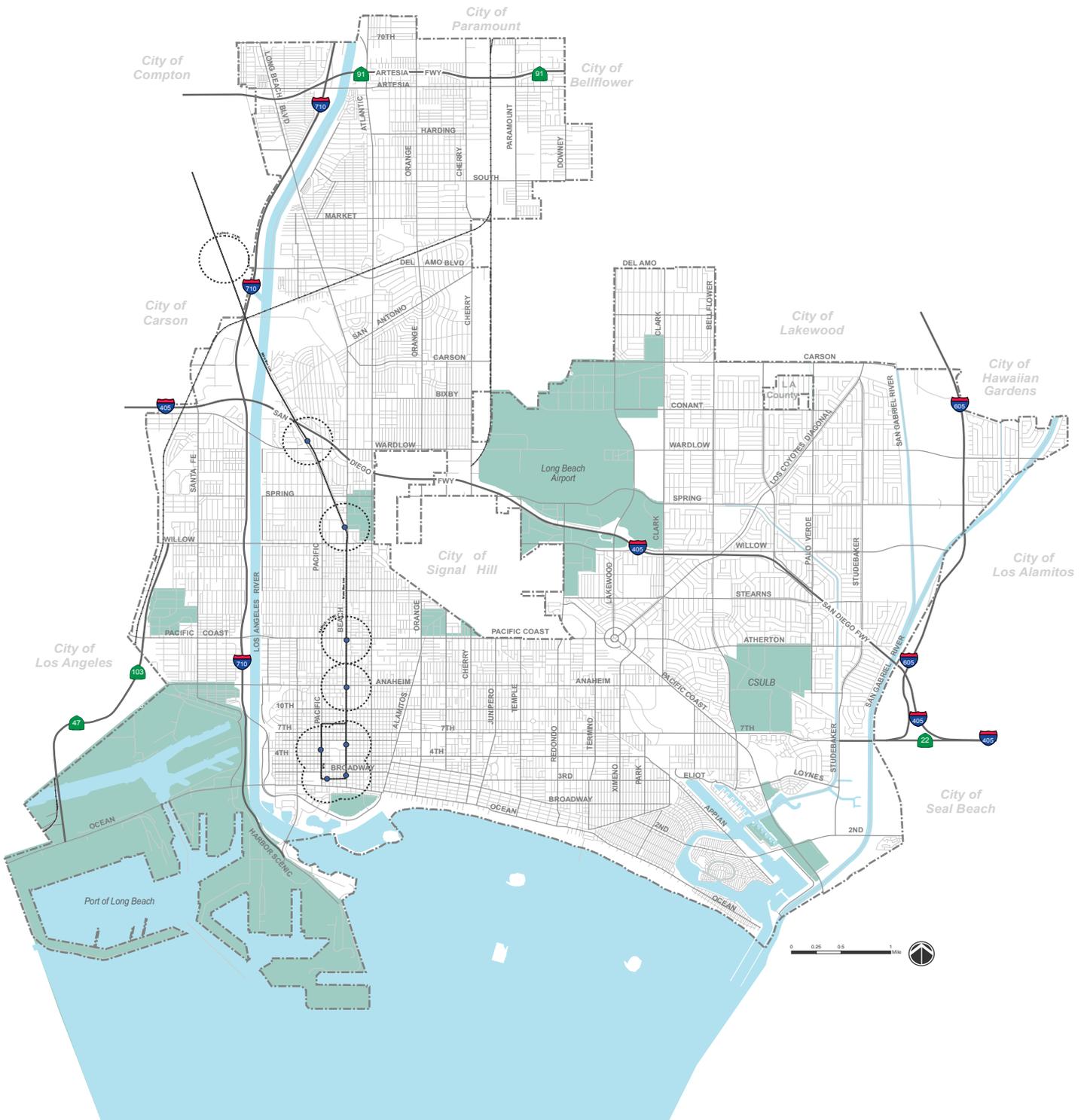


The Port of Long Beach.



Douglas Park business master planned community.

Map LU-16 REGIONAL-SERVING FACILITY PLACETYPE



Legend

PlaceTypes

RSF - Regional Serving Facility

Light Rail Transit

Metro Blue Line Station and 1/4 Mile Radius

supports many uses: commercial, corporate and general aviation services; flight schools; air cargo; manufacturing and business parks. Surrounding areas include the Kilroy Airport Center, Douglas Park, Boeing offices, and a Mercedes Benz regional automobile prep and testing center. The Regional-Serving Facility Placetype for the airport area focuses on consolidating properties surrounding the airport to better integrate business parks and airport-related land uses, and to transition former manufacturing facilities to mixed-use office, light industrial, innovation and technology and hospitality uses. The Long Beach Airport and surrounding areas are a gateway to Long Beach; as well as an economic engine for the region.

- » **Port of Long Beach.** The Port of Long Beach, the second-busiest container port in the United States, is located along the Long Beach waterfront, near the terminus of the Los Angeles River. A key goal for the port is to remain an innovative provider of seaport facilities while enhancing the local and regional economic environment. Port leadership is committed to improving environmental conditions associated with operations. The Port of Long Beach Master Plan provides a planning tool to guide port development and ensure that projects and developments in the Harbor District are consistent with the requirements of the California Coastal Act.
- » **California State University at Long Beach.** The campus, founded in 1949, sits on 324 acres in East Long Beach and has an enrollment of over 30,000 undergraduate students. California State University Long Beach is a diverse, student-centered, globally engaged public university committed to providing highly valued undergraduate and graduate educational opportunities through superior teaching, research, creative activity and service for the people of California and the region. Their Campus Master Plan identifies new educational facilities and housing opportunities, as well as infrastructure improvements, to benefit its constituents and integrate well into the broader Long Beach community.
- » **Veteran's Administration Long Beach Healthcare System.** Located adjacent to California State University Long Beach, the VA Long Beach Healthcare System provides comprehensive inpatient, outpatient and extended care programs. The medical center and its community clinics employ more than 2,000 people and provide health care for more than 50,000 veterans.
- » **Long Beach City College Pacific Coast Highway and Liberal Arts Campuses.** Founded in 1927, Long Beach City College, with two separate campuses (Liberal Arts Campus – LAC and Pacific Coast Highway Campus – PCC), promotes workforce development by delivering high-quality educational programs and support services to Long Beach's diverse communities. Long Beach City College is committed to the Long Beach College Promise, designed to improve college preparation, access and completion for members of the greater Long Beach community. The Long Beach City College 2020 Unified Master Plan identifies the long-term building and facilities program. The PCH Campus, tied with Chittick Field (sports park site) serves as a potential campus expansion area. As of 2015, both campuses were undergoing major facility renovations and building expansions.
- » **Long Beach Convention & Entertainment Center.** The Long Beach Convention & Entertainment Center is located in Downtown Long Beach adjacent to the waterfront. This regional facility is managed by the City's Long Beach Convention and Visitors Bureau and includes over 400,000 square feet of exhibition halls and meeting spaces, including several theaters and a large arena. The center has a regional and international draw for tourism and convention business, supporting the surrounding hotel and entertainment uses. The Long Beach Convention & Entertainment Center will continue to be a destination for meetings, conventions, trade shows and tourism.
- » **Long Beach Memorial Medical Center.** The Long Beach Memorial Medical Center is a major regional provider of medical and surgical services. To respond to changes in health care systems delivery and structural building standards, and to better connect to the surrounding community with outpatient clinics and other similar services, the medical center plans future improvements pursuant to its master plan.
- » **Southeast Area Development and Improvement Plan (SEADIP).** The SEADIP area is located between the SR-22 freeway and 2nd Street, along the San Gabriel



River. The district includes residential neighborhoods, parks, coastal wetlands and a diversity of commercial and hospitality uses. The SEADIP Specific Plan provides guidance in establishing this area as an important gateway and regional destination in Long Beach, as well as ensuring that the future built environment is pedestrian friendly, includes lively public spaces and complements the natural areas.

- » **Technology Center.** The former Navy housing complex, located east of the Terminal Island Freeway and north of Pacific Coast Highway within West Side Long Beach, is being repurposed following its closure as a military facility. The buildings and grounds, as well as new construction, offer opportunities for social services, transitional housing, research and development center, regional retail center and several schools and park facilities.

Land Uses and Development Standards. The Regional-Serving Facility PlaceType has been applied to sites and areas in the City that serve a unique role, or population, that reaches beyond local concerns. Regional-serving facilities include: medical centers, the Port of Long Beach, our city colleges and university, the Department of Motor Vehicles, the City's Health Department, Ability First, and other social service and public facilities clustered around Willow Street and Grand Avenue, and around the Westside's Villages at Cabrillo and CSULB Technology Park. The Regional-Serving Facility PlaceType also includes Boeing

and Douglas Park, the Long Beach Airport, business parks and lands surrounding the airport. Additionally, it includes the formerly industrially-designated parcels in southeast Long Beach, where the Haynes and AES plants are located. These areas are included in the Regional-Serving PlaceType in order to preserve these utilities and lands for potential future public-serving utility uses, such as a seawater desalination plant, biological water treatment facility, or perhaps a solar or wind farm.

