VILLAGE CENTER & HISTORIC NODE

implementation plan

NORTH LONG BEACH

FINAL DRAFT MAY 2004

FIELD PAOLI

LONG BEACH REDEVELOPMENT AGENCY

NORTH LONG BEACH:
VILLAGE CENTER AND HISTORIC NODE
IMPLEMENTATION PLAN

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INTRODUCTION

1.1 PURPOSE & GOALS

The purpose of the Implementation Plan is to provide the public and the City of Long Beach Redevelopment Agency (Agency) with specific direction towards the establishment of the Village Center along Atlantic Avenue at South Street and the Historic Node along Long Beach Boulevard at Market Street. The Village Center and Historic Node Implementation Plan (Implementation Plan) supplements the observations and recommendations contained within the North Long Beach Strategic Guide for Redevelopment (Strategic Guide) and the North Long Beach Street Enhancement Master Plan (Master Plan). The Implementation Plan strives to present a cohesive and consolidated implementation strategy, both for the Historic Node and for the comprehensive Village Center.

The Strategic Guide provides general goals for each of the two areas in North Long Beach, which were established in conjunction with the North Long Beach Project Area Committee (PAC).

For the Village Center:

"The goal of developing a Village Center is to create a definable unique center for North Long Beach to serve as the focal point for neighborhood identity and activity. The area has the potential to be a mixed-use area: a mix of shopping, restaurants, cafes, and community facilities, with housing located nearby or in the village center itself."

For the Historic Node:

"The structures near the intersection of Long Beach Boulevard and Market Street comprise the Historic Core of North Long Beach and were the original downtown of Virginia City, the name by which North Long Beach was formerly known. The historical significance of the area shall be maintained in its redevelopment and revitalization. The primary focus will be on streetscape enhancements, façade renovations, historic preservation and where possible, the provision of public parking."

The aim of the Implementation Plan is to provide a working document that incorporates the vision of the community, sets concrete goals and priorities for the development of the Village Center and Historic Node and establishes actions for implementation. Continual participation by the Long Beach Redevelopment Agency (Agency) and Library staffs, the North Long Beach Project Area Committee (PAC), and the public at large has helped to mould the contents and thrust of this Implementation Plan. The strategies enumerated in this document will assist in the implementation of these vital and active centers for North Long Beach.

Village Center

The Village Center encompasses an area that stretches from 56th to 59th Streets, one block on each side of Atlantic Avenue, with South Street in the middle of the focus area. Even though the primary attention will be on this four-block area, the Implementation Plan also examines an additional half block in all directions along Atlantic Avenue and South Street to better define the perimeter of the Village Center and establish a clear transition.

Historic Node

The Historic Node encompasses parcels bordering both sides of Long Beach Boulevard between 53rd and 55th Streets and one block on the east side only between 56th Street and Louise Street.

To arrive at conclusive implementation strategies for these areas, it has been important to understand them in relation to the larger context of current development in North Long Beach and to existing planning documents about the area. This understanding has been achieved through study of the Strategic Guide and the Master Plan, as well as through a series of meetings with the North Strategic Guide Steering Committee including the Agency and members of the public. In the formulation of the Implementation Plan, the Field Paoli team worked through a series of steps, each of which culminated in a meeting and presentation. The process included the following steps:

Step 1 – Commencement Meeting (April 10, 2003)
Discussion of implementation plan purpose, aims and objectives, general scope and method.

Step 2 – Second Meeting - First Thoughts and Ideas (May 29, 2003)
Presentation of site observations and identification of assets and opportunities. Framing of different scenarios and exploration of strategies related to various uses, parking and open space. Identification and exploration of site options for a branch library.

Step 3 – Third Meeting – Preferred Directions (August 26, 2003)
Incorporation of comments received from PAC and Agency staff, delineation of a preferred vision and work towards presentation of a preferred direction that can be taken to the Redevlopment Agency Board, full PAC and the community. Establishment of preliminary priorities and phases for implementation.

Step 4 – Preliminary Draft Preparation

Preparation of preliminary draft and submittal to Agency staff and PAC Steering Committee. Comments and corrections then to be incorporated into the final draft and presentations made to various public bodies including the Redevelopment Agency Board.

Step 5 – Draft Plan Presentation (December 1, 2003)
Presentation of preliminary draft Plan to Community Steering Committee.

Step 6– Public Meeting (January 24, 2004)

Step 7 – Redevelopment Agency Board Study Session (January 26, 2004)

Step 8 – Special PAC Meeting (January 27th, 2004*)*
Feedback from the two public workshops, the Redevelopment Board Study Session and the special Project Area Committee meeting was positive and many comments received at those meetings have been incorporated into the Implementation Plan. Local residents were supportive of the plan to address nearby multi-family residential buildings which have contributed to problems in the area. Another frequent comment was the need to address the supply of convenient parking.

1.3 APPROACH

The Village Center and the Historic Node shown as the centers of North Long Beach

Two fundamental questions arose at the beginning of the Implementation Plan process. The first question was: How do we distinguish the Village Center and the Historic Node from their surroundings and make them distinct places? Posed in another way: How will you know that you have arrived in either place? The second question was: What are the policies and actions that will strengthen the Village Center and the Historic Node and what plan will make them best serve the North Long Beach community?

An assumption of the Implementation Plan is that the Plan will follow and incorporate recommendations contained within the North Long Beach Strategic Guide for Redevelopment (Strategic Guide) and the North Long Beach Street Enhancement Master Plan (Master Plan). One of the primary recommendations of the Strategic Guide was that the Village Center and the Historic Node be genuine centers for the neighborhoods of North Long Beach and that both should be strengthened and given highest priority for expenditure of resources available for North Long Beach.

Both the Village Center and the Historic Node are located along wide, north-south streets that are continuous commercial corridors, Long Beach Boulevard and Atlantic Avenue respectively. Currently in many parts of Long Beach, wide streets are zoned for continuous commercial land uses and the result has been that the character of the streets are often repetitive and undistinguished in architecture, landscape and signage. Long Beach Boulevard and Atlantic Avenue have such a condition

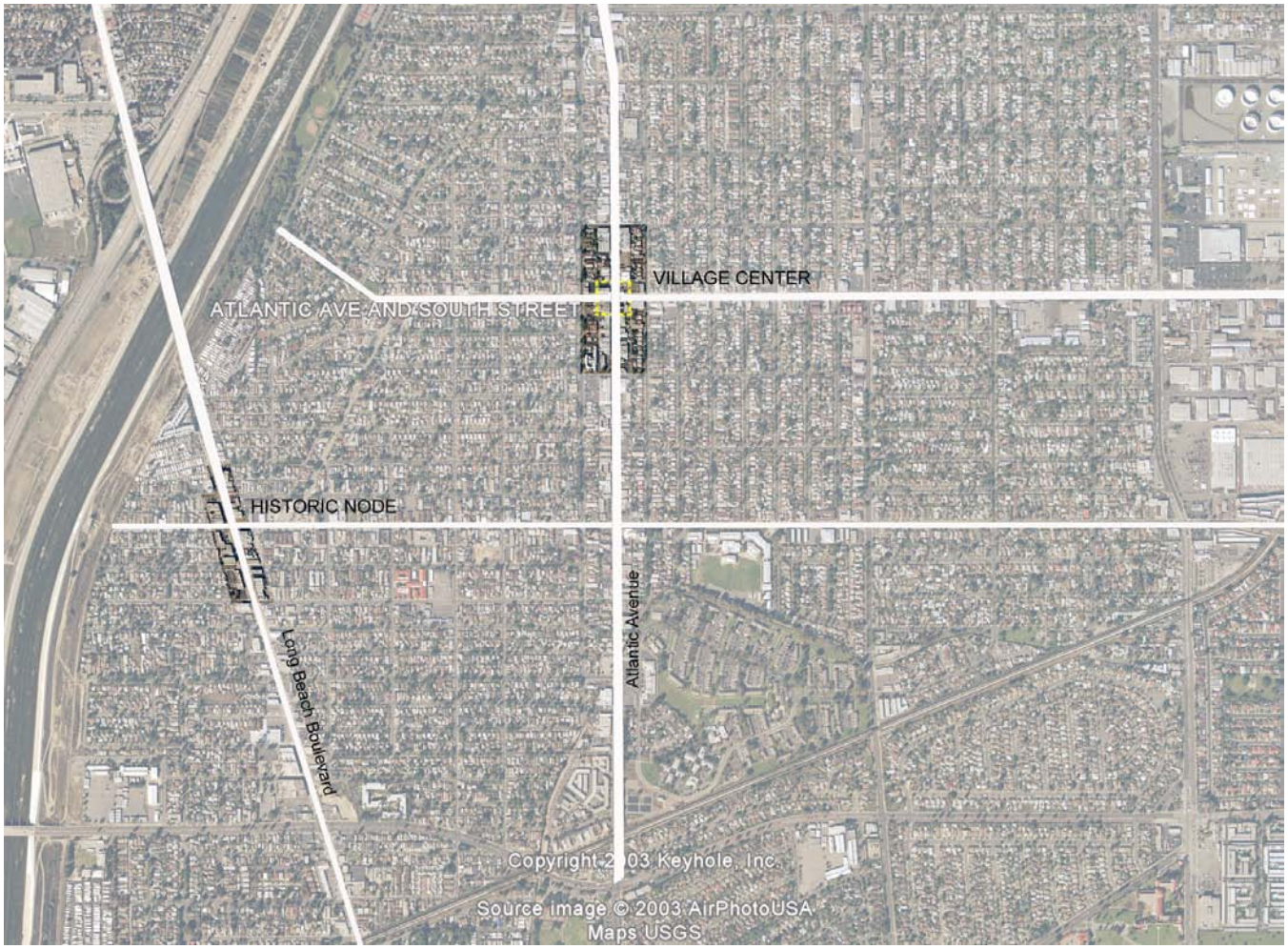
Continuous commercial development that currently exists along major streets in North Long Beach

along much of their length. Therefore, critical elements of the Implementation Plan are to concentrate commercial and community uses in the Village Center and the Historic Node, not continuously along all major streets, and to adopt design strategies to recognize and enhance the unique features of the Center and the Node. This may involve relocation of existing successful businesses from along the corridor into the node.

In public meetings, community comments and suggestions were sought as a way of defining uses and features that people wanted to see in these areas.

In order to capture and augment the strengths of the Village Center and Historic Node, the two areas were studied to determine a clear urban design strategy for walkability, streetscape design, traffic patterns, parking locations, building character, and potential sites for infill development. In addition, aspects of implementation include marketing ideas, the possibility of business improvement districts, façade improvement programs, historic recognition and documentation, and other programs.

The Village Center and Historic Node are considered to be the hearts of the community. However, they differ in the sense that the Village Center is intended to be the cultural, commercial and social heart of the larger North Long Beach area, while the



Historic Node and Village Center are emphasized as the centers of North Long Beach through implementation policies and actions

Historic Node, which is formed around the preservation of historic buildings, caters primarily to the local needs of its surrounding residents. Physically, the Village Center conjures up an image of two and three - story buildings, tree-lined sidewalks with cafes, small neighborhood shops that cater to local needs, restaurants and cultural amenities that draw people from the larger North Long Beach Area to the Center. The Historic Node in contrast conjures up an image of local establishments that serve the needs of the neighboring ethnic community, set in the context of historic buildings amidst an enhanced streetscape. In essence, both the Village Center and Historic Node are intended to be pedestrian environments where buildings open up to the public realm and the continuous rhythm of small buildings and shops make walking a pleasant experience.

Specifically for the Village Center, the programmatic fulcrum on Atlantic Avenue is a branch library and a community center. This dual center is to be complemented by coffee shops, cafes and the numerous small retail establishments that line the street edge along Atlantic Avenue. With restaurants, neighborhood retail, and some professional office space, the mix of activity and buildings could result in a viable, active and successful Village Center for all of North Long Beach.

Specifically for the Historic Node, the major actions for implementation include the preservation and renovation of historic buildings and a streetscape design that increases walkability on a heavily trafficked Boulevard.

