PD-32:NORTH DESIGN GUIDELINES

DOUGLAS PARK
LONG BEACH

September, 2009

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COMPANY

The Vision

The Douglas Park master plan will turn an outdated aircraft-manufacturing facility into a vibrant mixed-use, pedestrian friendly commercial area combining the best elements of the established planning traditions of Long Beach with the realities of modern business, retailing and hospitality.

Douglas Park will be focused on the shared public environment: from walkable tree-lined streets, to a human-scaled mixed-use "main street" with shopping, dining and other services, to a variety of open spaces, quality architecture, pedestrian connections and bicycle trails. At the same time, Douglas Park will incorporate the contemporary workplace, including a balanced combination of office and other commercial opportunities to provide much-needed employment to Long Beach. Service and recreational land uses will be located within comfortable walking distance of commercial areas to enhance convenience, offer unique workplace choices, and reduce automobile dependence.

Douglas Park will celebrate the products, the events, and the people who made aviation history on the site through the incorporation of this memory into the everyday experience. This legacy will be recalled through a Public Art Master Plan and Educational and Interpretive Programs designed to tell the "story" of the site in public areas such as open spaces, sidewalks, streets and parkways.

Douglas Park represents a deliberate effort to establish a strong sense of place rather than one more suburban commercial enclave—by emphasizing a mix of compatible uses and active street life linked by a convenient pedestrian network, instead of segregated land uses and projects surrounded by a sea of parking lots and empty sidewalks.

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Guidelines - Division I

introduction

SEPTEMBER, 2009

Purpose/ Intent

The Design Guidelines for Planned Development 32 (PD-32) are recommendations for both private and public design and construction, and are a supplement to the California Building Code, Long Beach Municipal Code (LBMC), and PD-32 Development Standards. PD-32 is subdivided by Cover Street into two areas, one north and the other south. These guidelines apply to PD-32: North.

These guidelines will be used by the Site Plan Review Committee and Long Beach Development Services (City) and the Douglas Park Design Review Committee (DRC) in the evaluation of development proposals to ensure that the Design Goals and Objectives of PD-32 Development Standards and the intent of these Design Guidelines are met.

The intent of these Design Guidelines shall be to implement the design goals and objectives as stated in the PD-32 Development Standards document. In addition, the following general design intent objectives should be taken into account:

- Establish a design criteria that acknowledges each project's obligation to the public realm.
- Provide design principles for the various Sub Areas in the project, and how they should be developed to create a cohesive whole.
- Combine the best of established planning traditions of Long Beach's commercial districts with the realities of contemporary development and the modern workplace.
- Strive for a high-quality development, and establish a strong sense of community rather than an aggregation of isolated projects.

Design Review Process

These Design Guidelines, along with the Development Standards for PD-32: North, will be governed by the Design Review Process as described in the PD-32: North Development Standards document. Submittals will be reviewed by two entities: the Douglas Park Design Review Committee (DRC) and Long Beach Development Services (City).

The City of Long Beach Site Plan Review Committee may, at its discretion, grant waivers through the Site Plan Review Process to the design guidelines contained in this document, as long as the overall intent of the provisions in this document is maintained.

Site Context

Project Location

The Site rests 5 miles northeast of downtown Long Beach and is framed by Lakewood Blvd. on the east, Carson St. to the north, Lakewood Country Club Golf Course to the west, and Cover Street to the south.

Surrounding land uses include two Boeing aircraft production facilities. The former Boeing commercial 717 assembly plant and office center located along Lakewood Boulevard, and the Boeing military C-17 facility located southwest of the site and west of the airport. The area immediately north of Carson Street is located within the City of Lakewood and generally includes single family residences in an area referred to as the Lakewood Country Club Estates and the Lakewood Country Club Golf Course. The Lakewood Country Club Golf Course extends to the south of Carson Street and borders the project site to the West. Existing commercial development is located near the intersection of Lakewood Boulevard and Carson Street, as well as west of the Lakewood Country Club Golf Course. Other land uses within the surrounding area include the Sky links Golf Course to the southeast of the site and Long Beach City College to the north and east of the Boeing property.

Project Description

The 238-acre Douglas Park plan area located in the City of Long Beach will be designed as a master planned, mixed-use project to include the following uses: community open space, retail, light industrial, office, research and development, hotel, aviation-related, manufacturing, retail, and ancillary uses. The project will consist of up to four million square feet of office, retail, light industrial, aviation-related, and manufacturing uses; a hotel of up to 400 rooms; and approximately 10 acres of community open space. All uses will be designed to be compatible with the site context in terms of scale and adjacency of uses, and will use high-quality design features to enhance surrounding uses, such as the Long Beach Municipal Airport, Lakewood Country Club Golf Course, and residential land uses. (See Figure 1). PD-32: North is approximately 100 acres, and is the subject of this document.