Preferred land uses include uses that serve a regional need for medical and social services, education, goods movement, people movement, energy production and distribution, public utilities, and uses of a similar nature

Many of Long Beach's regional-serving facilities have their own approved master plans or specific plans for development, including: the Port, airport, business parks near the airport, Douglas Park, Memorial Medical Center and California State University at Long Beach. This plan respects the direction provided in those documents and encourages the evolution of multi-modal mobility options, better pedestrian connectivity and more environmentally-healthy and sustainable practices within each of these campuses. This Land Use Element requires that all Regional-Serving Facilities have an updated Master Plan.

Each Regional-Serving Facility PlaceType is limited to the building heights indicated on the PlaceType Height Map (see Map LU-7).

LADWP Haynes Generating Plant in Southeast Area Development and Improvement Plan (SEADIP).



Development Patterns. Land use planning for large regional facilities must address compatibility with the surrounding environment. This PlaceType promotes: keeping facility uses and development intensities that may produce significant off-site nuisances internal to the regional facility; prioritizing programs that address ancillary operational impacts to the community; and prioritizing sustainability initiatives in the updates of facility master plans as a fundamental means of organizing facility operations. Since most of the regional-serving facilities in Long Beach are long-established and have adopted master plans for future development or are governed by Planned Development Ordinances, the improvement of their transition and expansion areas will be the focus of the City for their future.

Transitions. Land use transitions between large institutional facilities and their neighbors are often abrupt. In the Regional-Serving Facility PlaceType, special attention shall be paid to the edges both within and adjacent to the particular regional-serving facility. Incompatible land uses must be separated with site planning strategies and appropriate design treatments.

Access. Although many will arrive at regional-serving facilities by automobile, alternative forms of transportation must be provided. Employees, visitors and patrons, such

as students of higher educational institutions, can expect focused public transit investments to serve regional public facilities. Facilities must accommodate transit services, pedestrian activity, automobile access and improved bicycle access, especially in relation to campus environments.

Parking. The Regional-Serving Facility PlaceType promotes employing state-of-the-art transportation demand management programs that include shared or consolidated parking facilities, employee shuttles, preferential parking for van pools, and other measures to prevent off-site spillover parking from regional public facilities. There should be a range of transportation modes to access these facilities for both visitors and daily users.

Kilroy Airport Center - office campus.





Downtown PlaceType

The Downtown PlaceType includes the heart of the City, where extensive development activity has taken place since the late 1990s (see Map LU-17). Downtown is the business office, government and tourism hub of Long Beach, and also hosts many of the City's historic and cultural landmarks, including the Drake Park/Willmore City Historic District. Moreover, downtown contains established urban residential neighborhoods such as the West End, the East Village and North Pine Avenue. Downtown is characterized by compact, mixed-use urban development; high vehicular, pedestrian and transit traffic; and diverse building sizes heights, ages, styles and uses.

In January of 2012, after several years in the making, the City Council adopted a new Downtown Plan for Long Beach. This plan contains design and development standards covering the former Downtown Planned Development District known as PD-30. Thus, future uses, development intensities, heights and street walls, ground-floor retail, landscaping and more are regulated by this plan for the City's historic heart. This General Plan Land Use Element is consistent with the Downtown Plan and supports continued high-quality development within the very important City center.

Context. Downtown Long Beach's small geographic footprint, located on a bluff overlooking the Pacific Ocean also happens to be where the Los Angeles River and shipping activities at the Port of Long Beach meet the activities of the waterfront, beach and marinas. These conditions provide both challenges and opportunities that require solid planning and design guidance as the downtown matures.

As a magnet for investment, office and residential towers and civic institutions, downtown will always be planned for more development activity and intensity than the City's other neighborhoods. Because of the magnitude of financial investment and the desire to attract jobs and businesses, it is vital that Long Beach keep a focus on the downtown. The new Downtown Plan informs the Downtown PlaceType by defining the overarching vision for the area's future, along with the guiding principles, development and design standards and streetscape design guidelines.

Land Uses. A mix of land uses and housing types is encouraged in the Downtown PlaceType, with a focus on providing active ground-floor shops, restaurants and cafes. Specifically, the Downtown Plan governs land use

Downtown Long Beach office high-rise buildings.



Map LU-17 DOWNTOWN PLACETYPE



Legend

PlaceTypes

DT - Downtown

Light Rail Transit

Metro Blue Line Station and 1/4 Mile Radius



for the Downtown PlaceType with a special Downtown Neighborhood Overlay established to ensure that primarily residential areas are maintained, while allowing for the incorporation of neighborhood retail where desirable.

Development Patterns. The Downtown PlaceType primarily comprises small blocks and streets that provide a walkable framework for pedestrians. The street network also allows easy access by automobile. The Downtown Transit Gallery on First Street provides transfers between buses and the Metro Blue Line light rail train to Los Angeles. The Downtown Bicycle Station is also tied to this transit system via the Transit Gallery, allowing commuters to bring a bicycle on the train or leave it in bike station storage. Buildings in the Downtown PlaceType range from smaller-scale residential units in the outer areas (West End and East Village) to medium-scale and high-rise office and residential towers in the central core and along Ocean Boulevard.

The Downtown PlaceType promotes a highly-urbanized core featuring compact development composed of a mix of compatible uses, building types and styles. Density must be balanced with open space, and new developments must preserve light, air circulation, views and privacy.

Transitions. Given the small block sizes and mix of different uses, transitions between uses and developments are critically important in the Downtown PlaceType. Changes in height or building character, where allowed, should occur mid-block to promote balanced streetwalls where both sides of the street appear similar in height. Larger developments near smaller residential dwellings should step down appropriately to respect these neighbors, following the development standards and guidelines prescribed in the Downtown Plan.

Access. Downtown should be reinforced as an inter-modal transit hub, building on the existing transit systems to increase capacity and mode options. A distinct bicycle network with supportive facilities and a pedestrian-friendly walking experience allow for a significant concentration of visitor and resident activities. Pedestrian connections from the Downtown PlaceType to the downtown shoreline Waterfront PlaceType should be strengthened through additional pedestrian links, paseos and greenways. Wayfinding signage for pedestrians, bicycles and automobiles should also be upgraded.



High-rise residential uses along Ocean Boulevard.



A mix of uses along Long Beach Boulevard.



Long Beach Promenade.



First Street Transit Gallery.

Parking. Requirements for parking in the Downtown should be lower than elsewhere in the City and are specified in the Downtown Plan. Standards require parking structures to be well-designed and wrapped with active ground-floor uses. Underground garages are encouraged to minimize the visual impact of parking and eliminate the need for large, blocky and expansive parking structures at the pedestrian level.



Parklet seating areas.



Metro Blue Line light rail car and high-rise office towers.



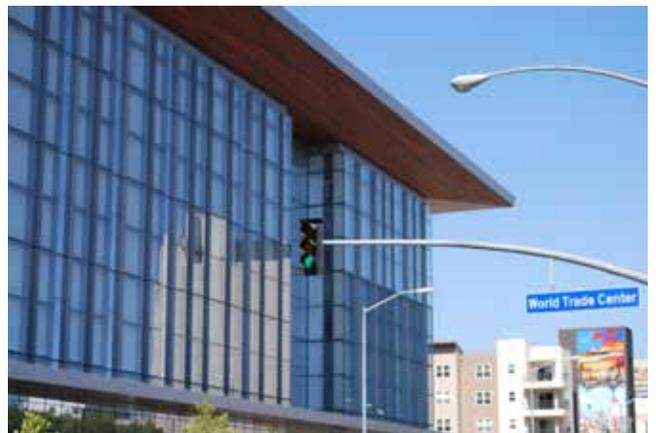
Pedestrian-friendly streetscape.



Urban residential apartments.



Pedestrian amenities such as parklets for restaurants.



Los Angeles County Governor George Deukmejian Courthouse.



Waterfront PlaceType

The Waterfront PlaceType is composed of a variety of unique places along the City's shoreline (see Map LU-18). Each of the Waterfront districts supports tourism by leveraging waterfront development and improving coastal access. The Downtown South Shore features the historic Queen Mary trans-Atlantic ship, hotels, a public park and boat launch, and a large cruise ship terminal. The Downtown Shoreline features a Catalina Island boat landing, office towers, mid-rise housing towers, movie theater, shops, restaurants, parks, the Long Beach Aquarium of the Pacific, entertainment venues and hotels, marinas, the Long Beach Performing Arts Center and the Convention Center and arena. The Alamitos Beach Waterfront PlaceType (on the south side of Ocean Boulevard) allows high-rise residential development to Tenth Place and four-story residential buildings to Cherry Avenue. The Belmont Pier and Pool Complex Waterfront PlaceType includes privately-held multi-family residential buildings, restaurants and shops, and the City-owned pier, plazas, swimming pools, beach parking lot and green spaces. And lastly, the Alamitos Bay Marina is home to an intensive concentration of recreational marine activities and associated commercial uses.