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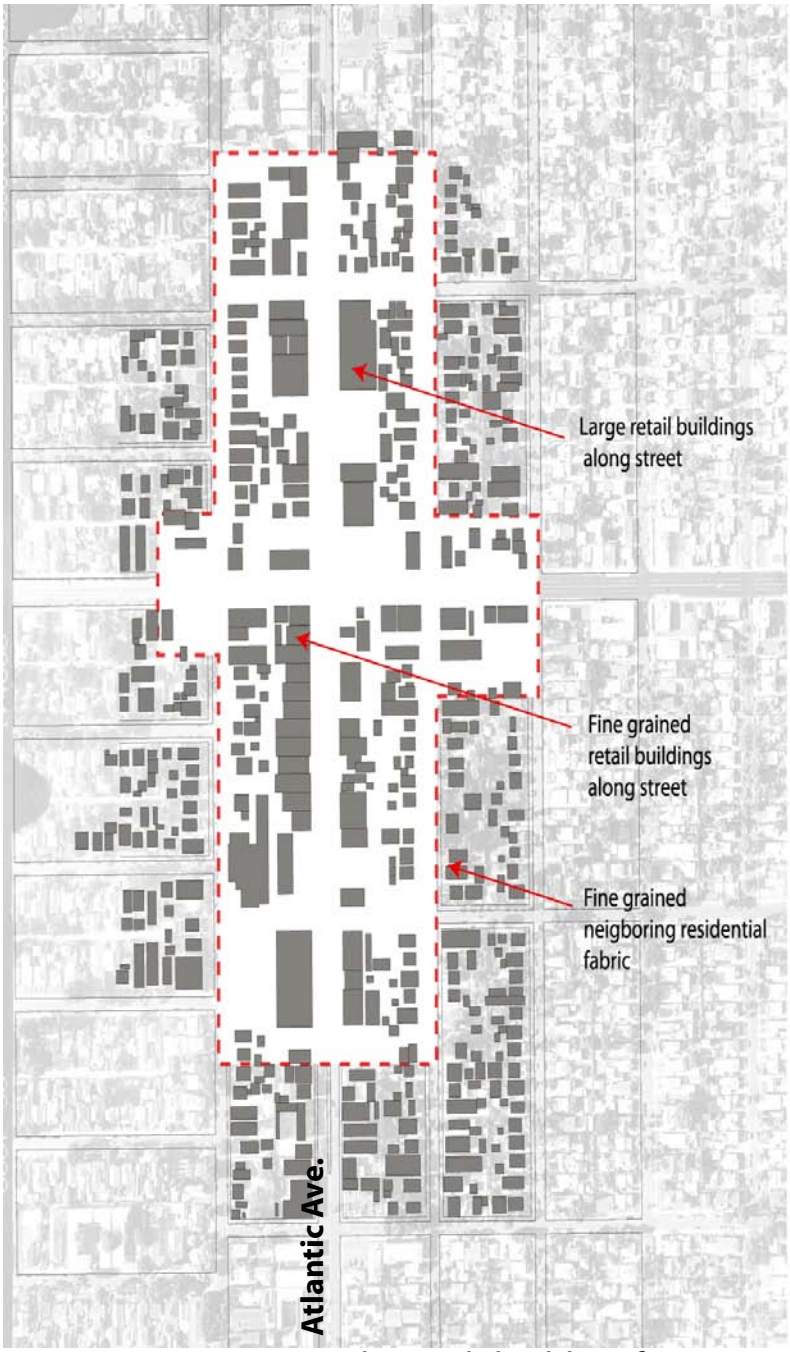
VILLAGE CENTER

2.1 URBAN DESIGN ANALYSIS/ SITE OBSERVATIONS

the site area

The Village Center encompasses an area that stretches from 56th to 59th Streets with South Street in the middle of the focus area. Even though the primary attention will be on this four-block area, the Implementation Plan also examines an additional half block in all directions along Atlantic Avenue and South Street to better define the perimeter of the Village Center and establish a clear transition.

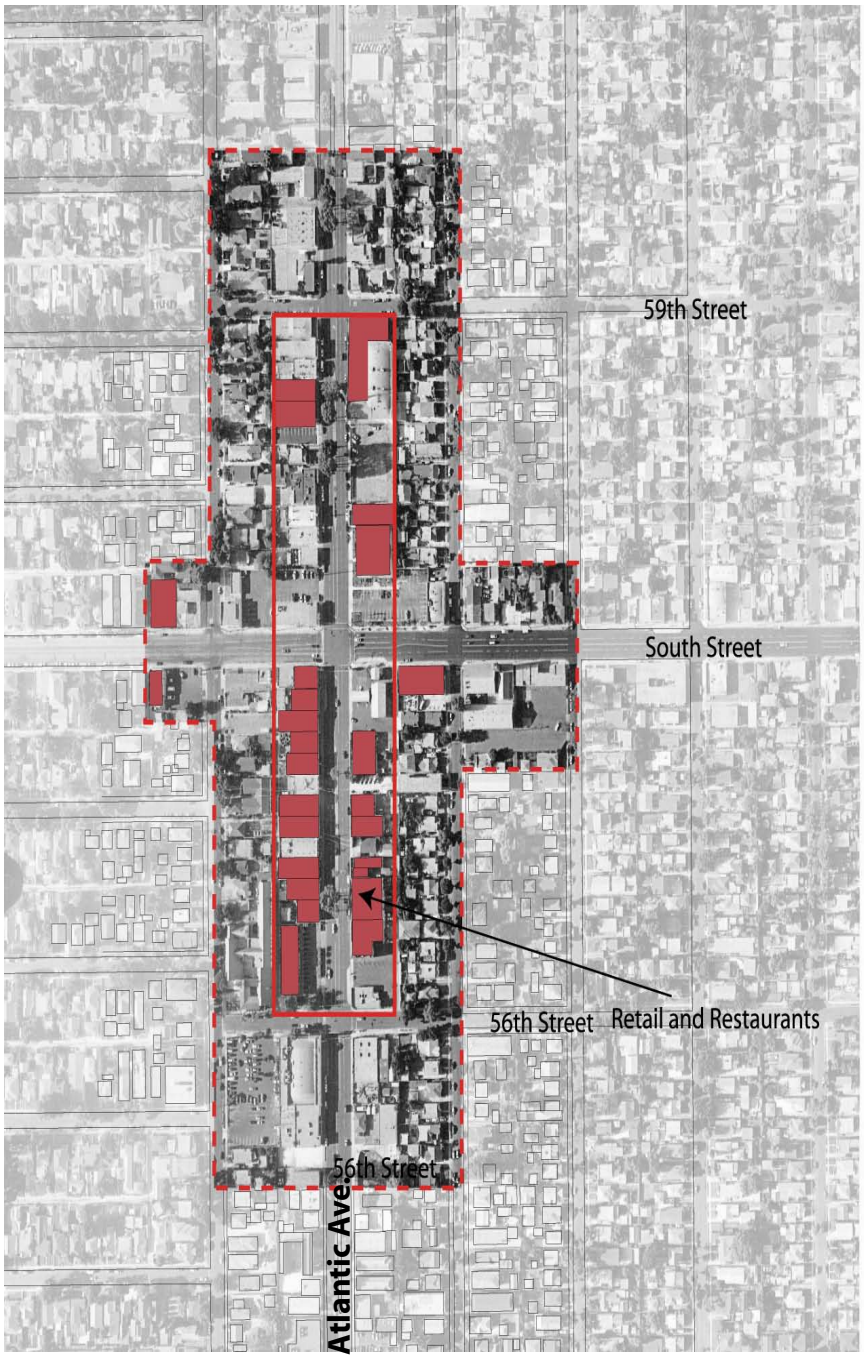


plan with building footprints

The plan with building footprints—which shows the relative size of buildings, and the relationship of buildings to open space—shows some large footprint buildings along Atlantic Avenue. Smaller retail structures are connected by party walls creating larger masses of buildings and a continuous street edge. Buildings to the east and west of Atlantic are generally small buildings on smaller parcels; they are residential structures.

community uses

Community uses are scattered throughout the study area. The theater adjacent to the furniture store is currently being used as a weekend congregation space. There is a greater concentration of retail and restaurants in the southern half of the site.

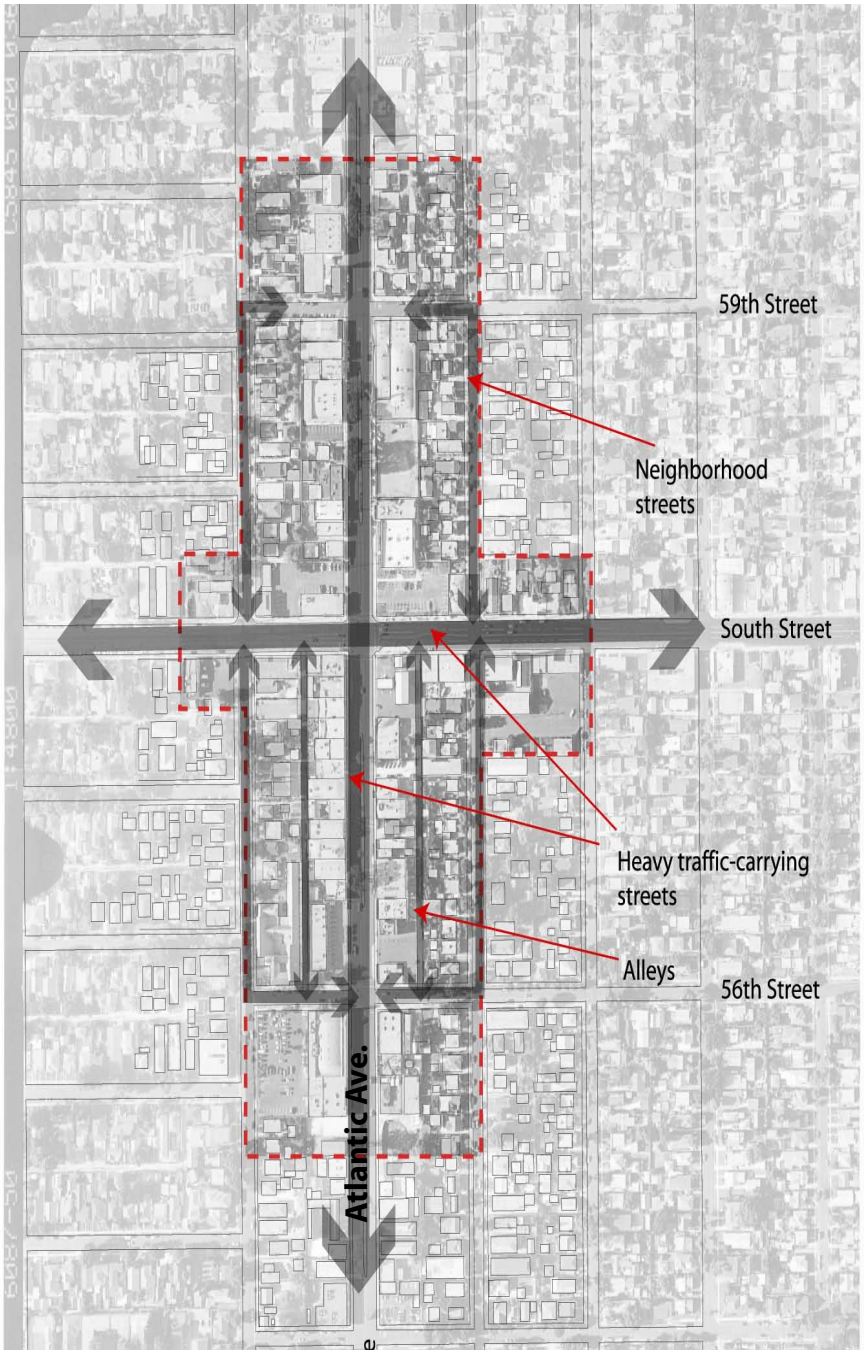


retail & restaurant uses

Retail and restaurants are the predominant land use type at the Village Center. The southern two blocks have a greater concentration of retail and restaurants. A gas station at the intersection of South Street and Atlantic Avenue and the AutoZone store opposite from it are the two large retail uses. AutoZone in particular, with its inert street-frontage along Atlantic Avenue, and its wide set-back along South Street does not particularly contribute to the goal of creating a pedestrian-friendly Village Center.

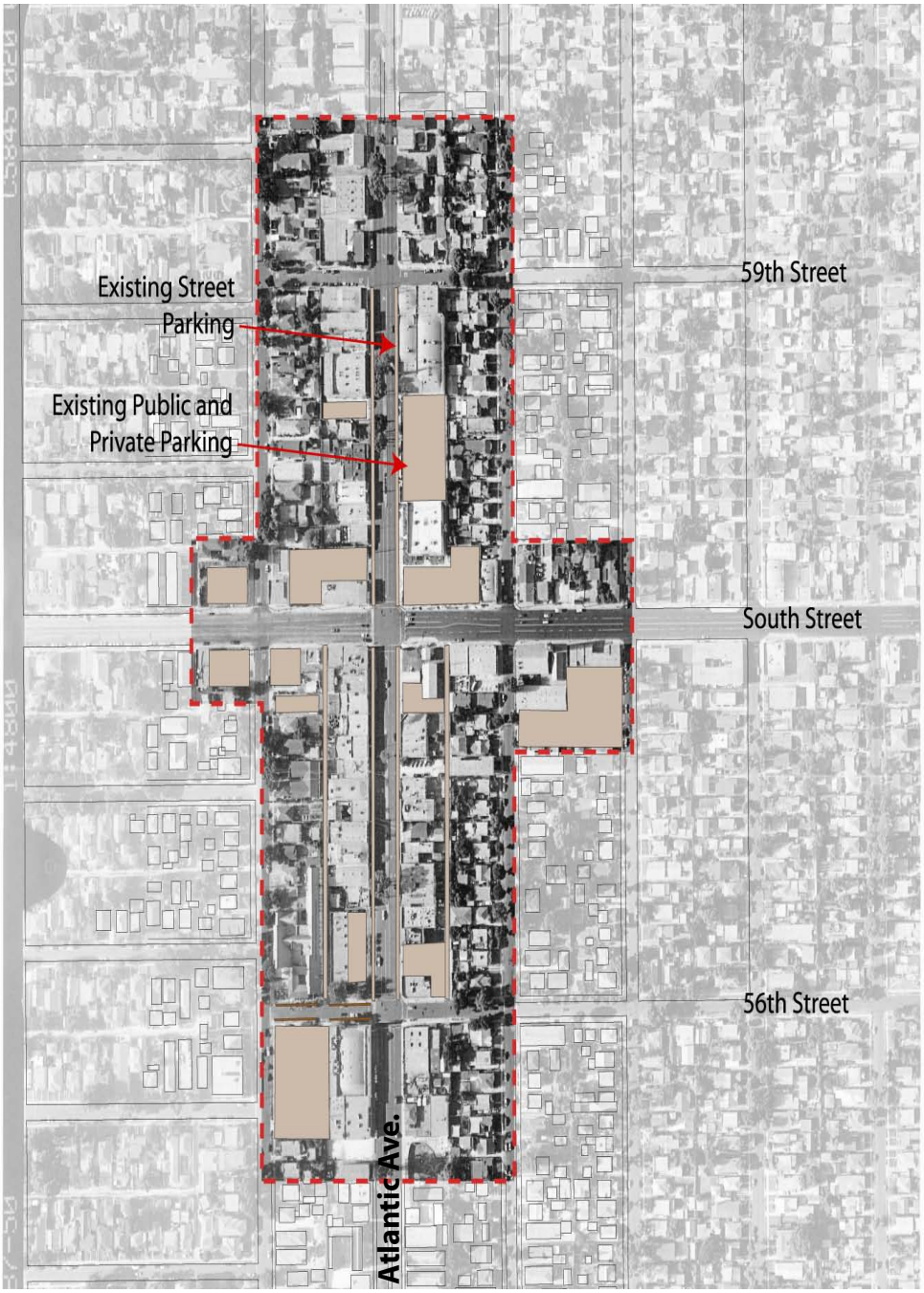
street pattern

Atlantic Avenue and South Street are the primary streets going through the Village Center area. Atlantic Avenue is a fairly busy north-south arterial and even though it is slightly narrower than South Street, it carries more traffic. Linden and Lime Avenues run north-south, parallel to Atlantic and form a second layer of streets connecting the Village Center area to the surrounding community. The blocks south of South Street are bisected in the north-south direction by alleyways. These alleyways form a tertiary system of streets, and can be very useful in servicing businesses along Atlantic Avenue or acting as a quieter street onto which rear patios of buildings can look out.