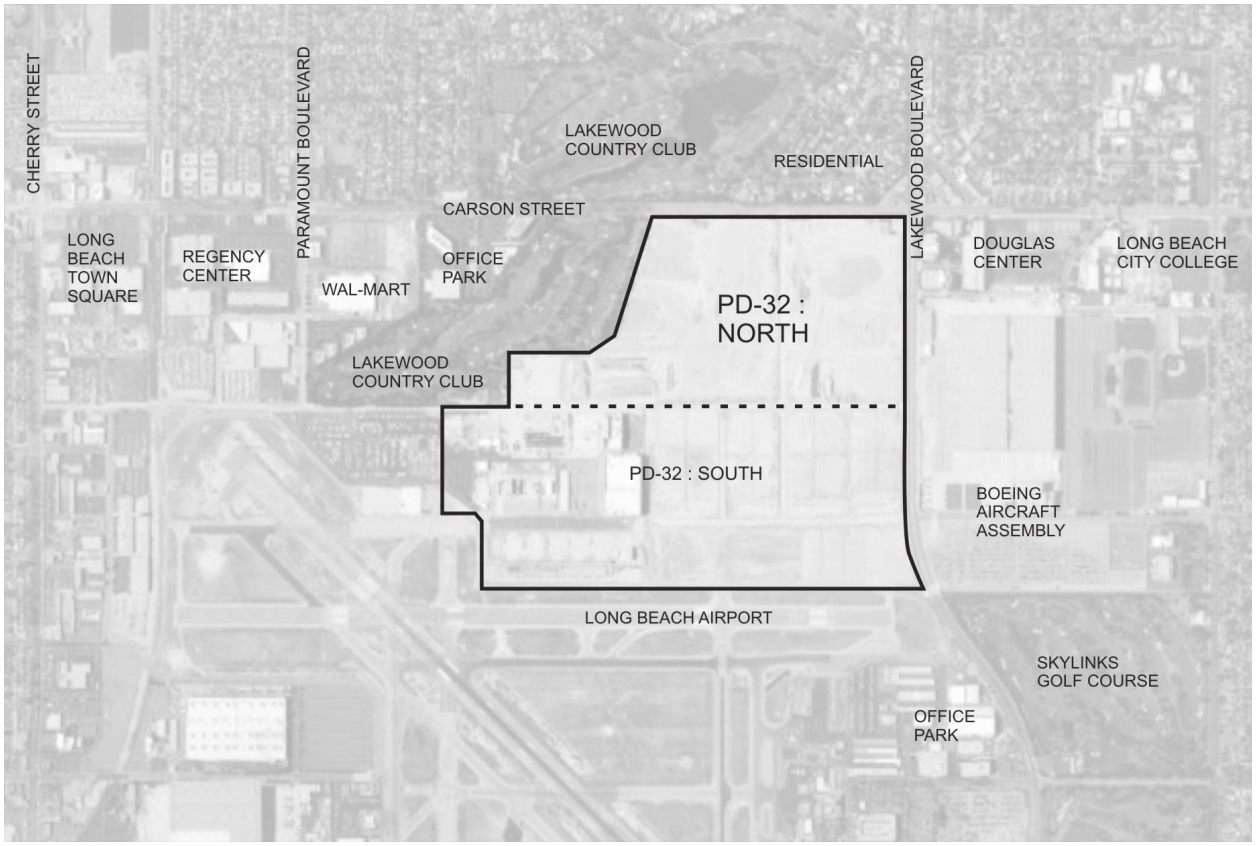


Figure 1 : Site Context and Vicinity

Master Planning Principles

This 100-acre portion of a former Boeing aircraft production facility will be designed to foster a pedestrian-friendly commercial district with walkable streets laid out in a grid pattern that allow multiple routes to each destination; tree-lined sidewalks and parkways; a pedestrian-scaled mixed-use district; open space amenities; and a combination of commercial and industrial uses including retail, office and research and development (See Figures 2 and 3). Refer to PD-32: North Development Standards' Introduction section for a further understanding of master plan principles. PD-32: North, lies between Carson Street on the north, Lakewood Boulevard on the east, Cover Street on the south and the Lakewood Boulevard Country Club boundary on the west.