Similar to the Downtown PlaceType, each of these places has its own special development rules contained in six distinct Planned Development Districts. In addition, each of the Waterfront PlaceTypes (including the development regulations) is covered in detail in the Local Coastal Program

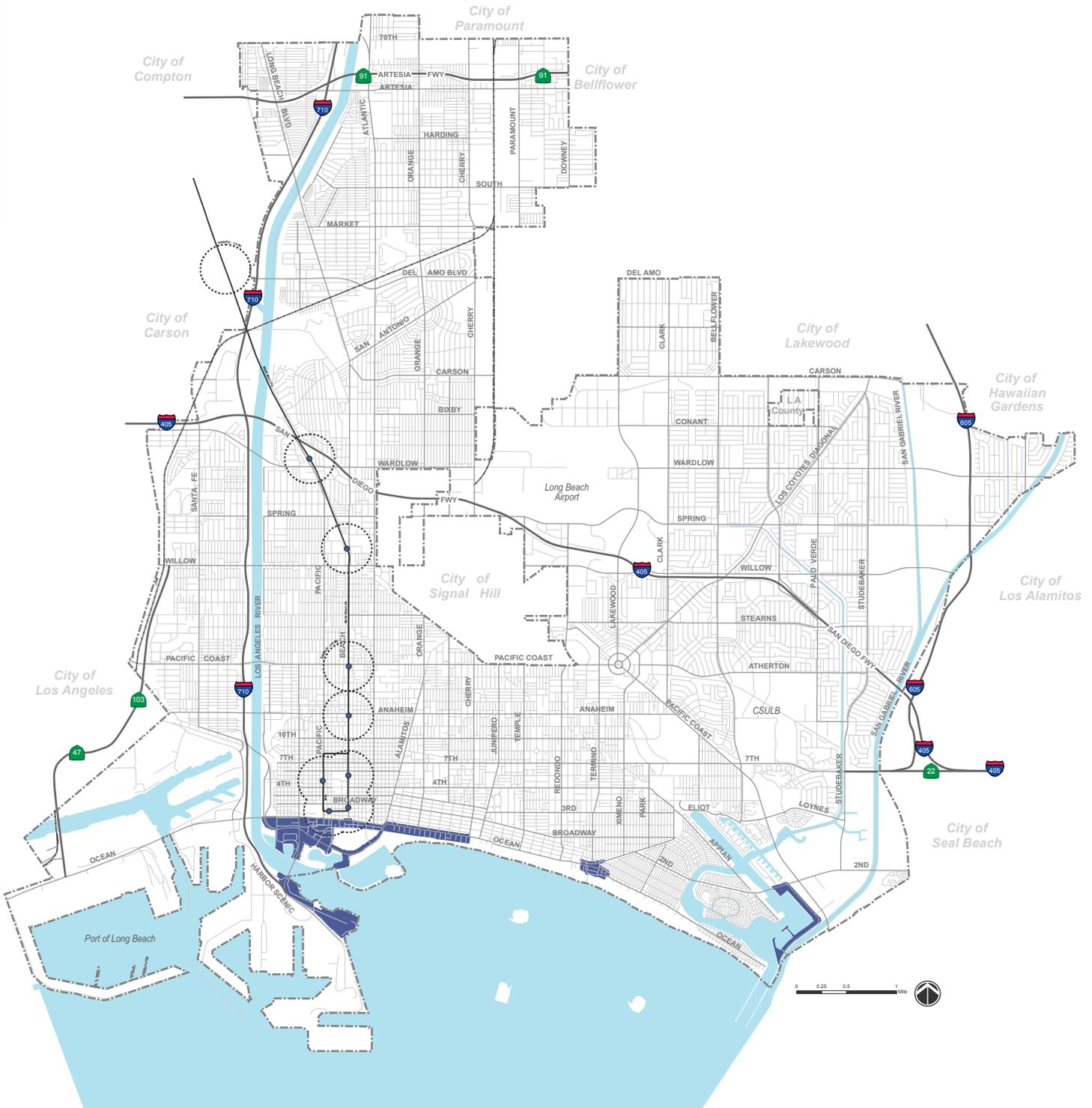
Downtown Shoreline with view of the Queen Mary.



Element of the General Plan. The development standards for the South Shore and Downtown Shoreline were updated most recently so that these places now reflect the types of development envisioned by these Planned Development ordinances. No immediate changes to the Land Use Element are anticipated for these two areas. Further, no changes are proposed to the development standards in place for the Alamitos Beach Waterfront PlaceType. This area is largely developed and offers very few remaining opportunities for infill residential development.

The Belmont Pier and Pool Complex Waterfront PlaceType has development standards which were written in 1980. Since that time, attempts have been made to improve the under-performing pier and pool complex. The Belmont Plaza Pool natatorium was closed to the public in January 2013 and demolished in February 2015 after studies found major seismic and structural deficiencies. Plans for a replacement pool facility on the same site are currently pending, and include a natatorium housing an indoor competition pool, a diving well, and spectator seating, and outdoor competition and recreational pools. Detached visitor-serving café and restroom buildings, an extensive passive park and landscape improvements are also in the plan. To further improve the pier and pool complex area, additional visitor-serving uses such as a boutique hotel and additional seaside living and dining opportunities should be explored. Innovative partnering and financing strategies

Map LU-18 WATERFRONT PLACETYPE



Legend

PlaceTypes

WF - Waterfront

Light Rail Transit

Metro Blue Line Station and 1/4 Mile Radius



may need to be pursued to facilitate redevelopment of the pier. Thus, this Land Use Plan recommends that established regulations be reviewed and updated to reflect the type of development that will provide greater benefits to Long Beach and the affected property owners.

Context. The Waterfront PlaceType applies to three major waterfront activity areas: the Downtown Shoreline, Belmont Pier and Pool Complex and the Alamitos Bay Marina. Each of these areas is unique in its layout and audience, and each is regulated by a Planned Development District ordinance—akin to a specific plan but lacking the design guidance of a specific plan. Further, each of these Waterfront PlaceTypes is also included in the General Plan Local Coastal Program (LCP). The zoning and development standards applied to the Waterfront PlaceTypes have not been updated in a very long time (with the exception of the Downtown Shoreline Planned Development District Ordinance). Therefore, this Land Use Element provides specific recommendations for much-needed updates.



Pierpoint Landing Lighthouse.

Land Uses. Each waterfront area should include a unique mix of uses depending on its specific purpose and location. The Downtown Shoreline waterfront should include the greatest intensity, compactness and diversity of uses, including housing, offices, hotels, and tourism activities and attractions. Uses within the South Shore area include the Queen Mary, a cruise ship terminal, a public boat launch, a special events park, hotels and restaurants. Across the river mouth are: the Long Beach Aquarium of the Pacific, Shoreline Village, on Queensway Bay along with harbor attractions, restaurants, piers, a double-tiered pedestrian esplanade and children's play area around the harbor. Marina Green, Shoreline Park and Rainbow Lagoon park and additional open space are also here. The area also includes parking structures, hotels, mid-rise housing developments, office towers, historic buildings (including the Villa Riviera and other landmarks), retail shops and restaurants, entertainment venues (e.g., nightclubs, movie theater, comedy club, and a Ferris wheel), and the Long Beach Convention and Entertainment Center. Much of this area, formerly known as Shoreline Lagoon and Park, was redeveloped under the Queensway Bay Plan in the mid-1990s to include a new boat harbor (Rainbow Harbor) and a commercial area where the lagoon had been. Shoreline Village (previously called Fisherman's Village) has largely remained the same. However, the south side of Ocean Boulevard west of the Convention and Entertainment Center (in an area previously known as the Pike) was successfully transformed in the early 2000s to incorporate the uses described above. East of Alamitos Avenue on the south side of Ocean Boulevard, high-rise buildings are allowed up to Tenth Place; beyond that up to Cherry Avenue, only mid-rise housing is allowed. This is a long-established policy in the LCP which will continue to



Shoreline Village.

be respected.

The Belmont Pier and Pool Complex area is governed by a Planned Development Ordinance which was adopted over thirty years ago. A new plan for the pier has more recently been adopted and some improvements have been made; however, further improvements to the pool complex and surrounding uses are needed. A new plan for this Waterfront PlaceType could enliven and improve the area to bring revenue to the City and provide improved recreational opportunities for visitors and residents alike. Future uses in the Belmont Pier and Pool Complex area should serve both groups and uphold the principles and policies of the California Coastal Act.