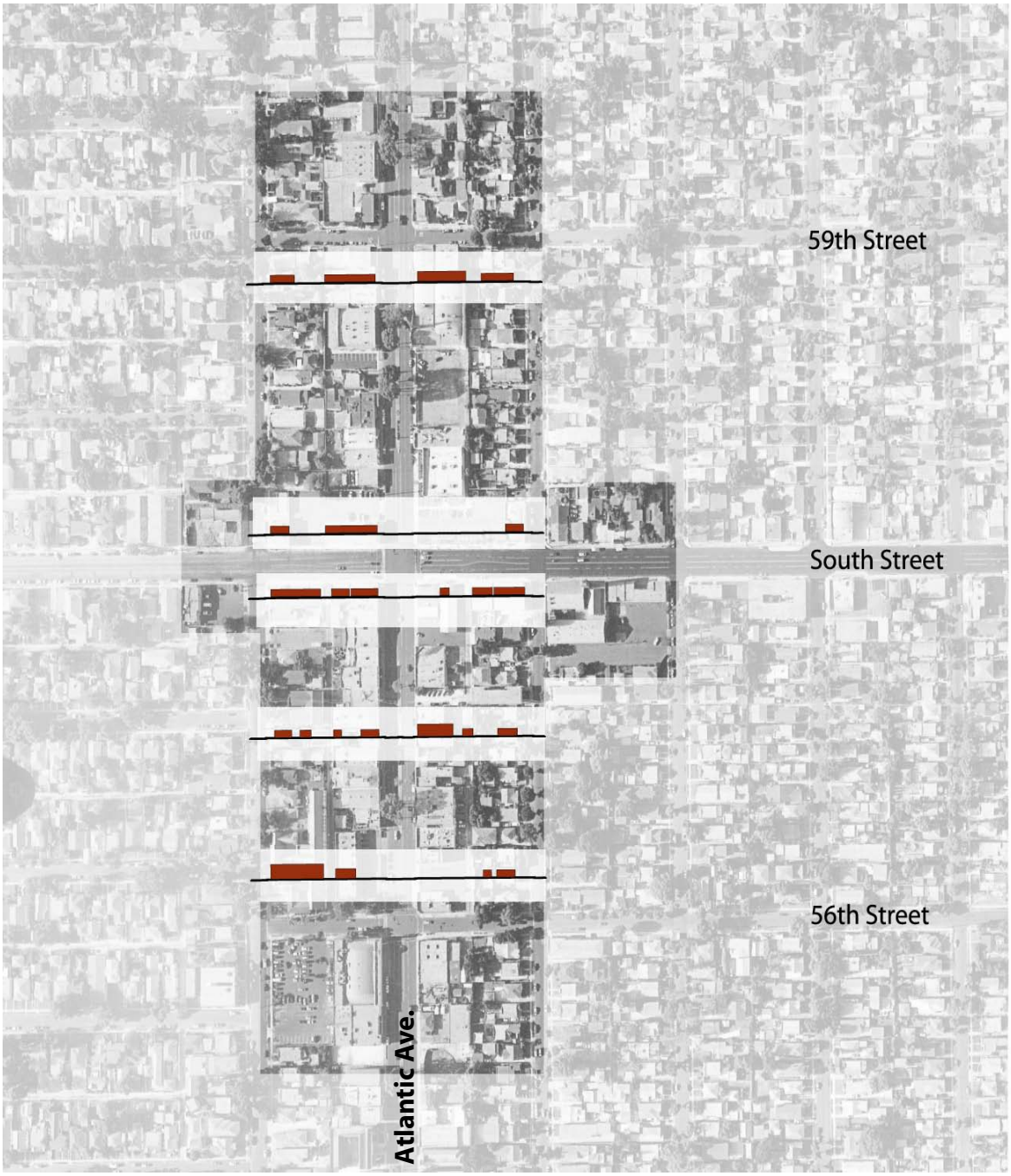
vehicular circulation

Atlantic Avenue and South Street are the heavy traffic-carrying streets. The intersection of the two is fairly congested, which is further exacerbated on the western edge with a pharmacy and laundromat located almost right against a very narrow sidewalk. Linden and Lime Avenues are neighborhood streets carrying lower volumes of traffic. The southern two blocks of the Village Center are bisected in the north-south directions by service alleys. These alleys assist in local vehicular circulation and can also serve as back streets off which parking can be located.



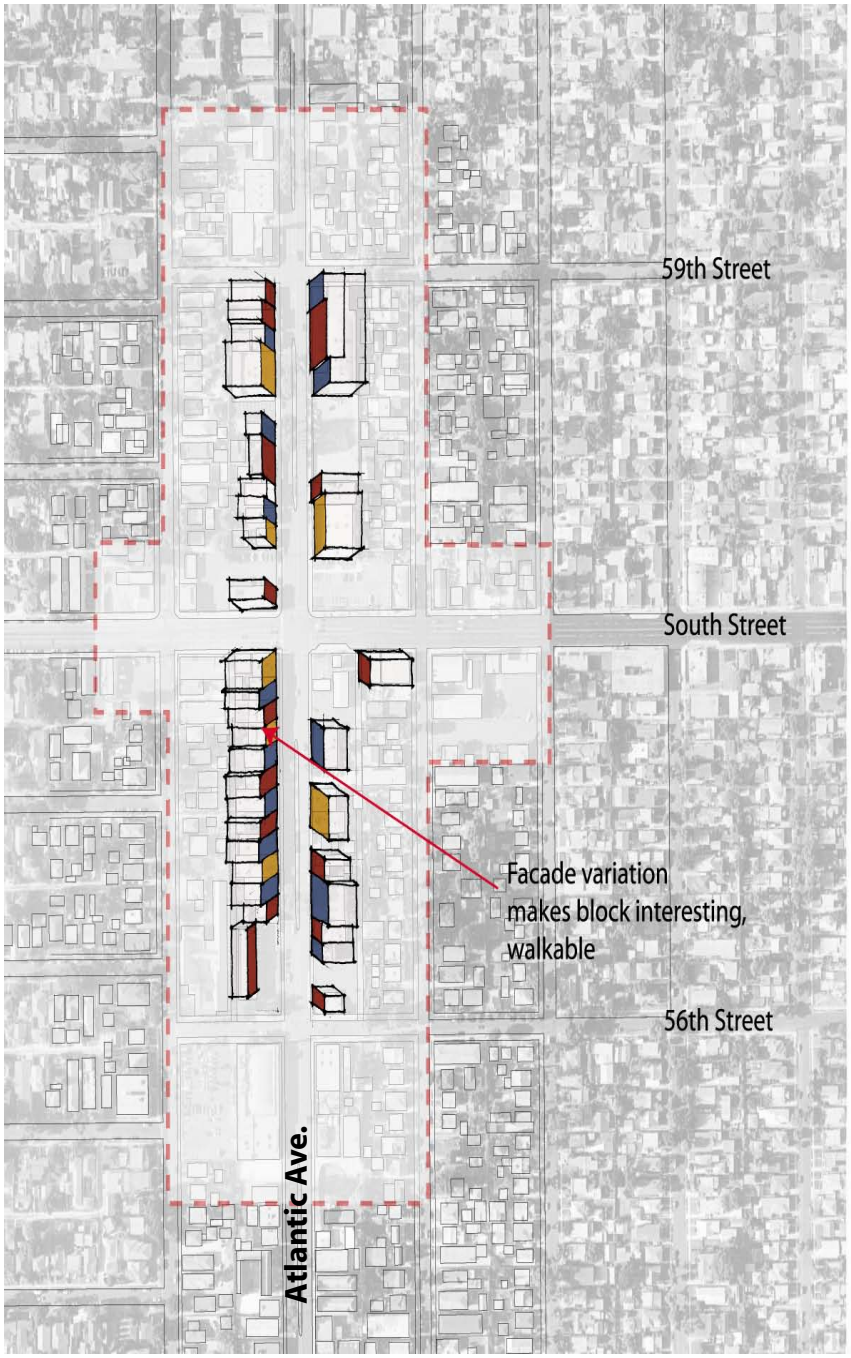
parking

While there is limited street parking along Atlantic Avenue and South Street, dedicated parking lots are scattered and serve immediate businesses. At present there is no large parking resource or shared parking.



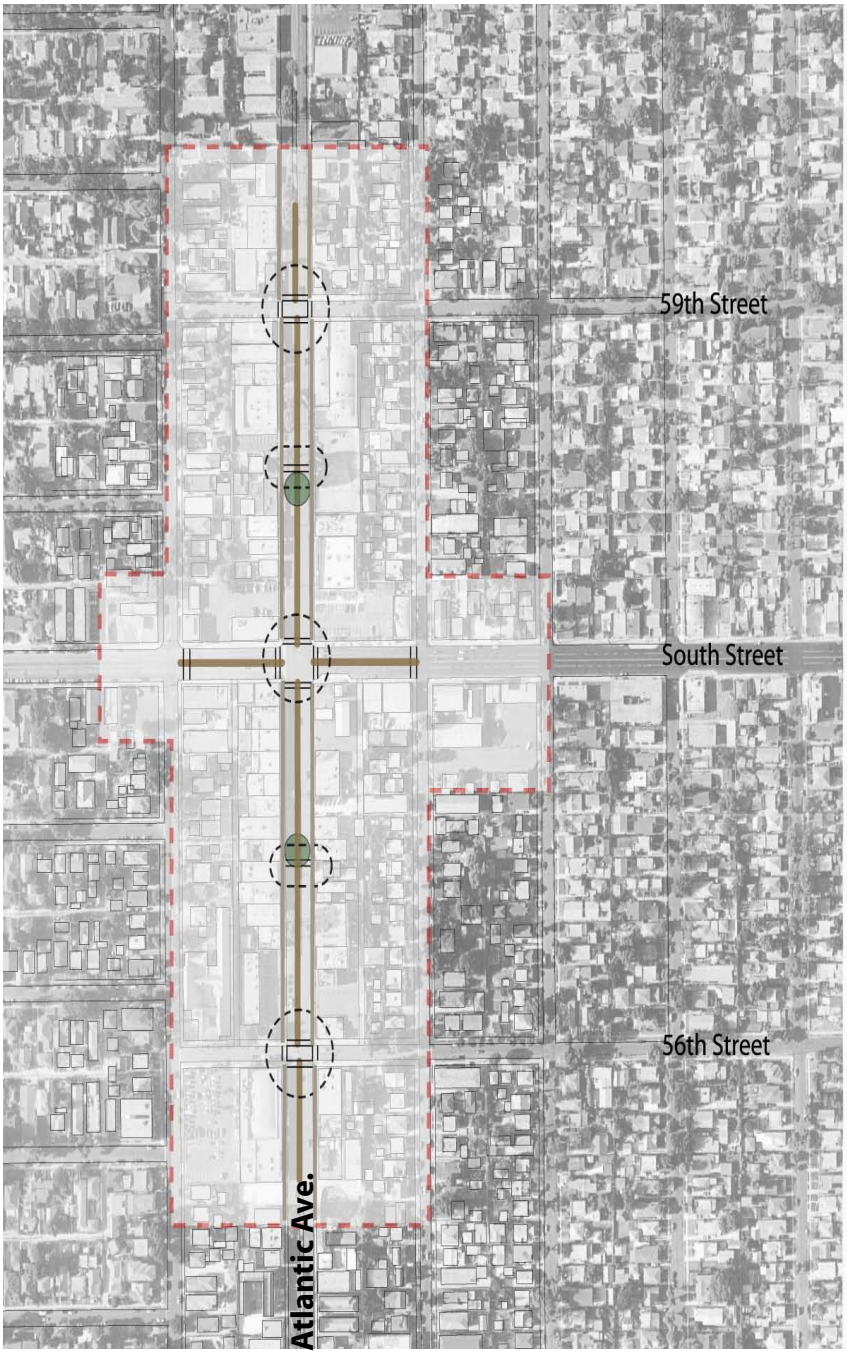
street sections & scale

Most buildings in the Village Center are one-storied structures. There are a few scattered two storied buildings. Section diagrams taken across the street show a series of gaps in the building fabric, which leads to inconsistent street enclosure. Considering the width of the street, the buildings are rather low-scaled and scattered.



facade variation

A majority of the western side and a significant portion of the eastern side of Atlantic Avenue between South and 56th has small neighborhood retail stores and small restaurants that occur continuously along the edge. Facades change from store to store and the resulting variation in street frontage gives the place "a village feel" and provides a degree of visual variety that is conducive to pedestrian activity.