The Alamitos Bay Marina is located near the mouth of the San Gabriel River near the intersection of Pacific Coast Highway and Second Street. Uses in this area include marine-related commercial uses, a shipyard, yacht and sailing clubs, boat rentals, restaurants, public beaches and infrastructure that primarily serve small craft boats and nearly 2,000 slips. It is home to the Alamitos Bay Marine Fuel Dock and the Long Beach Marina Headquarters, which supports recreational marine activities in Long Beach. A rehabilitation plan for the Alamitos Bay Marina was approved by the City in 2009 that continues to implement the Alamitos Bay

Master Plan. The rehabilitation plan calls for renovating and enhancing Marina recreational and boating facilities. At the very southern point of the Alamitos Bay Marina is Alamitos Bay Landing. This commercial center comprises of several restaurants, offices, retail, equipment and vehicle rental and services aimed towards the users of the marina. This Land Use Plan focuses on improving the Alamitos Bay Landing by increasing coastal access and adding recreation and visitor-serving uses. Potential improvements include adding new parking facilities, public spaces, viewing areas and seating along the waterfront, pedestrian and bicycle paths, and waterfront-friendly landscaping.

Development Patterns. Each of the waterfront areas within this PlaceType experienced much of their initial development during very different periods in time. For example, the Downtown Shoreline is composed of more contemporary tourist, retail, restaurant and entertainment-style buildings, streets and block patterns. The Belmont Pier and Pool Complex contains a mix of older multi-family residences, a grocery store, a motel and shops. In this area there are also newer beachfront condominiums and restaurants served by a public beach/pier and parking lot adjacent to the popular beachfront bike and pedestrian path. This area, with its significant foot traffic and compact scale and street pattern, has great potential to become

Rainbow Harbor Marina and Shoreline Aquatic Park.





a pedestrian-friendly destination. The Alamitos Bay Marina is distinguished for its wide arrange of services for recreational boating and marine facilities. Restaurant and retail businesses in this area have names and architecture that reinforce this particular identity, which should be preserved.

Transitions. In general, mixed uses and greater building intensity should be located nearest the center within this PlaceType, with housing and/or lower-scale buildings on the periphery. Waterfront PlaceType uses should be sensitively integrated with surrounding land uses, and this PlaceType should de-emphasize vehicular access and promote park-once solutions. Attractive gateway elements should be developed to invite visitors in to explore the unique offerings found in each of these Waterfront PlaceTypes.

Access. Today, each of these places is fairly auto-oriented. In the future, each area should be much more pedestrian-, bicycle- and transit-friendly. Currently the downtown is most successful in being pedestrian-, bike- and transit-friendly. Yet, better pedestrian pathways and shuttle services should be provided over the long term along the coast and up to the downtown proper. The compact Waterfront PlaceType at the Belmont Pier and Pool Complex offers some of the best opportunities for creating a highly walkable resident- and visitor-serving area along the coast. The Alamitos Bay Marina could be enhanced by the inclusion of the bike and pedestrian improvements along the waterfront area with greater access to Alamitos Bay Landing.

Alamitos Bay Marina.



Parking. Cars are welcome in the visitor- and resident-serving Waterfront PlaceType. However, vehicular traffic and parking must be carefully controlled because these are intended to be also pedestrian-friendly places. District and shared-use parking have proven successful strategies where parking is constrained due to small, individual parcels. Any future parking structures will be required to be screened on the periphery of the development, have active ground-floor uses, or be designed as tucked parking within or under other building uses. These measures will help preserve the pedestrian environment. Sufficient shared and public parking should be provided as density increases over time. Bicycle racks and storage lockers, together with plug-in spaces for electric vehicles, will be provided in every parking structure in the Waterfront PlaceType.

Belmont Shore Pier.



Citywide Goals, Strategies, and Policies

This Land Use Element identifies goals and policies along with PlaceType descriptions to guide the use of land and urban form. Citywide policies provide holistic and general guidance for the entire City, whereas neighborhood-specific policies provide a refined and specific direction for Long Beach's distinct residential areas. The goals, strategies and policies outlined in this section describe how the City will continue to pursue innovative land use practices aimed at maintaining the small town feel of neighborhoods while also capitalizing on big city attributes. As part of this endeavor the City will accommodate new business opportunities and expand job growth, revitalize corridors, enhance established neighborhoods, create a smarter city, protect the environment and support sustainable planning practices.

The land use strategies and policies in this section are organized under the following goals:

1. Implement Sustainable Planning and Development Practices.
2. Stimulate Continuous Economic Development and Job Growth.
3. Accommodate Strategic Growth and Change.
4. Support Neighborhood Preservation and Enhancement.
5. Diversify Housing Opportunities.
6. Ensure Fair and Equitable Land Use Plan.
7. Provide Reliable Public Facilities and Infrastructure.
8. Increase Access, Amount and Distribution to Green and Open Space.
9. Preserve, Protect, Restore and Reconnect with Local Natural Resources.

Goal No. 1: Implement Sustainable Planning and Development Practices

The City will guide development and infrastructure to be sustainable. This includes minimizing our impact on natural resources—especially wetlands, rivers, marinas, bays and the Pacific Ocean. New developments will be more compact to create walkable environments in downtown, along corridors, surrounding transit stations and throughout Long Beach. Emphasis will be placed on reducing greenhouse gas emissions through conservation practices, providing transportation alternatives and pursuing renewable energy sources. The City will pursue the following sustainable planning and development practices:

- » Allow for orderly development and flexibility to grow.
- » Provide more detailed plans that will lay the foundation for the areas of change.
- » Fully integrate land use and mobility planning and encourage all development to be more environmentally sustainable.
- » Utilize sustainable approaches in public realm improvements and integrate these approaches with new development.
- » Promote compact development and higher density development along transit corridors, in neighborhood hubs and in areas that can support additional residential density, while ensuring adequate transitions to adjoining low-density neighborhoods.
- » Encourage walkable and bicycle-friendly environments.
- » Be proactive in mitigating the effects of climate change and reducing greenhouse gas emissions.
- » Encourage zero waste practices.

STRATEGY No. 1: Support sustainable urban development patterns.

- » **LU Policy 1-1:** Promote sustainable development patterns and development intensities that use land efficiently and accommodate and encourage walking.
- » **LU Policy 1-2:** Support high-density residential, mixed-use and transit-oriented development within the downtown, along transit corridors, near transit stations and at neighborhood hubs.
- » **LU Policy 1-3:** Require sustainable design strategies to be integrated into public and private development projects.
- » **LU Policy 1-4:** Require electric vehicle charging stations to be installed in new commercial, industrial, institutional, and multiple-family residential development projects. Require that all parking for single-unit and two-unit



residential development projects be capable of supporting future electric vehicle supply equipment.

- » **LU Policy 1-5:** Encourage resources and processes that support sustainable development for adaptive reuse projects, as well as appropriate infill projects.

STRATEGY No. 2: Promote efficient management of energy resources to reduce greenhouse gas emissions and the impacts of climate change.

- » **LU Policy 2-1:** Promote the establishment of local green energy generation projects along with the infrastructure to support such projects.
- » **LU Policy 2-2:** Ensure that long-range planning processes consider impacts of sea level rise and propose mitigation measures.

Goal No. 2: Stimulate Continuous Economic Development and Job Growth

The City will continue to leverage its regional location and jobs base to make Long Beach a place where businesses want to locate. Priorities include creating jobs and promoting the City as a regional hub for commerce and education, which will help increase the jobs per household ratio to an appropriate level. Investments will expand the application of emerging technologies, attract modern green businesses, and diversify employment opportunities. Opportunities will be pursued to expand creative and flexible building spaces in a way that incubates new local businesses. This Land Use Plan will be implemented in a manner that allows businesses to successfully operate in and support local neighborhoods. Long Beach will continue to lead as a regional destination for small and large businesses, airport and port facilities, utilities, public administration, healthcare and educational campuses, manufacturing, transportation and logistics, and professional and information services.

STRATEGY No. 3: Maintain a strong, diversified economic base that creates jobs and attracts employers.

- » **LU Policy 3-1:** Implement land use regulations and economic development strategies that will help diversify the local economy and expand job growth. Accommodate a mix of industries in Long Beach, including high technology, telecommunications,

aerospace, green technology, renewable energy, healthcare, higher education, manufacturing, port and shipping, professional services, restaurants, entertainment and the film industry.

- » **LU Policy 3-2:** Collaborate with the Long Beach Unified School District, colleges and universities, businesses and associations to strengthen the competitive advantage of businesses located in Long Beach.
- » **LU Policy 3-3:** Promote the Neo-Industrial PlaceType to nurture creative class businesses and artists, including clean light industrial, artist galleries, studios and limited live-work units.
- » **LU Policy 3-4:** Promote and attract a mix of commercial and industrial uses by emphasizing the flexibility of the PlaceTypes designations.
- » **LU Policy 3-5:** Facilitate development near the Queen Mary that is consistent with the guidelines approved by the City Council at the conclusion of the Queen Mary Land Development Task Force.
- » **LU Policy 3-6:** Foster home-based and incubator businesses.

STRATEGY No. 4: Attract and invest in green and innovative industries to expand creative employment opportunities.

- » **LU Policy 4-1:** Provide a Land Use Plan that allows a place for green energy development and green businesses.
- » **LU Policy 4-2:** Promote the transition of some heavy industrial and manufacturing sites to creative green and sustainable industries.

Strategy No. 5: Create and maintain safe, accessible and sustainable employment and higher education centers.

- » **LU Policy 5-1:** Require safe, attractive and environmentally-sustainable design, construction and operation of all buildings, landscapes and parking facilities in employment and educational centers.
- » **LU Policy 5-2:** Connect employment and higher education centers to other activity centers and adjacent neighborhoods via walking, biking and transit routes.

- » **LU Policy 5-3:** Require employment and higher education centers to transition to walkable and bikeable campus environments with wayfinding signage, integrated open spaces and easy accessibility via roadways, transit and bicycle routes.
- » **LU Policy 5-4:** Provide excellent transit connections to California State University at Long Beach, City colleges and all major employment and educational campuses.
- » **LU Policy 5-5:** Support campus plans that promote innovative and technically sophisticated business and learning environments.
- » **LU Policy 5-6:** Encourage collaboration among the City's major employment sectors (e.g., medical, professional, government) schools and City colleges, California State University, at Long Beach, and other institutions of higher education to improve competitiveness of the work force and desirability of doing business in the City.

Goal No. 3: Accommodate Strategic Growth and Change

Long Beach continues to evolve. The City will accommodate development growth within strategic locations while preserving established neighborhoods. Specific areas identified for growth are in the downtown, around regional-serving facilities, along major corridors and in transit-oriented development areas. Focusing on infill will allow new development to efficiently utilize existing land resources and infrastructure, promoting steady and sustainable growth in transit-accessible areas. The City will create attractive, distinct and sustainable commercial, education and employment centers and corridors.

Major Areas of Change

This Land Use Plan focuses on making several strategic adjustments intended to strengthen economic development and allow focused development opportunities, while supporting new mobility and sustainability objectives.

Map LU-19 identifies the eight major areas of change that are the focus of the land use concept:

1. Create, restore and preserve more open space.
2. Convert targeted industrial edges and districts to Neo-Industrial uses.
3. Promote regional-serving uses.
4. Convert some industrial uses to commercial and regional-serving uses.
5. Create new transit-oriented development.
6. Continue downtown development.
7. Promote infill and redevelopment to support transit.
8. Revitalize the Belmont Pier Complex and Alamitos Bay to highest and best use.

Together these areas of change encompass about 13 percent of the land area (4,180 acres) in the City. Not all of this land will quickly "turn over" or convert consistent with the vision of this Land Use Plan. However, substantial changes are planned in these areas over the next 20 to 30 years.

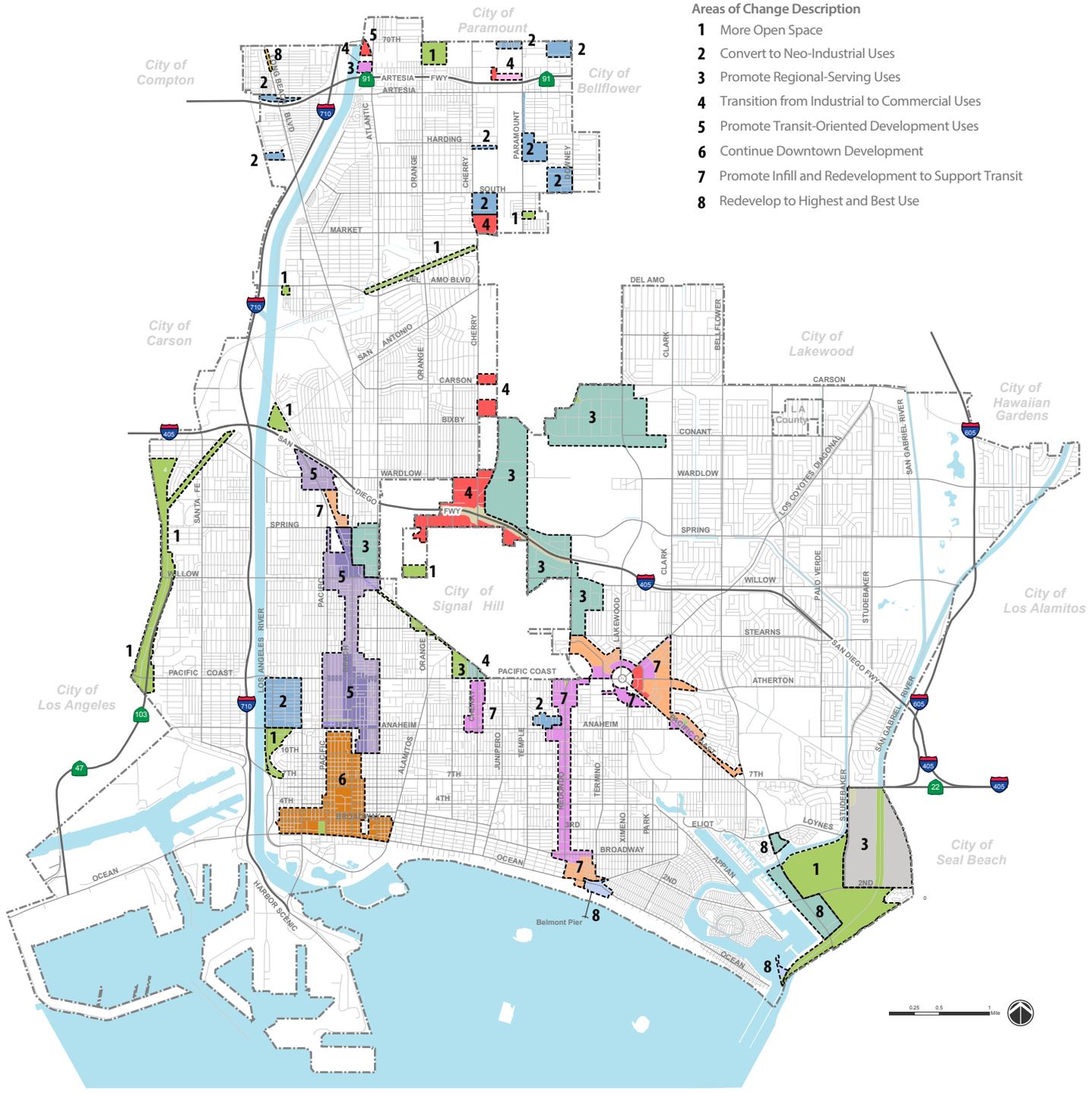
1. Create, Restore and Preserve Open Space. The City recognizes the need for a wide variety of parks and open spaces within certain neighborhoods, particularly in the north, central and western portions of Long Beach. This Land Use Plan focuses on creating and restoring open spaces, with priority in underserved areas.

2. Convert Industrial Edges to Neo-Industrial Uses. Industrial uses remain relatively important in Long Beach, but economic trends indicate that the local economy is shifting toward knowledge-based and service-based industries. Professional services employment is rapidly growing, along with a slow emergence of high technology and creative companies known for introducing innovative approaches and products. Traditional manufacturing industries are being transformed as large-scale plants are diminishing or being phased out and smaller local-serving manufacturers fill the void.

The City has established the Neo-Industrial PlaceType to help transition outdated and underutilized manufacturing and industrial sites to higher-value, better employment opportunities. For added flexibility, the Neo-Industrial PlaceType allows some live/work opportunities for artists, craftspeople and other creative entrepreneurs. This PlaceType also functions as a buffer between heavier industrial enterprises and residential neighborhoods.