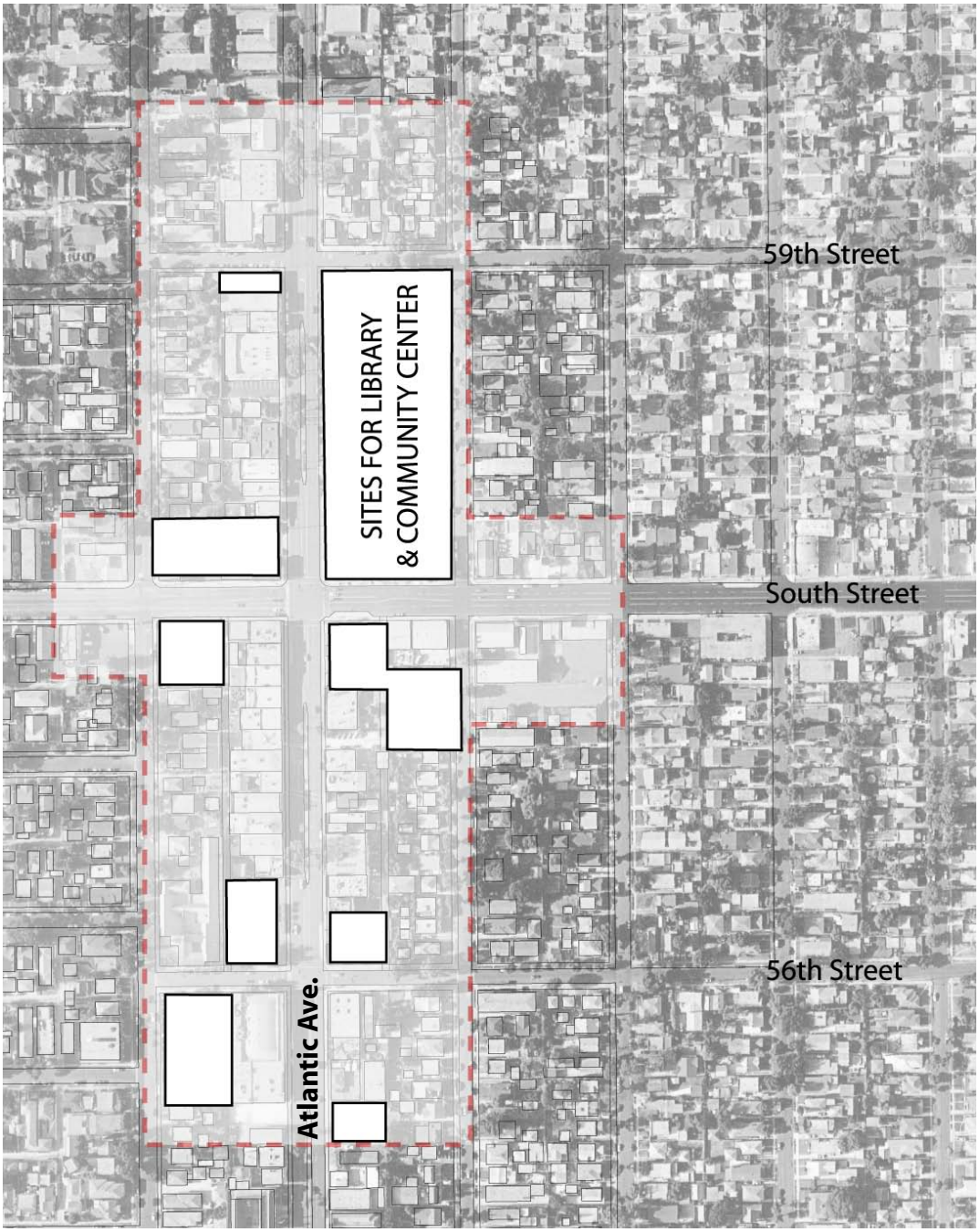


walkablility

The urban design implementation strategy was developed out of the input received from members of the Redevelopment Agency Board and North PAC, Agency staff and others who attended the Village Center and Historic Node Implementation Plan meetings.

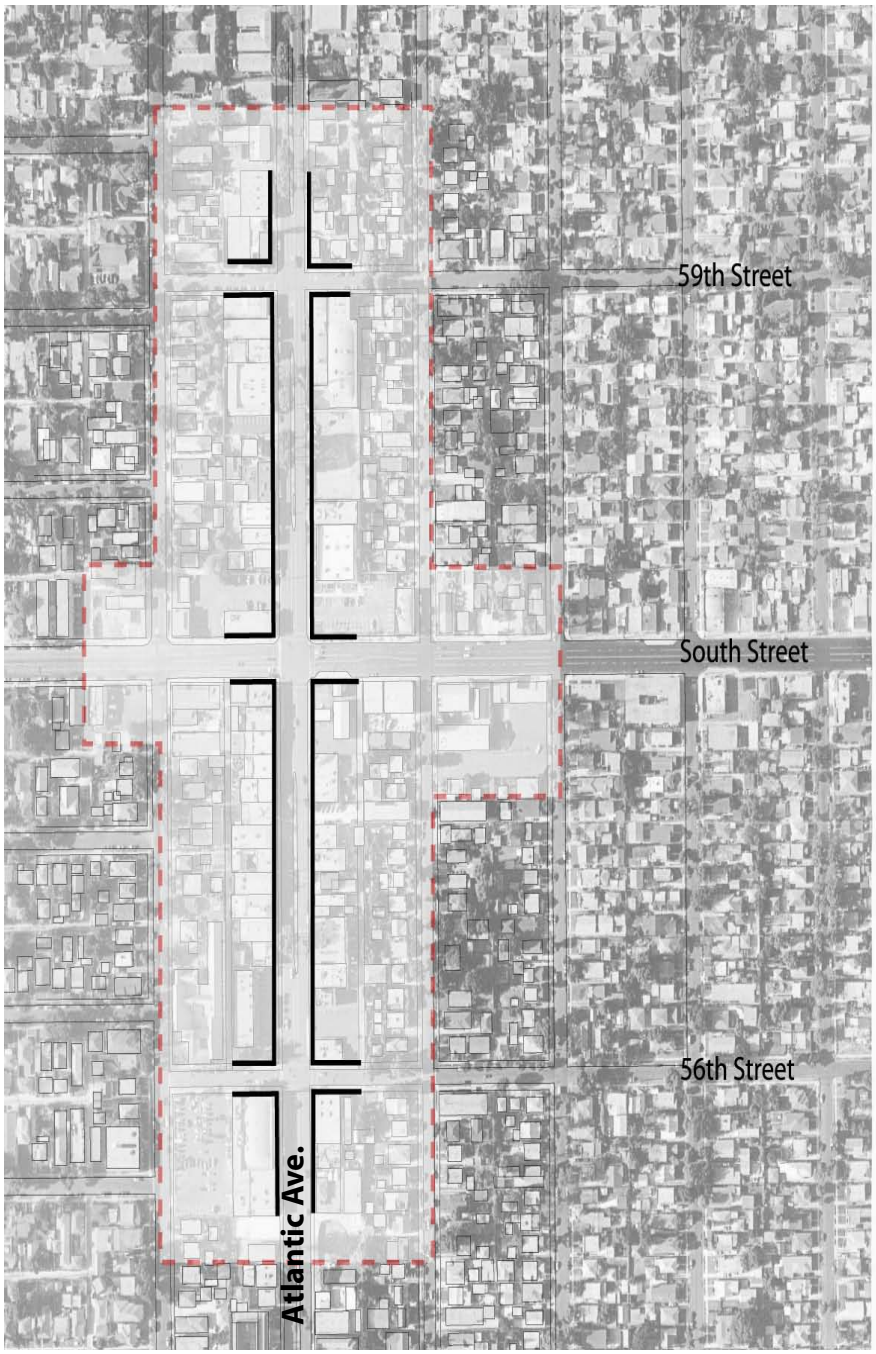
The goal is to create a place that supports area-wide community uses for all of North Long Beach. The implementation strategy aims to create a walkable Village, with its own distinct architectural image, where people can shop, eat and linger.

A pedestrian-friendly place can be achieved by providing wide, unhindered sidewalks and safe crosswalks to get across from one side of the street to the other.



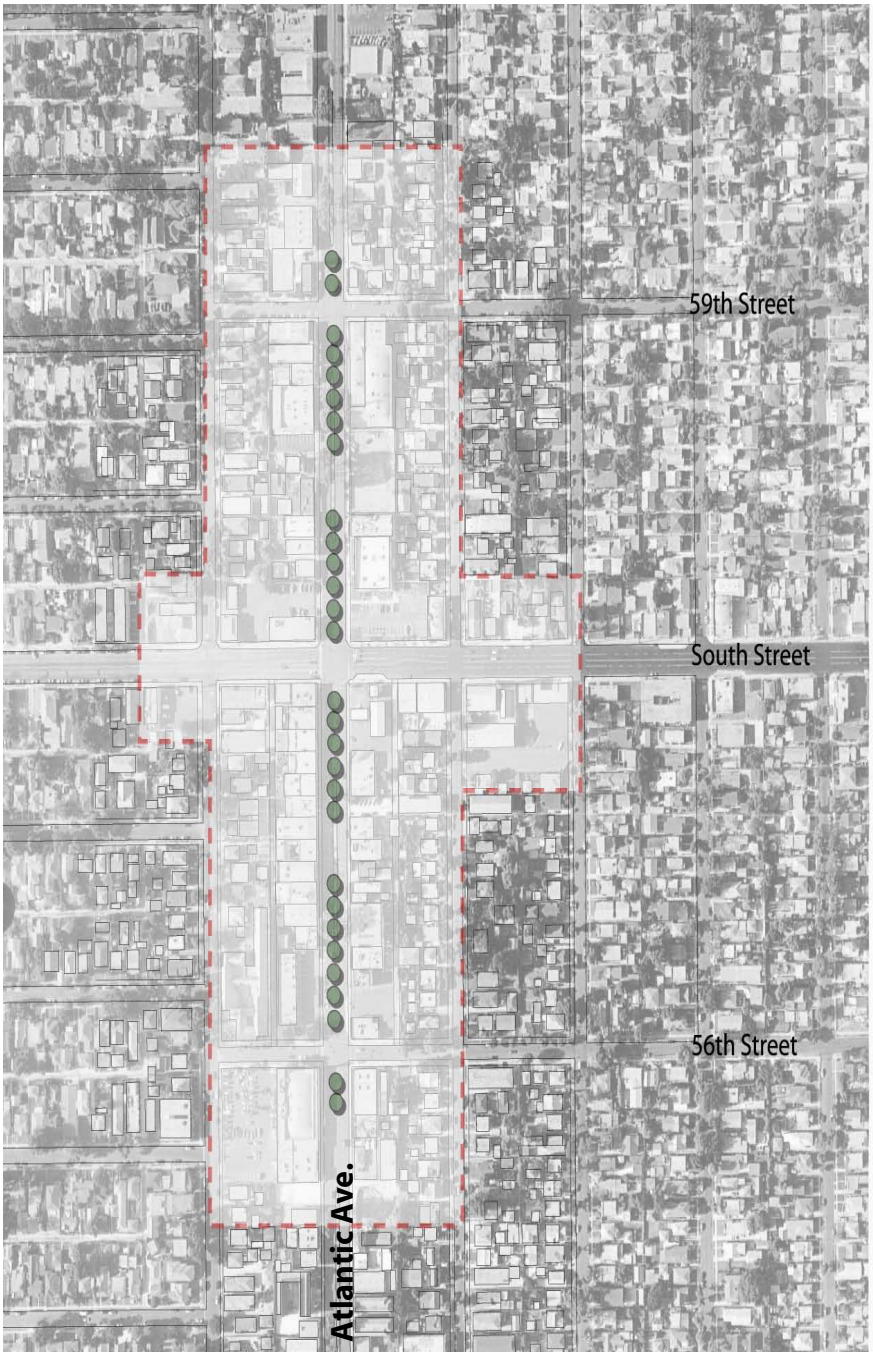
potential redevelopment sites

Another important goal is to develop underutilized sites and redevelop other sites which are incompatible with the overall vision of creating a Village Center. New development can take the form of complete rebuilding or infill development. Among the new redevelopment projects planned for the North Long Beach Village Center are a library and community center on the block between Atlantic Avenue and Lime Avenue north of South Street. These and other new projects will be phased over time.



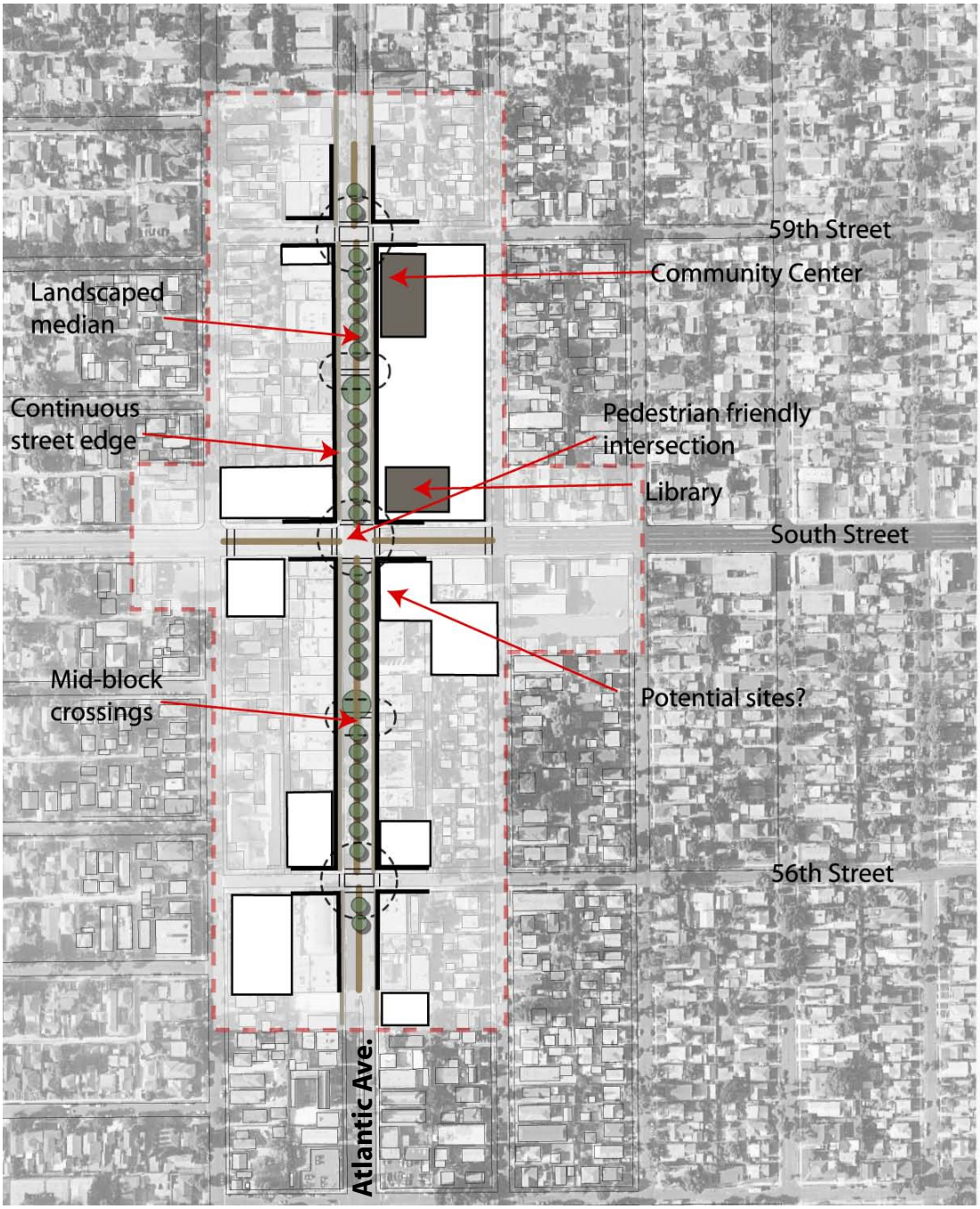
continuous street edge

Providing a continuous street edge along Atlantic Avenue and South Street will make walking a pleasurable experience and provide the density that is necessary to create a Village Center atmosphere



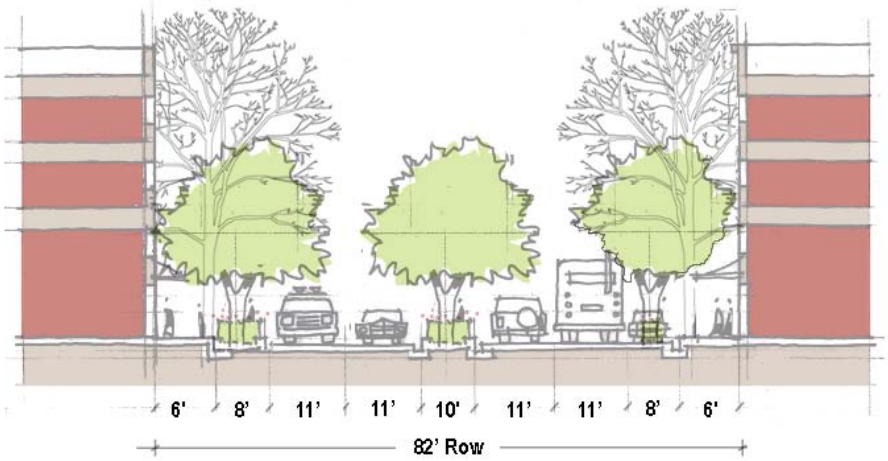
streetscape

Development of the streetscape will enhance the experience of the Village Center. A continuous planted median along Atlantic Avenue can give the Village Center a distinct identity. It will also help mark a distinct point of arrival.



composite strategies

The composite diagram of urban design strategies shows the various aspects enumerated above working in concert to achieve the urban design goals.



Section sketch of Atlantic Avenue in Village Center

streetscape section

Three Year Action Plan:

Actions to be taken in the short-term for implementation of the Village Center plan follow the composite strategies and include three primary program categories: A. Walkability and Streetscape, B. Development, and C. Other Supporting Programs.

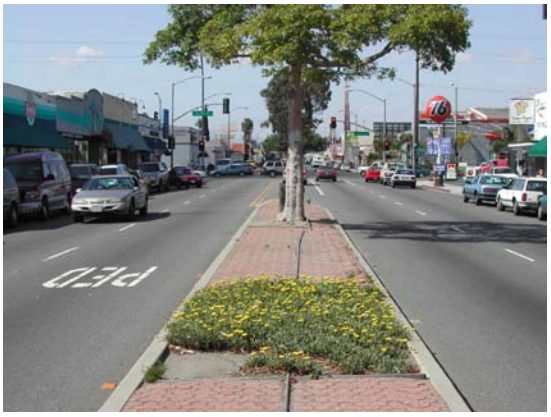
A. Walkability and Streetscape Program:

Short-term actions include:

- Widening sidewalks within the area.
- Installing upgraded pedestrian crosswalks at all crossings of the three major intersections with Atlantic Avenue(South, 56th and 59th Streets) and at two mid-block crossings.
- Providing new landscaped medians on Atlantic Avenue within the area.
- Installing street trees in the sidewalks at the curbs and in the medians.

This will require the following action steps:

1. Hire an engineering firm to design street work, including street furniture and street trees. Install street trees in the medians and in the sidewalks at the curbs if possible.
2. Explore possibility of narrowing the existing median and widening the sidewalks.
3. Design upgraded pedestrian crosswalks at all crossings of the three major intersections (South, 56th and 59th Streets) and at two mid-block crossings.
4. Secure approval of the streetscape design plan.
5. Acquire any right of way needed to implement the streetscape plan.
6. Develop specifications and construction drawings for streetscape improvements and advertise for construction bids
7. Award bid for work, issue contract for construction and build the streetscape.



walkability

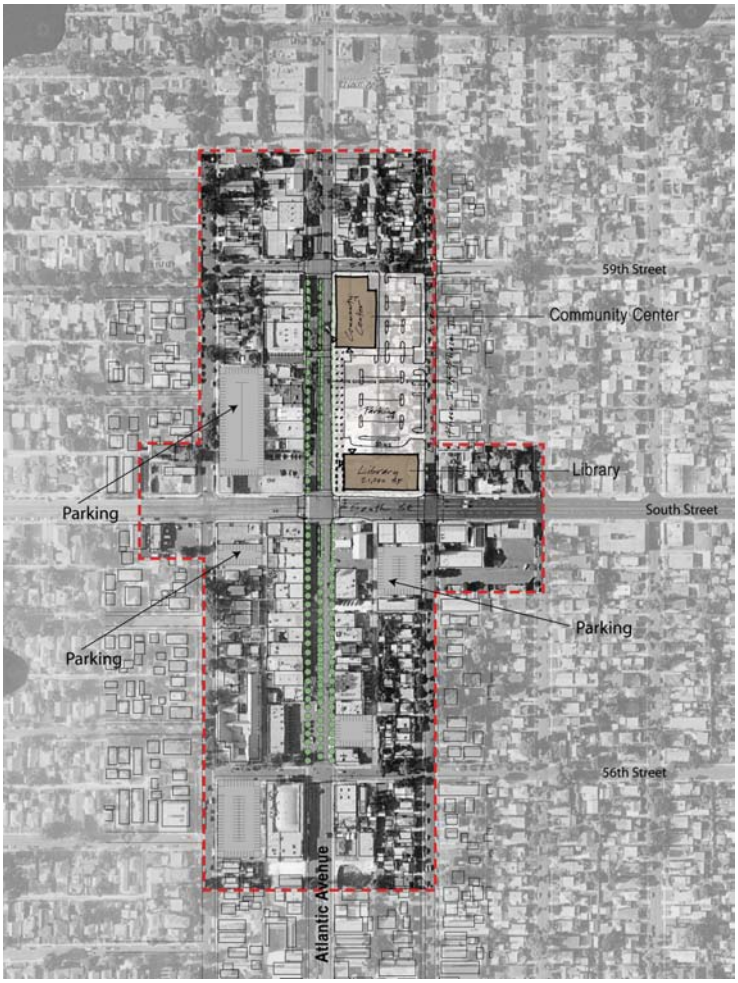
B. Development Program:

Short-term actions include:

- Acquire northeast block at Atlantic and South for a new library and a community center
- Complete Community Center Needs Assessment and explore usability of existing buildings.
- Design and construct new library.
- Implement and market a targeted façade improvement program with design guidelines.
- Develop additional public parking for the area.

This will require the following action steps:

1. Acquire a site for a new expanded library branch and community center with associated parking.
2. Complete a needs assessment and business plan for the community center, including programming to be provided, staffing needed, space needs and adaptability of existing buildings, and on-going operating costs and revenue sources to finance the center.
3. Develop the next steps needed to develop the community center. (Steps will vary depending on programming, space needs and financing sources previously identified.)
4. Relocate existing businesses, tenants, and residents as necessary.
5. Demolish unneeded buildings and clear site.
6. Design the new library and community center with community input.
7. Develop specifications and construction drawings for new library and community center (or rehabilitation plans) and advertise for construction bids.
8. Award bid for work, issue contract for construction/rehabilitation and build library and community center.
9. Implement and market a façade improvement program with design guidelines.
10. Identify and acquire a site(s) for additional public parking.
11. Design parking improvements.
12. Develop specifications and construction drawings for new public parking and advertise for construction bids.
13. Award bid for work, issue contract for construction, and build parking improvements.



C. Other Supporting Programs:

Short-term actions include:

- Develop litter abatement program.
- Create business recruitment program.
- Develop marketing program.

This will require the following action steps:

1. Work with local businesses and community groups to develop and implement a litter abatement program.
2. Develop inventory of existing businesses and available properties, and distribute with demographic data to local real estate brokers. Update quarterly.
3. Identify existing successful businesses along corridors slated for conversion to residential and offer them incentives to relocate to the Village Center.
4. Work with a real estate broker to develop and implement program to market and attract new retail shops and restaurants to the area.
5. Develop logos for use in marketing materials.
6. Develop banner program and install banners.
7. Develop a newsletter to keep area businesses informed.

The following related documents can be found under Volume 2 (References & Exhibits) :

Exhibit 3 – Reuse of Village Center block bordered by South Street, Atlantic Avenue, 59th Street and Lime Avenue

Exhibit 4 – Commercial Facade Approved Architect/Designer List

Exhibit 5 – Village Center/Historic Node Marketing Status Report

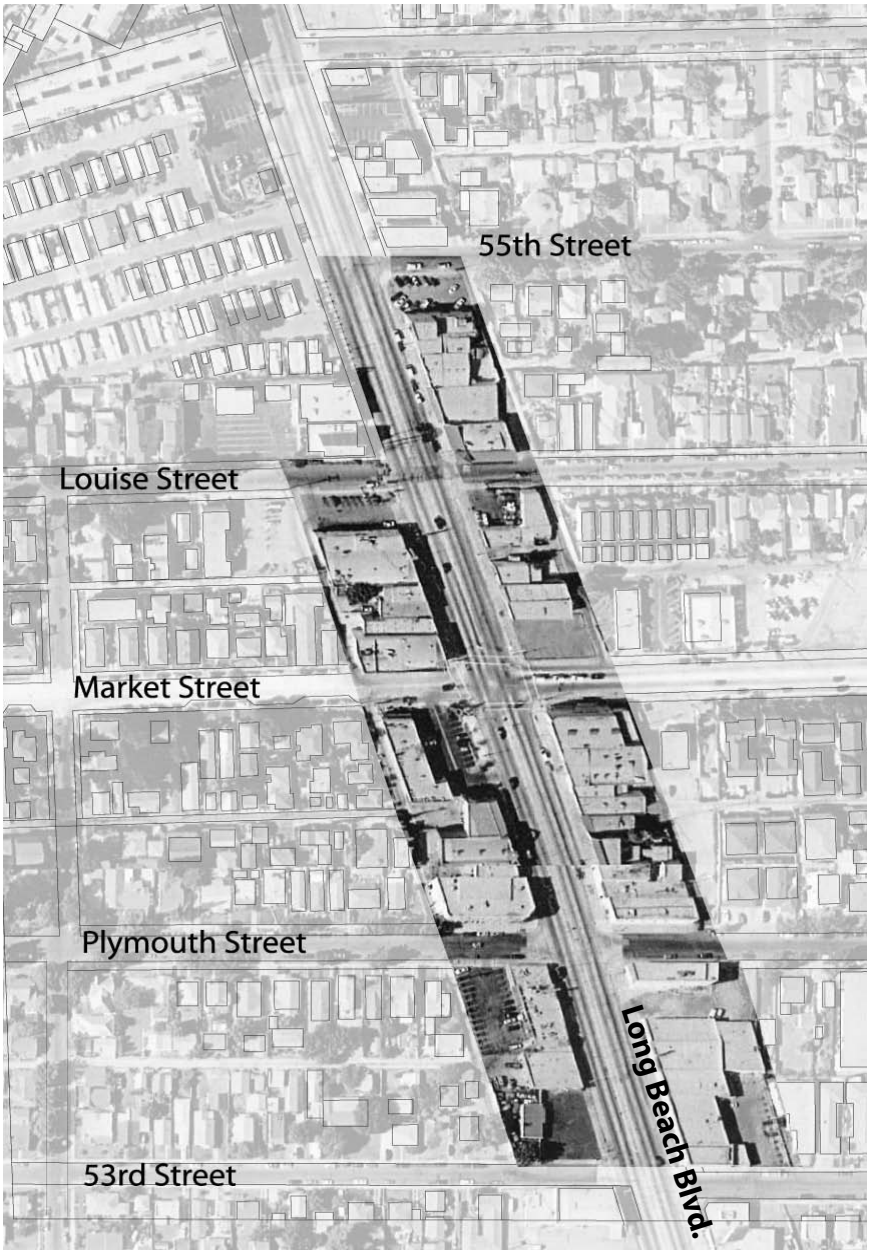
2.4 IMPLEMENTATION SCHEDULE

Activity	Lead Staff	Start Year	Completion Year	Budget
Walkability & Streetscape Program				
Develop Atlantic Avenue Streetscape Improvements between 56th Street and 59th Street	Redevelopment Project Officer	2004	2005	$2,500,000
Development Program				
Acquire Northeast Block for a New Library and Community Center Site	Redevelopment Project Officer	2004	2005	$9,500,000
Implement and Market a Targeted Façade Program with Design Guidelines	Development Project Manager	2004	2005	$750,000
Complete Community Center Needs Assessment	Steering Committee and Consultant	2004	2004	$50,000
Explore Reuse of Existing Theater and Furniture Store Building to Effectively Meet Community Center Needs.	Redevelopment Project Officer	2004	2005	$50,000
Design New Library	City Librarian	2004	2004	$200,000
Construct New Library, if necessary or take steps to towards reuse of existing structures	City Librarian & Public Works	2005	2007	$7,000,000
Develop Additional Public Parking for the Area	Redevelopment Project Officer	2004	2006	$1,500,000
Construct New Community Center if necessary	Redevelopment Project Officer	2006	2008	Unknown
Other Supporting Programs				
Develop Village Center Anti-Litter Campaign	Development Project Manager	2004	On-going	N/A
Create Business Recruitment and Retention Program	Development Project Manager	2004	On-going	$25,000
Explore feasibility of Parking and Business Improvement District	Development Project Manager	2006	2006	Unknown
Implement Marketing Program	Development Project Manager	2005	On-going	$25,000