3. Promote Regional-Serving Uses. Much of the land in Long Beach is devoted to trade, utilities, transportation, education and medical services. The City is home to a

Map LU-19 Major Areas of Change



Areas of Change Description

- 1 More Open Space
- 2 Convert to Neo-Industrial Uses
- 3 Promote Regional-Serving Uses
- 4 Transition from Industrial to Commercial Uses
- 5 Promote Transit-Oriented Development Uses
- 6 Continue Downtown Development
- 7 Promote Infill and Redevelopment to Support Transit
- 8 Redevelop to Highest and Best Use

Legend

1 Areas of Change

PlaceTypes

- OS - Open Space
- MFR-L - Multi-Family Residential - Low
- MFR-M - Multi-Family Residential - Moderate
- NSC-L - Neighborhood-Serving Center or Corridor - Low
- NSC-M - Neighborhood-Serving Center or Corridor - Moderate
- TOD-L - Transit-Oriented Development - Low
- TOD-M - Transit-Oriented Development - Moderate
- CC - Community Commercial
- I - Industrial
- NI - Neo-Industrial
- RSF - Regional-Serving Facility
- DT - Downtown
- WF - Waterfront

number of significant regional-serving uses: the Port of Long Beach, Long Beach Airport, California State University at Long Beach, the Veteran's Administration Hospital, Long Beach Memorial Medical Center, Long Beach City College, the business parks around the airport and the utility plants in southeast Long Beach. These facilities generate high-quality jobs that serve regional and larger audiences, while creating additional spin-off employment opportunities. The City benefits through the opportunities for education and training that result in employment in healthcare, trade, transportation and professional services. Thus, the Regional-Serving Facility PlaceType accommodates future development of these facilities to promote their continued success in generating exceptional employment opportunities.

Located in the Regional-Serving Facility PlaceType is the Southeast Area Development Improvement Plan (SEADIP). It was established in the early 1970s as the first planned development district in Long Beach. Certain SEADIP areas—particularly large commercial and hospitality sites along Pacific Coast Highway—are in need of revitalization. These centers were initially designed around the automobile with extensive surface parking lots and low-rise buildings. There is also a lack of pedestrian accommodations and connectivity between uses along Pacific Coast Highway and the waterfront areas. The City has developed a new vision for the SEADIP area that focuses on pedestrian and vehicular flow improvements, creating a regional destination and gateway for the City, restoring the surrounding wetland areas, and improving public access to the marina and waterfront areas.

4. Convert Select Industrial Uses to Commercial Uses.

Two areas in the central area of Long Beach formally designated for industrial development offer unique opportunities to be reinvented as commercial designations. They include portions of Cherry and Temple Avenues.

- » **Cherry Avenue.** Several sites along portions of Cherry Avenue have been identified to transition from industrial to commercial uses. The first area includes properties between Cherry Avenue and the Union Pacific Railroad, from Market Street to Rogers Street. These properties are planned to transition to commercial uses, as are several sites on the east side of Cherry Avenue at Carson Street and Roosevelt Road. Underutilized industrial sites along Cherry Avenue, north and south of the I-405, are

designated for commercial uses given their proximity to the freeway and other commercial uses, and in order to capitalize on this desirable location.

- » **Temple/Redondo Avenue.** The area between Temple Avenue and Redondo Avenue, north and south of the I-405 freeway, is designated for regional-serving commercial and office uses. The nearby freeway and airport offer special employment and trade opportunities, as well as excellent regional access.

5. Transit-Oriented Development. In order to maximize the Metro Blue Line regional light rail service, and build on future transit services the City is allowing greater mixed-use development capacity around transit stations. The Transit-Oriented Development PlaceType allows for an increase in residential density and commercial intensity around each Blue Line station. This PlaceType may be expanded to serve future transit systems. The approach aims to increase the concentration of residents—as well as create a more pedestrian-friendly environment—around each station in order to augment ridership and provide a viable transportation alternative to the automobile. Design and regulation guidance outlined in both the Land Use and Urban Design elements promotes the type of housing, commercial and office development that will best complement connectivity and access to transit stations.

6. Continue Downtown Development. Historically, Long Beach has struggled to maintain the Downtown's competitive advantage in the face of increased suburban retail and commercial competition. Fortunately, downtown Long Beach has developed a strong foundation composed of business, tourism, commercial, entertainment, residential and civic uses, while still being able to serve surrounding neighborhoods. The City will continue to pay close attention to maintaining a strong urban core where residents, businesses and tourists can thrive.

Recognizing the importance of the Downtown, this Land Use Plan establishes the Downtown PlaceType designation to support the principles and concepts of the Downtown Plan. The Downtown Plan continues to accommodate high-quality residential, entertainment and commercial development that is well-integrated with the downtown's urban design, waterfront and transit facilities.



7. Promote Appropriate Infill Development. This Land Use Plan promotes appropriate infill development, particularly along corridors and centers that have established transit facilities. Long Beach will encourage development of vacant or underutilized land located in built-up areas. New infill development should be carefully planned to minimize impacts and to complement surrounding development. Appropriate infrastructure and supporting services must be adequate or in place to serve new infill development without sacrificing services to the existing population.

The Multi-Family, Neighborhood-Serving Center and Transit-Oriented Development PlaceTypes provide opportunities for infill development in strategic areas, with policies aimed at protecting established low-density neighborhoods. The Mobility Element promotes improved transit services where it will complement infill development. A key objective is to provide the best transit service in several areas that stand out as having real potential for improvements:

- » **Cherry Avenue Corridor.** The segment of Cherry Avenue from Anaheim Street to Pacific Coast Highway offers a unique opportunity to improve public transit access to three major transit routes while also accommodating infill development. Infill is envisioned to include appropriate Multi-Family housing, as well as commercial development over the long term.
- » **Redondo Avenue Corridor.** This corridor is also identified as appropriate for infill development. This important north-south connector has long suffered from inconsistent development patterns that undermine its critical transit function. Properties fronting the corridor have insufficient parcel depth to allow appropriate infill to occur. Thus, the Land Use Plan extends the Transit-Oriented Development PlaceType one block deep to accommodate appropriate infill development, while providing protective transition measures to adjoining low-density neighbors.
- » **Pacific Coast Highway Corridor.** From the Traffic Circle to Seventh Street, Pacific Coast Highway provides opportunities for multi-family housing located around the perimeters of the Traffic Circle, in the SEADIP and along Pacific Coast Highway. Over time, the physical environment will transition to integrate walking, biking

and transit facilities connected to the California State University at Long Beach campus and the Veterans Administration Hospital facility.

8. Revitalize the Belmont Pier Complex and Alamos Bay Landing. The Waterfront PlaceType addresses Long Beach's coastal opportunities. The downtown waterfront has been revitalized with a new harbor, pedestrian boardwalk, aquarium, restaurants, mid- and high-rise residential buildings and new entertainment venues. Attention should now focus on waterfront areas in the southeastern portion of the City, including:

- » **Belmont Pier Complex.** The Belmont Pier Complex needs a major refurbishment and re-evaluation of how its public areas and facilities should function. Efforts will focus on establishing a more attractive, accessible and pedestrian-friendly environment while creating synergy and connectivity with the surrounding residential neighbors. Additional focus will include improving the environment and coastal access while increasing recreational and visitor-serving amenities.
- » **Alamos Bay Landing.** The Alamos Bay Landing area, located at the terminus of Marina Drive along the San Gabriel River and Alamos Bay, has gone decades without major reinvestment. The shopping center and restaurants are outdated and not well-integrated with the Alamos Bay setting. Envisioned improvements include new parking facilities, more buildings, public spaces, viewing areas and seating along the waterfront, pedestrian and bicycle paths, and waterfront-friendly landscaping. Increasing coastal access, recreation and visitor-serving uses would help make Alamos Bay Landing a much more enjoyable and successful place.

STRATEGY No. 6: Implement the major areas of change identified in this Land Use Plan (Map LU-19).

- » **LU Policy 6-1:** Continue to accommodate regional-serving facilities, new growth and infrastructure expansion through the development and update of master plans.
- » **LU Policy 6-2:** Convert outdated and underutilized manufacturing and industrial sites to Neo-Industrial uses, particularly those adjacent to residential areas.

- » **LU Policy 6-3:** Allow heavy industry uses as well as oil and gas facilities to transition to green industry where feasible and desired.
- » **LU Policy 6-4:** Encourage degraded and abandoned buildings and properties to transition to more productive uses through adaptive reuse or new development.
- » **LU Policy 6-5:** Provide incentives for outdated and underperforming industrial areas to transition to commercial uses consistent with the PlaceTypes Map.
- » **LU Policy 6-6:** Promote transit-oriented development around passenger rail stations and along major transit corridors.
- » **LU Policy 6-7:** Continue to develop the downtown into a city center that provides compact development, accommodates new growth, creates a walkable urban environment, allows for diversified businesses and is easily accessible to surrounding neighborhoods and regional facilities.
- » **LU Policy 6-8:** Ensure infill development is compatible with surrounding established and planned uses.
- » **LU Policy 6-9:** Focus infill development in the downtown, Multi-Family residential neighborhoods and transit-oriented development areas, and along specific corridors.
- » **LU Policy 6-10:** Maintain consistency between the Land Use Element PlaceTypes and by the updated Zoning Districts.
- » **LU Policy 6-11:** Support infill and transit-oriented development projects by utilizing available tools, such as public-private partnerships and assistance with land assembly and consolidation.
- » **LU Policy 6-12:** Develop and implement a plan for SEADIP that establishes the area as an important gateway, builds on residential neighborhoods that are complemented by businesses and commercial services, protects wetlands and local coastal habitat and creates attractive streetscapes with buildings designed at appropriate scale and form.