3

HISTORIC NODE

3.1 URBAN DESIGN ANALYSIS/ SITE OBSERVATIONS



the site area

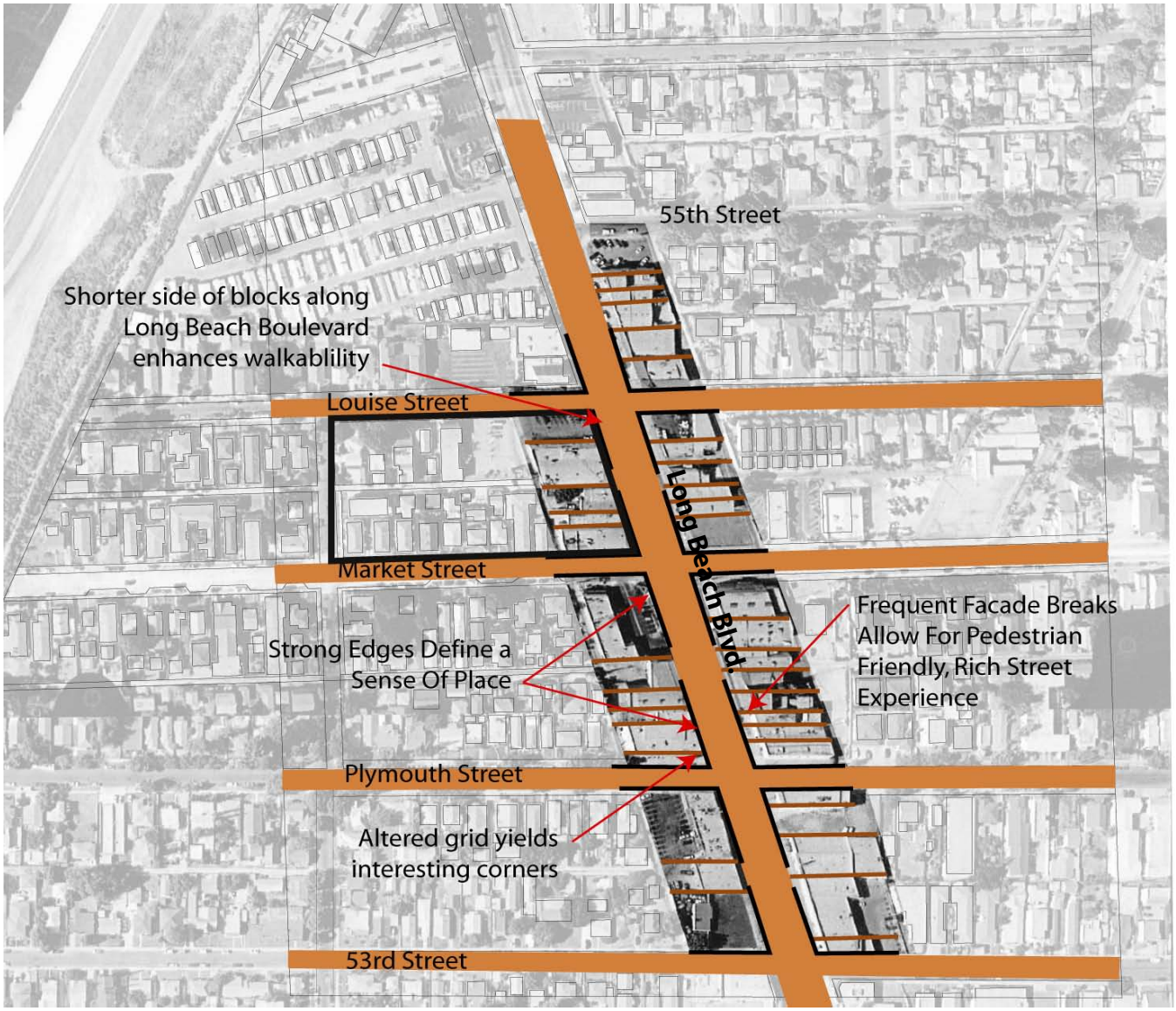
The Historic Node is a seven block area that stretches along Long Beach Boulevard between 53rd and 55th Streets. The Node is located on either side of Long Beach Boulevard with the Market Street intersection at the heart of the district. The area, in general, is comprised of single storied buildings with a few larger two storied historic structures.

plan with building footprints

The building footprint diagram shows buildings perpendicular to the street with their shorter facades facing Long Beach Boulevard, while the surrounding building fabric of largely single-family homes responds to the grid of cross streets. The buildings along Long Beach Boulevard are larger than those in the surrounding neighborhoods and provide a density along the edge. There is a stronger structure of historic buildings that have a greater mass and size.

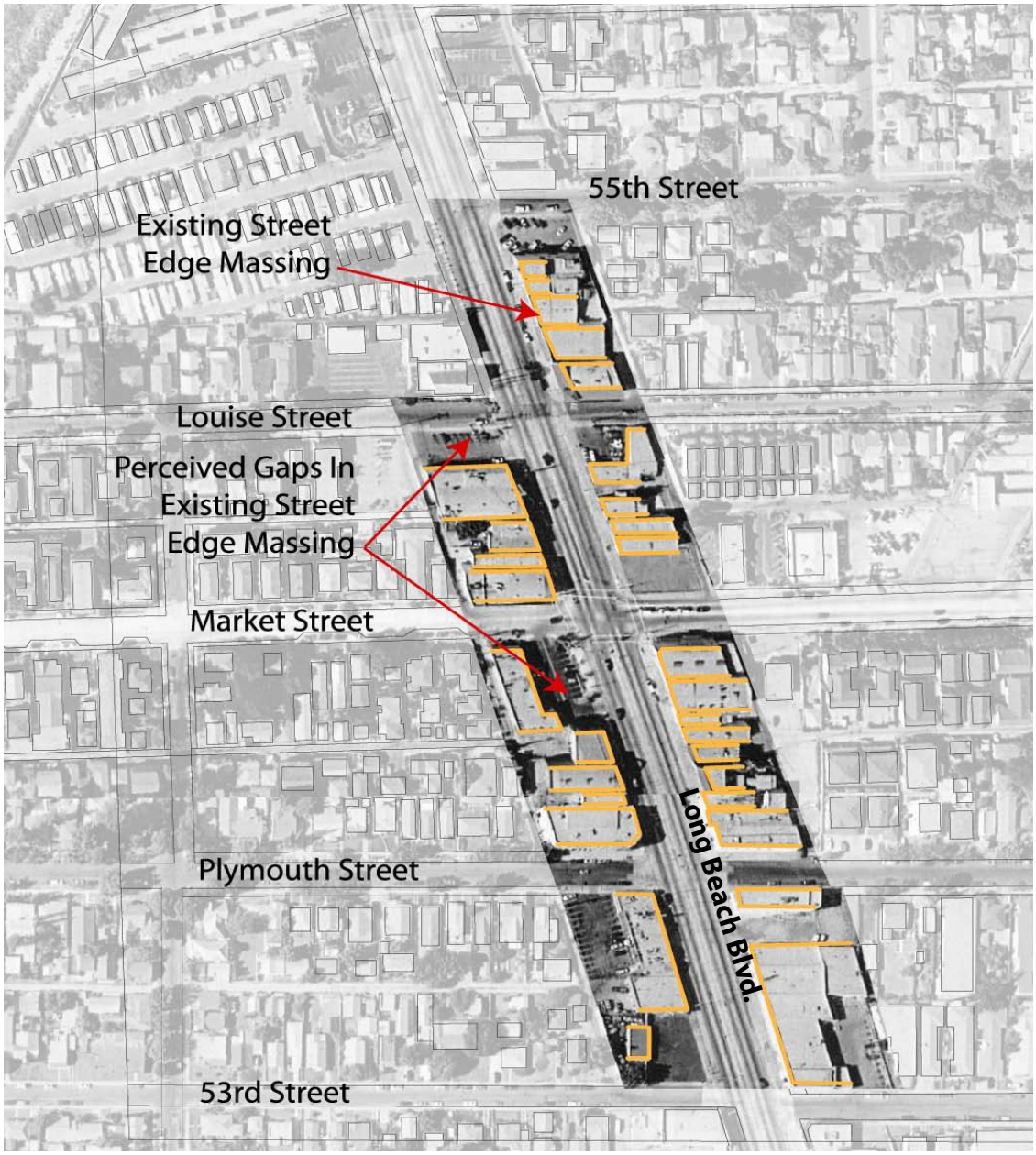
land uses

The Historic Node has a number of fringe retail uses mixed in with convenience stores and some restaurants. A large number of the shops support the needs of the nearby residents. Community uses include a number of storefront churches.



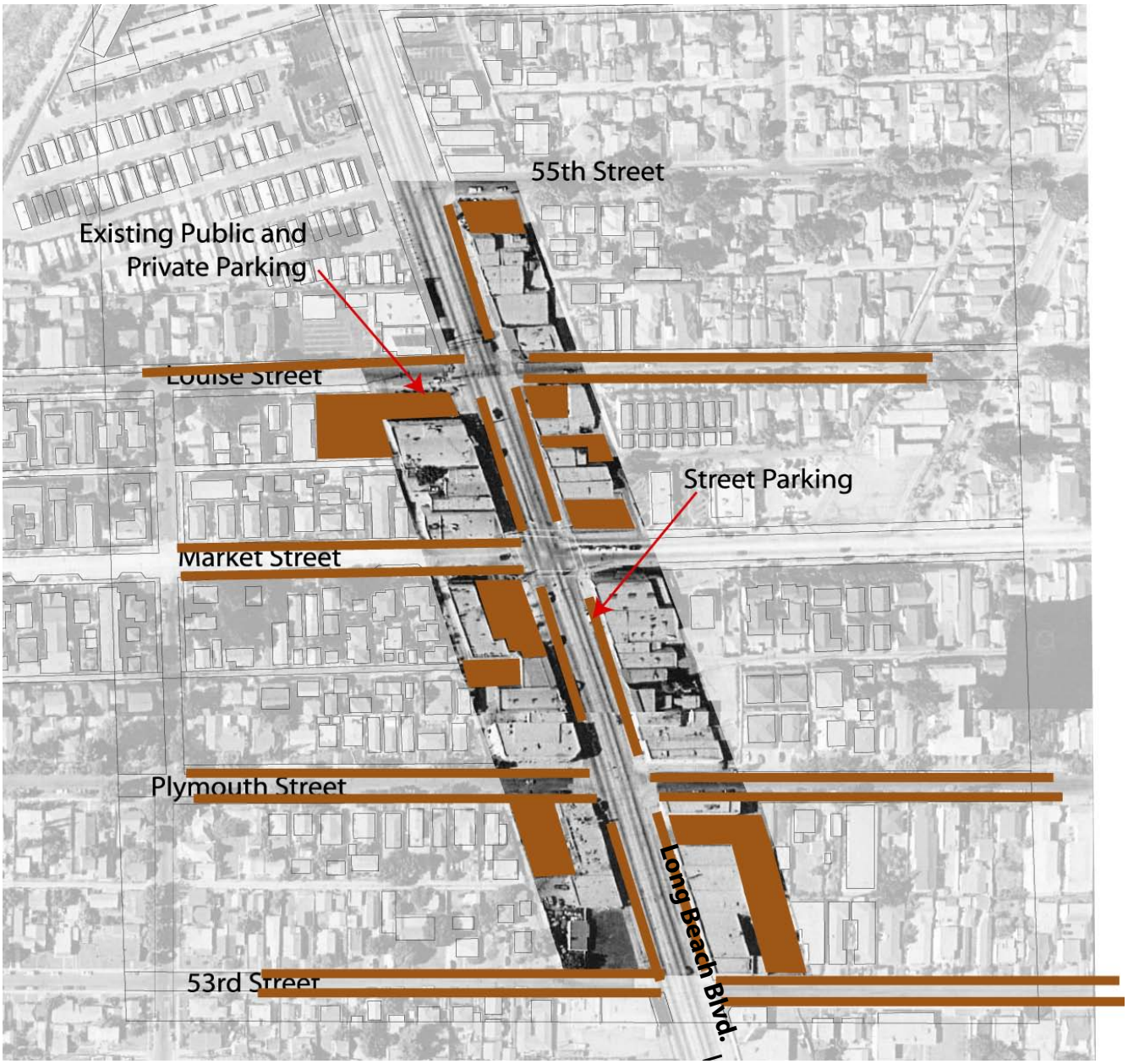
streets, scale & walkability

The street pattern in the Historic Node is non-rectilinear because of the angular orientation of Long Beach Boulevard. Having the shorter side of the blocks face Long Beach Boulevard enhances walkability along the Node, as the time it takes to traverse every block is reduced. The frequent facade breaks within each of the short blocks yields a smaller scale of buildings along the street. A variety of facades helps sustain visual interest, which creates a more pleasant walking experience.