STRATEGY No. 7: Enhance and improve the waterfront areas.

- » **LU Policy 7-1:** Work with the community to reinvigorate the area around the Belmont Pool complex, Belmont Veterans Memorial Pier and vicinity. Provide new connectivity to adjoining neighborhoods and increase visitor-serving amenities.
- » **LU Policy 7-2:** Improve the Los Alamitos Bay Landing to create a more enjoyable and successful place with additional coastal access, recreation and visitor-serving uses and design improvements to create a more pedestrian-friendly and attractive area.

Goal No. 4: Support Neighborhood Preservation and Enhancement

Long Beach is fundamentally a city of neighborhoods. This Land Use Plan provides the framework for protecting and enhancing low-density residential neighborhoods. These neighborhoods will be diverse, safe, healthy and sustainable places, with a mix of residential building types and connected streets that facilitate walking, biking and transit. From our historic and founding neighborhoods to more contemporary ones, Long Beach endeavors to preserve and enhance our neighborhoods for generations to come.

The City will strive to provide amenities and enhance facilities to support the single-family Neighborhoods and Multi-Family-Low and Moderate PlaceTypes. Proposed improvements include: establishing commercial and retail uses on the periphery of neighborhoods or in commercial hubs to better serve residents; integrating public facilities and open spaces into neighborhoods; providing convenient transit connections and walkable environments; and incorporating a variety of design enhancements and sustainable practices. The City will employ a range of land use compatibility strategies to ease transitions between new development and established lower-density residential buildings.

STRATEGY No. 8: Protect and enhance established neighborhoods.

- » **LU Policy 8-1:** Protect neighborhoods from the encroachment of incompatible activities or land uses



that may have negative impacts on residential living environments.

- » **LU Policy 8-2:** Enhance and improve neighborhoods through maintenance strategies and code enforcement.

STRATEGY No. 9: Create complete neighborhoods with identifiable centers and a full range of supporting neighborhood-serving uses to meet the daily needs of residents.

- » **LU Policy 9-1:** Ensure neighborhoods contain a variety of functional attributes that contribute to residents' day-to-day living, including schools, parks, and commercial and public spaces.
- » **LU Policy 9-2:** Complete neighborhoods by allowing low-intensity commercial uses to locate along neighborhood edges, in transition areas and at key intersections.
- » **LU Policy 9-3:** Plan for and accommodate neighborhood-serving goods and services, learning facilities, public amenities and transit stops within walking distance of most residences.
- » **LU Policy 9-4:** Enhance neighborhoods and connect housing to commercial uses to provide residents with an active choice to walk or bike within their local neighborhoods.

STRATEGY No. 10: Create healthy and sustainable neighborhoods.

- » **LU Policy 10-1:** Require land use plans, policies and regulations promote health and wellness and reduce barriers to healthy living.
- » **LU Policy 10-2:** Provide for a wide variety of creative, affordable, sustainable land use solutions to help resolve air, soil and water pollution, energy consumption and resource depletion issues.
- » **LU Policy 10-3:** Support land use and policy decisions that promote local urban agriculture, community gardens, and local food production throughout the city.

- » **LU Policy 10-4:** Reduce disproportionate concentrations of unhealthy food sources within neighborhoods, especially near schools and sensitive uses.

- » **LU Policy 10-5:** Ensure neighborhoods are accessible to open spaces, parks, trails, and recreational programs that encourage physical activity and walkability.

- » **LU Policy 10-6:** Achieve health equity, eliminate disparities, and improve the health of residents throughout the City.

Goal No. 5: Diversify Housing Opportunities

Long Beach will offer an increasingly diverse housing stock. Policies and practices will continue to promote and expand affordable housing options by accommodating a range of housing types. Policies provide for an equitable distribution of housing types for all income groups throughout the City, thus avoiding concentrations of below-market-rate housing in underserved and low-income neighborhoods.

The City's innovative Downtown Plan and PlaceTypes designations will facilitate the redevelopment of underutilized properties to create vibrant, walkable neighborhoods, centers and corridors, as well as preserve and enhance established and stable neighborhoods. New housing along corridors in or near activity centers is an integral part of the vision for Long Beach. A balance of housing opportunities for both affordable and market-rate housing is essential to meet this goal.

The Multi-Family, Neighborhood Center, Transit-Oriented Development, Neo-Industrial, Downtown and Water Front PlaceTypes all allow a range of housing types at varying densities, including single-family homes, duplexes, triplexes, garden apartments, condominiums, mixed use, live/work lofts, and mid- and high-rise residential towers.

The following strategies and policies address the City's housing needs related to land use and complement strategies in the City's Housing Element.

STRATEGY No. 11: Diversify Long Beach's housing stock.

- » **LU Policy 11-1:** Allow a variety of housing types in new residential developments with the goal of establishing new opportunities for persons of varied income ranges, ages, lifestyles and family needs.

- » **LU Policy 11-2:** Encourage the provision of housing opportunities, services, and amenities for all income levels, age groups, and household types, with opportunities to age in place.
- » **LU Policy 11-3:** Encourage universal design of housing products and environments, making them usable by a wide range of people with different physical and mental abilities.
- » **LU Policy 11-4:** Allow new high-density residential growth to occur within Multi-Family neighborhoods in a manner that is context-sensitive and compatible to surrounding uses and buildings and provides a range of housing types and options that meets the needs of Long Beach residents.
- » **LU Policy 11-5:** Encourage major employers and higher education centers to participate in and contribute to planned housing development activities near their facilities.
- » **LU Policy 11-6:** Establish clear rules and locations for special housing types, such as congregate care, assisted living, senior housing, student housing, housing for temporary workers and housing with supportive services.

STRATEGY No. 12: Facilitate housing type distribution.

- » **LU Policy 12-1:** Promote an equitable distribution of housing types for all income and various cultural groups throughout the City; avoid creating concentrations of below-market-rate housing in underserved and low-income neighborhoods.
- » **LU Policy 12-2:** Provide new housing opportunities in neighborhood-serving centers and corridors, within transit-oriented development areas and downtown.
- » **LU Policy 12-3:** Provide more opportunities for college student housing in the east Traffic Circle neighborhood.

Goal No. 6: Ensure a Fair and Equitable Land Use Plan

Recognizing Long Beach's large and incredibly diverse population, this Land Use Plan promotes the fair and equitable distribution of land resources for employment,

housing, education, recreation, mobility, commercial goods and public services for all residents, regardless of their ethnic or economic status. The Plan introduces policies aimed at protecting neighborhood health by promoting environmental, social and economic justice. Providing transparent planning processes with robust community participation also contributes to fair and equitable decision making.

STRATEGY No. 13: Promote the equitable distribution of services, amenities and investments throughout the City.

- » **LU Policy 13-1:** Remedy existing deficiencies in blighted and underserved neighborhoods by providing public facilities, amenities, improvements and services equitably throughout the City.
- » **LU Policy 13-2:** Promote land use policies and economic development strategies that embraces the diverse population of Long Beach.
- » **LU Policy 13-3:** Avoid concentrating undesirable uses, service facilities and infrastructure projects in any manner that results in an inequitable environmental burden on low-income or minority neighborhoods.
- » **LU Policy 13-4:** Establish livable communities across all neighborhoods that encourage walking, bicycling, using public transit, and exercising outdoors, and that provide for economic and social opportunities for all community members.
- » **LU Policy 13-5:** Work to comprehensively improve residential neighborhoods with improvements that promote health and prosperity.
- » **LU Policy 13-6:** Promote universal design in public and private development to ensure accessibility for people of all abilities.

STRATEGY No. 14: Foster community outreach and engagement in planning City projects and programs.

- » **LU Policy 14-1:** Inform and involve residents and facilitate neighborhood participation in implementing development and infrastructure projects and other planning programs or tasks.



- » **LU Policy 14-2:** Foster an environment of trust, fairness and equality that supports individuals of diverse ethnic, cultural, religious and socio-economic backgrounds in planning City projects and programs.

STRATEGY No. 15: Protect neighborhoods from adverse environmental conditions.

- » **LU Policy 15-1:** Develop public health and environmental protection programs that promote equity and that provide for the fair treatment of all Long Beach residents, regardless of race, age, culture, income or geographic location.
- » **LU Policy 15-2:** Continue to work with the State, the Port of Los Angeles and other agencies and organizations to improve air quality around the ports and reduce vessel, truck, rail and other equipment emissions from port operations.
- » **LU Policy 15-3:** Continue to be an advocate for residential neighborhoods that will be adversely affected by major port-related facility expansion projects.
- » **LU Policy 15-4:** Work with regional agencies, residents, and businesses to preserve established homes, businesses, and open spaces; limit the exposure of toxic pollutants and vehicle noise and minimize traffic issues impacting residential neighborhoods as a result of the I-710 Freeway expansion.