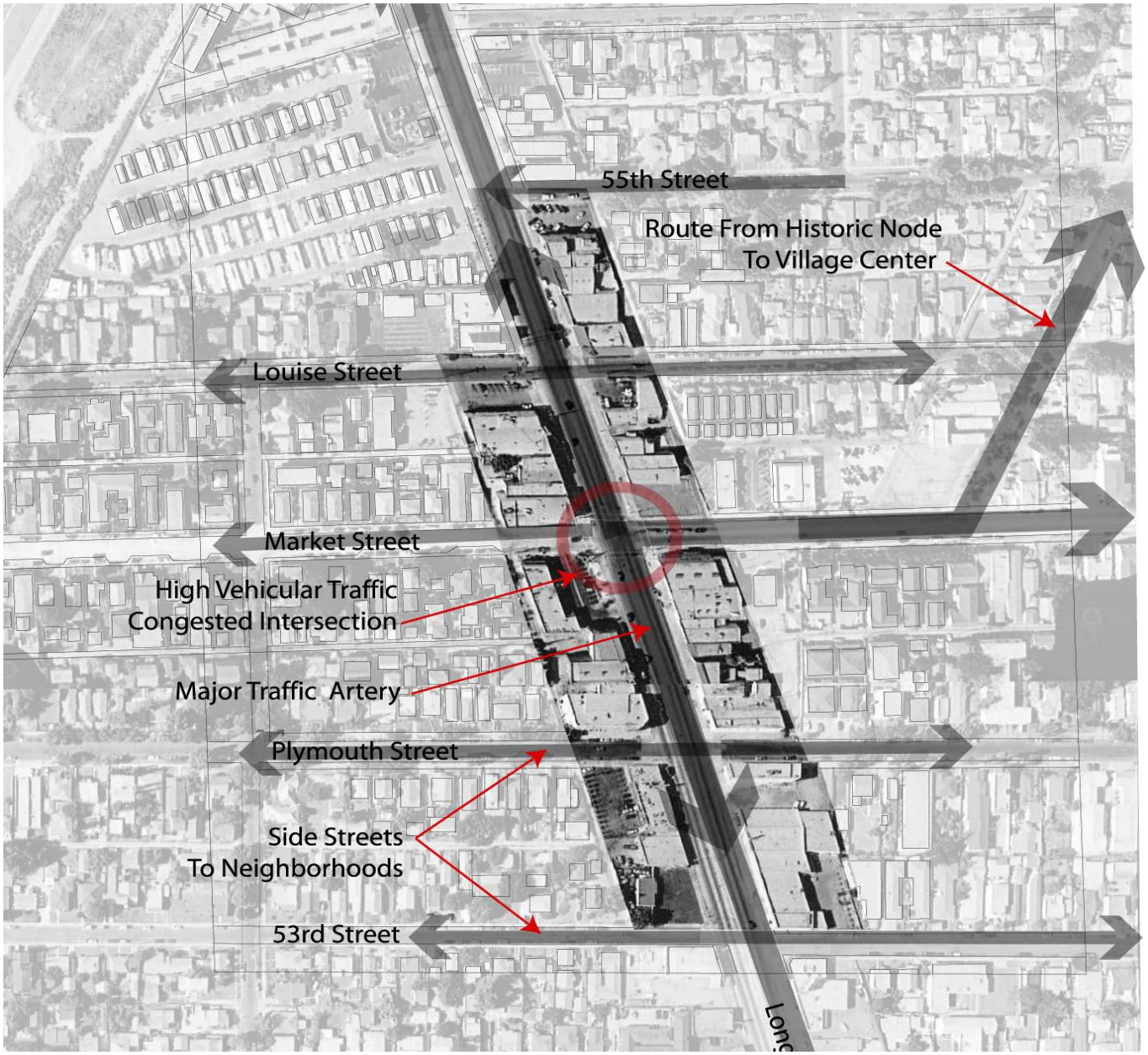
street edge condition

The street edge along Long Beach Boulevard that is part of the Historic Node is continuous in parts only. Gaps in street edge massing are a result of undeveloped or underutilized sites, or setbacks that are a result of incongruous development. A number of these gaps are parking opportunities for the Node, while others may be potential redevelopment sites.



parking

At present, there is a provision for street parking along Long Beach Boulevard. Some businesses have setbacks along Long Beach Boulevard within which they have accommodated parking, while others have parking tucked behind. Consolidated parking lots within blocks are scattered and currently inadequate.

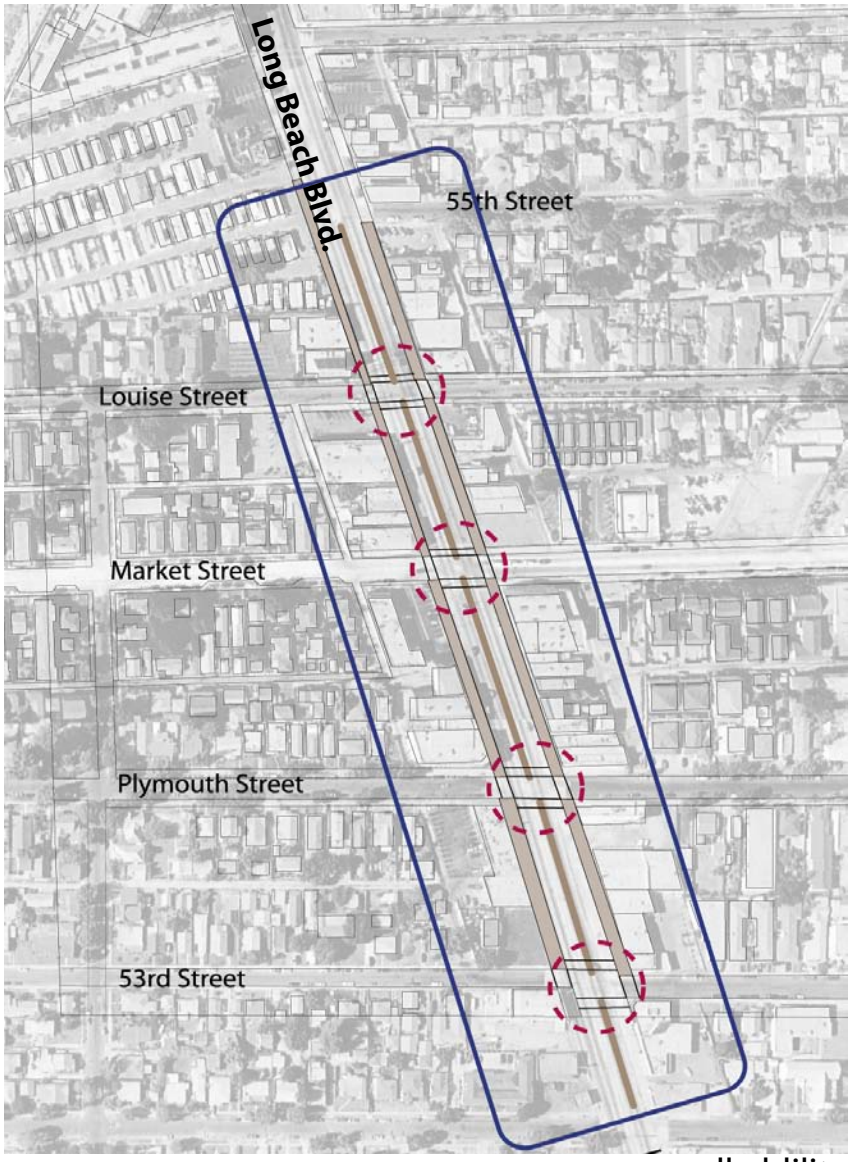


vehicular circulation

Long Beach Boulevard is a four-lane road that is a major north-south corridor. It has a high volume of vehicular traffic. The intersection of Market Street and Long Beach Boulevard is a major point of confluence and is often congested. Streets perpendicular to Long Beach Boulevard are neighborhood streets that connect the surrounding areas to the Historic Node. Parallel to Long Beach Boulevard is a system of alleys that can potentially function as service lanes and/or pedestrian connections to the Node.

5344 Long Beach Boulevard historical significance

Some of the buildings within the Historic Node have historic significance, both because of their uses when they were first constructed and because of distinctive original architectural features.



walkablility

The urban design implementation strategy was developed from the input received from members of the Redevelopment Agency Board and North PAC, Agency staff and others who attended the Village Center and Historic Node Implementation Plan meetings.

The overall goal for the Historic Node is to create a place that serves the local commercial and communal needs of the surrounding residents. The aim is to create a neighborhood feel and atmosphere by embracing the architecture of the past, by actively preserving and restoring the historic structures, and by adding streetscape improvements that would enhance the pedestrian experience of the place.

Walkability

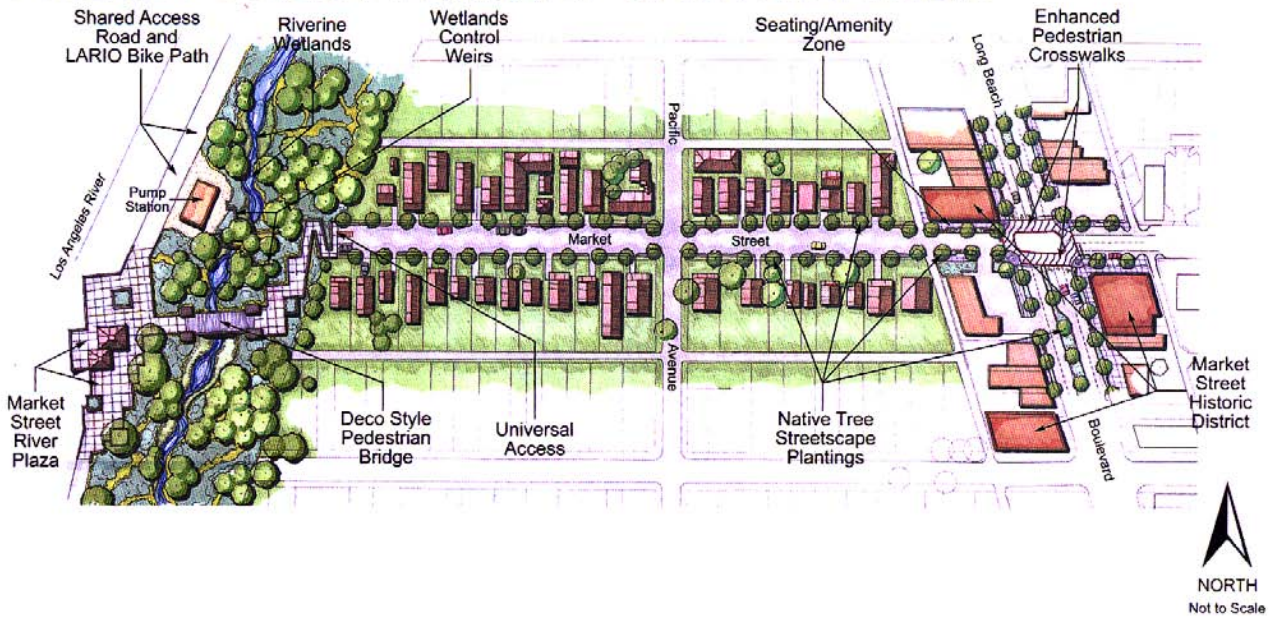
A pedestrian-friendly place can be achieved by improving the wide sidewalks and by making safe crosswalks for easy pedestrian access across the streets. The strategy is to develop pedestrian crossings on all sides of each intersection along Long Beach Boulevard.

streetscape

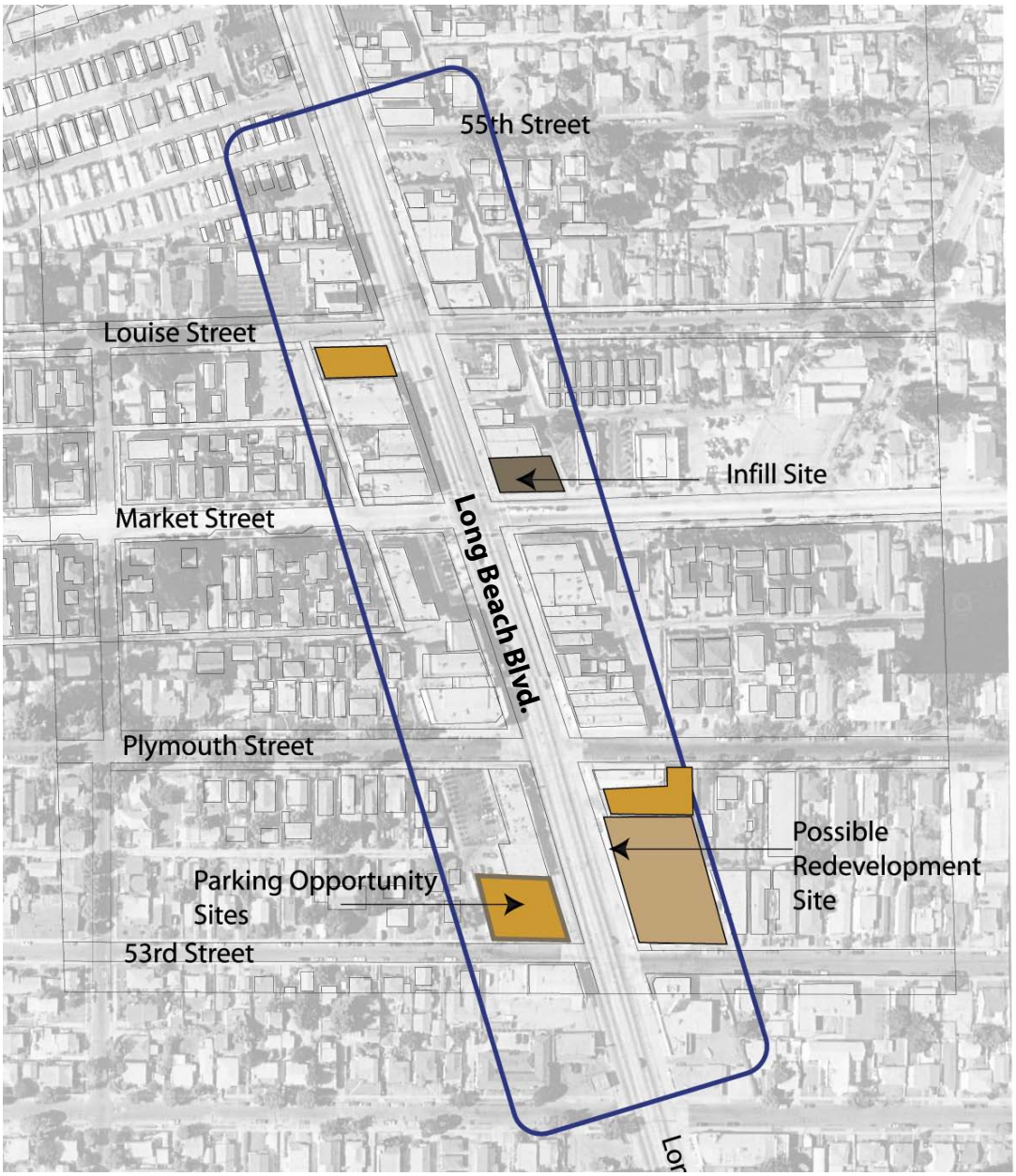
Create a streetscape improvement program. A new landscaped median may be added to some portions of Long Beach Boulevard near the edges of the district. The median, where provided, should be planted with trees and should be an area of refuge for people crossing Long Beach Boulevard. The street edge along Long Beach Boulevard needs considerable landscape enhancement. The provision of street trees, paving patterns, plaques that describe the historic nature of the Node, and bulb-outs - especially along the western edge of Long Beach Boulevard - should form the major thrust of the streetscape improvement program.

Unfortunately, while the area currently boasts 15-foot wide sidewalks, only the first five feet closest to the curb has been dedicated as public right-of-way. The remaining ten feet leading up to the face of the existing buildings is private property. Under existing zoning requirements, property owners have been prohibited from building in this special setback. Because the sidewalk in this setback area is on private property, the area cannot be counted towards meeting clearance requirements under the Americans with Disabilities Act. The planting of street trees or the addition of other streetscape amenities will not be feasible unless the property owners agree to dedicate a portion of the private property setback as public right-of-way. Another alternative would be to ask the property owners to grant a right-of-way easement. These alternatives will need to be explored.

LONG BEACH RIVERLINK
MARKET STREET PATHWAY & RIVER PLAZA



The streetscape improvements within the Historic Core will be closely coordinated with the River Link Initiative.

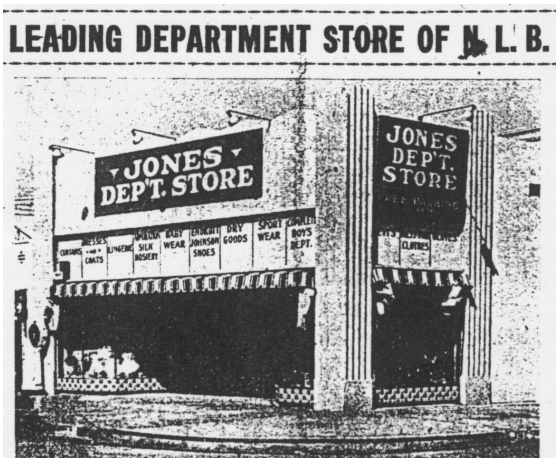


infill/redevelopment

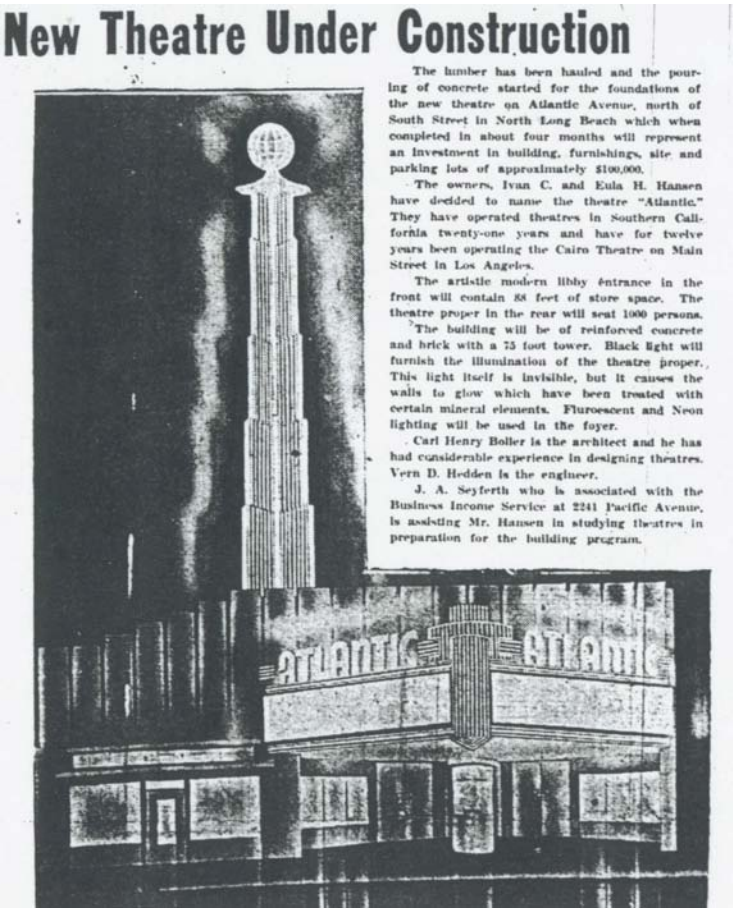
Infill development and redevelopment can help create continuity in the building fabric and add vitality to the area. The community has requested that the preservation of buildings with architectural and/or historical significance become a priority. Existing buildings, including buildings with historical and/or architectural significance, should be studied for inclusion in infill projects.

street edge facade variation

The street edge should be seen as constantly varying. A façade improvement program should be implemented. New development should take into account the variety of façade expression.



historical significance
5350 Long Beach Boulevard



New Theatre Under Construction

The lumber has been hauled and the pouring of concrete started for the foundations of the new theatre on Atlantic Avenue, north of South Street in North Long Beach which when completed in about four months will represent an investment in building, furnishings, site and parking lots of approximately $100,000.

The owners, Ivan C. and Eula H. Hansen have decided to name the theatre "Atlantic." They have operated theatres in Southern California twenty-one years and have for twelve years been operating the Cairo Theatre on Main Street in Los Angeles.

The artistic modern libby entrance in the front will contain 88 feet of store space. The theatre proper in the rear will seat 1000 persons.

The building will be of reinforced concrete and brick with a 75 foot tower. Black light will furnish the illumination of the theatre proper. This light itself is invisible, but it causes the walls to glow which have been treated with certain mineral elements. Fluroescent and Neon lighting will be used in the foyer.

Carl Henry Boller is the architect and he has had considerable experience in designing theatres. Vern D. Hedden is the engineer.

J. A. Seyferth who is associated with the Business Income Service at 2241 Pacific Avenue, is assisting Mr. Hansen in studying theatres in preparation for the building program.

historical recognition
5870 Atlantic Avenue

There are six buildings on Long Beach Boulevard in the Historic Node that are considered by the North PAC and Agency staff to have historic significance:

1. 5342-44 Long Beach Boulevard	Pharmacy
2. 5350-52 Long Beach Boulevard	Jones Department Store
3. 5351-55 Long Beach Boulevard	Masonic Building
4. 5380-90 Long Beach Boulevard	Theater
5. 5401 Long Beach Boulevard	Bank of America
6. 5421-25 Long Beach Boulevard	Grocery Store

See Volume 2 (References & Exhibits) for more detailed information and photographs.

Buildings with historical significance within the Historic Node should have recognition by means of a plaque or similar visible identification.

(5380 Long Beach Boulevard)

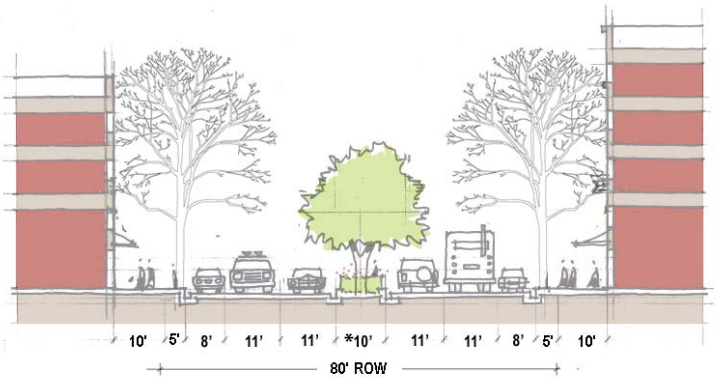
facade improvements

There are a number of buildings that could be significantly improved with renovation of facades. New programs should be implemented and existing programs expanded to improve facades of the area's buildings.

composite strategies

The composite diagram of urban design strategies calls for:

- comprehensive landscaping program
- design of pedestrian friendly intersections
- façade improvement program
- parking plan
- infill development.



Section sketch of Long Beach Boulevard in the Historic Node

** Medians with planting will occur where possible on Long Beach Bolulevard*

Three Year Action Plan:

Actions to be taken in the short-term for implementation of the Historic Node plan follow the composite strategies and include three primary program categories: A. Walkability and Streetscape, B. Development, and C. Other Supporting Programs.

A. Walkability and Streetscape Program:

Short-term actions include:

- Study feasibility of converting narrow streets to one-way street system.
- Acquire necessary right-of-way to accommodate streetscape improvements.
- Develop Long Beach Boulevard Streetscape Improvements between 53rd Street and 55th Street and provide new landscaped medians on Long Beach Boulevard where feasible.

This will require the following action steps:

1. Hire a traffic engineering consultant to study feasibility of converting all east-west streets, 30 feet wide or less, north of Del Amo between Atlantic Avenue and Long Beach Boulevard, into a one-way street system.
2. Send out petitions to residents along one-way candidate streets to determine support.
3. Obtain City Council approval to amend Master Plan of Streets and Highways.
4. Install new one-way street signage.
5. Work with existing property owners to acquire any right-of-way needed to implement streetscape improvements.
6. Hire an engineering firm to design street work as well as the new sidewalks and medians, including street furniture and street trees in the sidewalks at the curbs and in the medians.
7. Design upgraded pedestrian crosswalks at all crossings of the two major intersections (Market Street and 53rd Street) on Long Beach Boulevard.
8. Secure approval of the streetscape design plan.
9. Develop specifications and construction drawings and advertise for construction bids.
10. Award bids for work, issue contract for construction and build the streetscape.

Former Masonic Temple - 5351-53 Long Beach Boulevard

B. Development Program:

Short-term actions include:

- Implement and market a targeted façade program, including historical renovation and design guidelines.
- Acquire sites for additional public parking.
- Complete public parking improvements.

This will require the following action steps:

1. Implement and market a façade improvement program with design guidelines.
2. Identify and acquire site(s) for additional public parking
3. Relocate existing businesses or tenants as necessary.
4. Demolish unneeded buildings and clear site.
5. Develop specifications and construction drawings and advertise for construction bids.
6. Award bid for work, issue contract for construction and build the public parking.

C. Other Supporting Programs:

Short-term actions include:

- Develop litter abatement program.
- Develop plaque program to recognize historic use / historical architecture.
- Create business recruitment program.
- Develop marketing program.

This will require the following action steps:

1. Work with local businesses and community groups to develop and implement a litter abatement program.
2. Work with local businesses and community groups to develop and implement a plaque program that recognizes historic use / historical architecture.
3. Develop inventory of existing businesses and available properties, and distribute with demographic data to local real estate brokers. Update quarterly.
4. Identify existing successful businesses along corridors slated for conversion to residential and offer them incentives to relocate to the Historic Node.
5. Work with a real estate broker to develop and implement a program to market and attract new retail shops and restaurants to the area.
6. Develop logos for use in marketing materials.
7. Develop banner program and install banners.
8. Develop a newsletter to keep area businesses informed.

3.4 IMPLEMENTATION SCHEDULE

Activity	Lead Staff	Start Year	Completion Year	Budget
Walkability & Streetscape Program				
Study Feasibility of Converting Narrow Streets into One-way Streets	City Traffic Engineer	2004	2004	$25,000
Acquire Necessary Public Right of Way for Streetscape Improvements	Development Project Manager	2005	2006	N/A
Develop Long Beach Boulevard Streetscape Improvements between 53rd Street and 55th Street	Redevelopment Project Officer	2005	2006	$1,500,000
Development Program				
Implement and Market a Targeted Façade Program, including Historical Renovation	Development Project Manager	2005	2006	$500,000
Acquire Sites for Additional Public Parking	Redevelopment Project Officer	2005	2005	$500,000
Complete Public Parking Improvements	Redevelopment Project Officer	2005	2006	$100,000
Other Supporting Programs				
Develop Anti-Litter Campaign	Development Project Manager	2004	On-going	N/A
Develop and Implement Marketing Program	Development Project Manager	2004	On-going	$25,000
Create Business Recruitment and Retention Program	Development Project Manager	2004	On-going	$25,000
Develop Historic Use / Historical Architecture Plaque Program	Development Project Manager	2004	2005	$5,000

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CREDITS

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Robert Webb - Council Member, 8th district
Jerry Caligiuri - Council Staff, 8th district
Betsy Elder - Council Staff, 8th district
Dan Pressburg - Council Staff, 9th district

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John Gooding - Vice Chair & Board Member
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Thomas Fields - Board Member
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Marlene Arrona - Police Department
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Eleanore Schmidt- Library
Nancy Messineo - Library

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