Goal No. 7: Provide Reliable Public Facilities and Infrastructure to Encourage Investment

Long Beach's infrastructure and public facilities will be functional and economically sustainable. Infrastructure will be expanded and maintained to serve new development, established neighborhoods, commercial and industrial areas, and regional-serving facilities at a high level of service. Priority for improvements will be given to remedy neighborhoods with existing deficiencies. Strategic investments will be made to infrastructure systems communication networks in all facets of City government to incorporate innovative technology aimed at creating a smarter city.

STRATEGY No. 16: Improve public infrastructure to serve new development, established neighborhoods,

commercial centers, industry and regional-serving facilities.

- » **LU Policy 16-1:** Coordinate land use development and infrastructure investment.
- » **LU Policy 16-2:** Maintain adequate and sustainable infrastructure systems to protect the health and safety of all Long Beach residents, businesses, institutions and regional-serving facilities.
- » **LU Policy 16-3:** Prioritize improvements in underserved neighborhoods to remedy deficiencies in infrastructure, public facilities and services.
- » **LU Policy 16-4:** Continue to make improvements that advance technology and innovation to enhance City services, promote greater civic engagement and improve efficiencies.

Goal No. 8: Increase Access, Amount and Distribution to Green and Open Space

Long Beach will create additional urban open spaces, quality greenscapes, clean beaches and water bodies, natural preserves and parklands. The City will expand access to quality natural and recreational lands. Focused efforts will transform the Los Angeles and San Gabriel Rivers to healthier, multi-functional open spaces that are accessible to adjoining neighborhoods. The City will transform underutilized and marginalized open spaces, including designating off-shore oil islands for conversion to future recreational open spaces. Increased urban green space recreation areas, together with interconnected wildlife habitat and open space areas, will be needed to successfully balance population growth within a sustainable urban environment. This Land Use Element will complement the Open Space and Recreation Element.

Long Beach residents have made it clear that they want to see more quality open spaces within neighborhoods, especially in the north, west and central areas. Programming of these neighborhood open spaces should not be limited to active recreation, but should also include natural open space areas and wildlife habitats. Progress has been made in acquiring and improving significant open space acreage for parks and wetlands along the Los Angeles River. Likewise, a conservancy organization is acquiring the degraded (but restorable) Los Cerritos Wetlands at the

mouth of the San Gabriel River for purposes of protection and restoration. The recent emergence of new mini parks, community gardens and dog parks has greatly increased access to open space for many in the community.

The Open Space and Recreation Element includes an ambitious goal of providing eight acres of open space for each 1,000 residents. The Land Use Element supports this goal, and the Open Space PlaceType delineates areas where such new open space might be created.

STRATEGY No. 17: Increase open space in urban areas.

- » **LU Policy 17-1:** Require that new development creatively and effectively integrates private open spaces into project design, both as green spaces and landscaped courtyards.
- » **LU Policy 17-2:** Enhance street corridors and spaces between buildings by incorporating small green areas, native and drought-tolerant landscaping and street trees.
- » **LU Policy 17-3:** Allow for and encourage small-scale agriculture on public and private properties, including community gardens, edible gardens and landscapes, small urban farms and gardens throughout the City.
- » **LU Policy 17-4:** Increase the number of trees to provide the maximum benefits of improved air quality, increased dioxide sequestration, reduced stormwater runoff and mitigated urban heat island effect.
- » **LU Policy 17-5:** Enhance access to safe open space and recreation facilities for all residents.

STRATEGY No. 18: Provide a variety of park facilities, marinas, beaches and water bodies that meet the diverse needs and interests of the community.

- » **LU Policy 18-1:** Develop and maintain a high-quality network of natural and urban parks and open spaces that meet the needs of families, young adults, seniors, children and disabled individuals.
- » **LU Policy 18-2:** Explore opportunities to create mini-parks and parklets within urbanized and growth areas of the City.

- » **LU Policy 18-3:** Provide a balanced level of parks and recreational facilities to all areas of the City.

Goal No. 9: Preserve, Protect, Restore and Reconnect with Natural Resources

Long Beach will work to reconnect with nature's systems and natural processes to become a more sustainable, healthy and eco-friendly community. Using clean energy, best management practices, cutting-edge technologies and a willingness to learn from nature, the Long Beach community will become a regional trendsetter in environmental stewardship. The City is committed to preserving and restoring damaged and degraded water bodies, natural areas and wildlife habitats for present and future generations to learn from and enjoy.

Long Beach values its open space and natural habitat areas. Extensive open spaces provide rich aquatic and animal habitat, accommodating a diversity of wildlife, including birds, mammals, insects, fish and other marine animals. Long Beach will continue efforts to preserve expansive areas of this fragile ecosystem.

STRATEGY No. 19: Preserve, restore and protect water bodies, natural areas and wildlife habitats.

- » **LU Policy 19-1:** Identify, acquire and protect open spaces, sensitive biological resources, native habitat and vegetative communities that support wildlife species and add ecological value to the entire open space system.
- » **LU Policy 19-2:** Protect and preserve the marine ecosystem functions and biological marine resources.
- » **LU Policy 19-3:** Restore damaged and degraded water bodies, natural areas and wildlife habitats for present and future generations to study and enjoy.
- » **LU Policy 19-4:** Restore Long Beach's remaining wetlands, lagoons, and other natural marine areas to improve water quality, re-establish native riparian plant and wildlife habitat and reconnect tidal flow.
- » **LU Policy 19-5:** Prevent stormwater runoff and pollutants from entering natural water bodies, wildlife habitats, wetlands, rivers and the Pacific Ocean.



- » **LU Policy 19-6:** Transition off-shore oil islands to natural resource and recreational areas.
- » **LU Policy 19-7:** Identify and establish wildlife movement corridors between urban open spaces, wetlands and the San Gabriel and Los Angeles Rivers.

STRATEGY No. 20: Reconnect with nature’s systems and natural processes.

- » **LU Policy 20-1:** Transition the Los Angeles and San Gabriel Rivers to more attractive, multi-functional, healthier environments that are easily accessible for passive recreation.
- » **LU Policy 20-2:** Study the reconfiguration of the Long Beach Breakwater in San Pedro Bay to improve and restore ecosystems and natural ocean processes.
- » **LU Policy 20-3:** Continue to explore opportunities to provide leadership in intergovernmental coordination of environmental stewardship and protection of nature’s systems and natural processes.
- » **LU Policy 20-4:** Promote learning programs and training activities that educate and inform about the natural environment.
- » **LU Policy 20-5:** Encourage the creation and expansion of nature centers, interpretive displays and wildlife habitats along the Los Angeles and San Gabriel Rivers.
- » **LU Policy 20-6:** Promote green infrastructure systems to preserve natural resources and to clean and filter out toxins from water bodies.



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Implementation

Identifying Working Solutions

5

“When it is obvious that the goals cannot be reached, don’t adjust the goals, adjust the action steps.”

Confucius

Chinese teacher, editor, politician and philosopher



5



Implementation

Identifying Working Solutions

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IMPLEMENTATION OVERVIEW

Realizing our vision for Long Beach, at both citywide and neighborhood-specific levels, is accomplished through a series of implementation measures and strategies. These measures and strategies translate the overall direction set forth in the Land Use Element from general terms to specific actions. As such, the Implementation Plan outlined in this chapter will guide City officials, commissions and committees, staff and the public in the overall effort to put into practice the Land Use Element goals, strategies and policies.

This chapter consists of two sections: 1) Citywide Implementation Strategies (Table LU-4), and 2) Neighborhood Strategies. The citywide measures address topics that apply to the City as a whole, while the neighborhood strategies are tailored to specific community and neighborhood areas. Neighborhood strategies involve both preservation and change within centers and along corridors, particularly with regard to access, mobility and open space.

Table LU-4 identifies the Land Use Element implementation measures. The table also identifies responsible departments, related policies from Chapter 4 (Land Use Plan) and the time frame to complete the implementation strategies.

- » **Responsible Department(s).** The lead City department which has primary responsibility for completion of a program will be listed. If additional departments or external agencies are involved in a critical or substantial supporting role, they are also listed.
- » **Related Policies.** The Citywide Implementation Strategies are correlated with one or more Citywide Goals, Strategies and Policies. Each Citywide Implementation Strategy is presented with a timeframe to guide the implementation of the Land Use Element.
- » **Time Frame.** A timeframe for existing and proposed (new) strategies and programs will be identified. Many strategies operate on an ongoing basis and are indicated as such. The timelines presented are only an estimate and may not occur as indicated due to unforeseen event, changes in funding, real estate market conditions or City operations.

Key to Time Frames:

- » Short-term = 0-5 years
- » Mid-term = 5-10 years
- » Long-term = 10-20 years
- » On-going = May require short-, mid-, and long-term actions