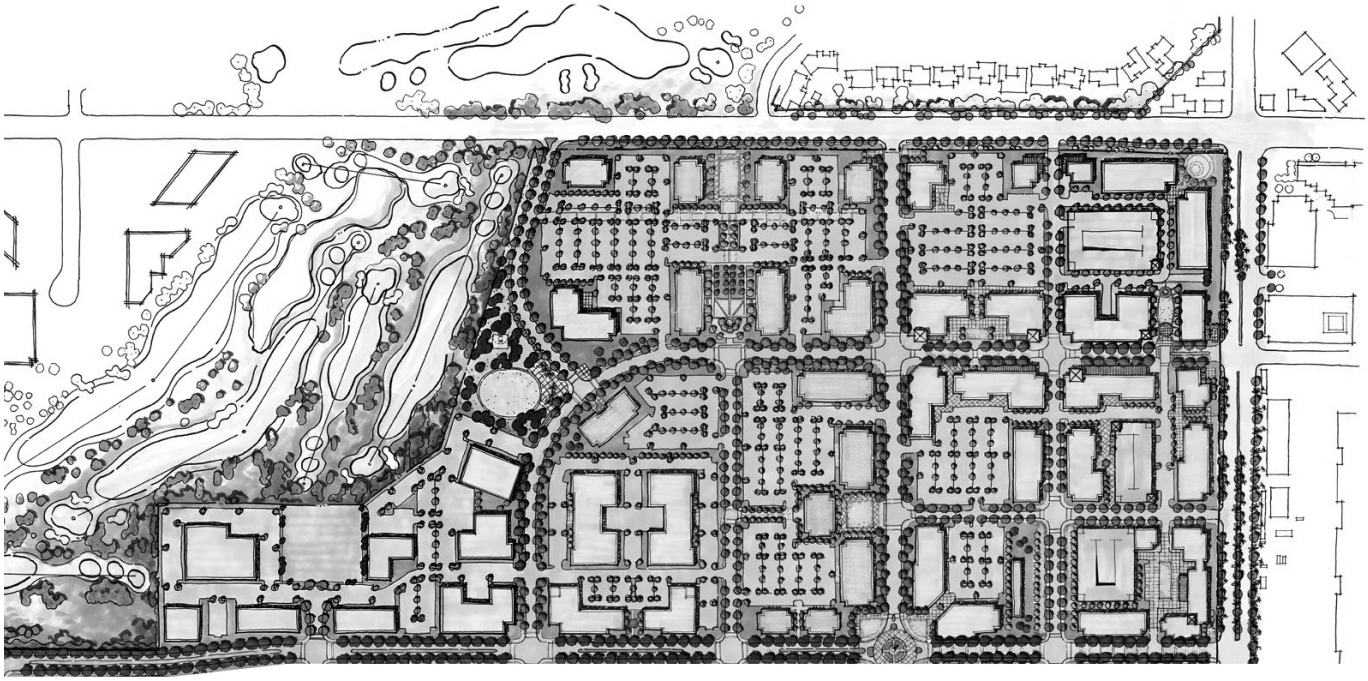


Figure 2 : Illustrative Site Plan

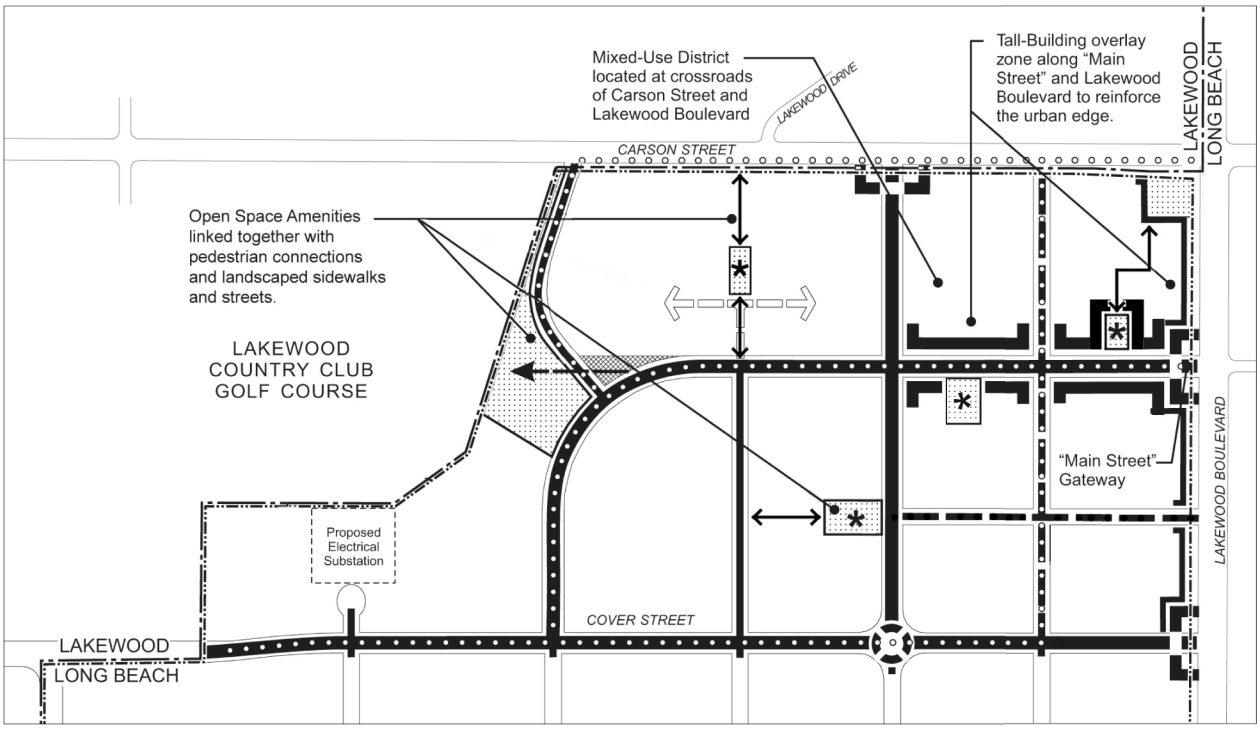


Figure 3 : Master Plan Principles Diagram

Guidelines - Division II

Public Realm Guidelines

SEPTEMBER, 2009

Public Realm Guidelines

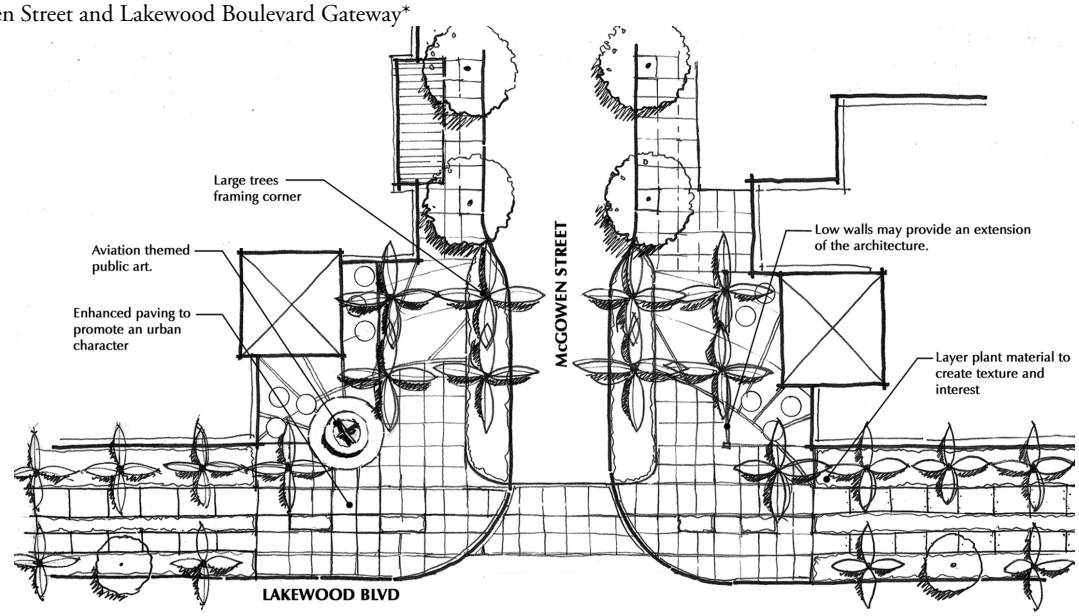
Gateways

The primary gateways are located at the corner of Cover Street and Lakewood Boulevard, McGowen Street and Lakewood Boulevard, and Worsham Avenue and Carson Street. These gateways provide the primary entry into PD-32: North, containing retail, office, research and development, light industry, and hotel uses. Landscape forms should reflect an urban "main street" character and promote pedestrian connectivity. Design elements and signage should reflect the lively character of the mixed-use zone and establish a strong visual connection into the site (See Figure 4). This pedestrian-friendly "garden" design approach will allow flexibility for the uses associated with each gateway while providing a common link between all of them. Proposed gateway themes and site design require site plan review approval by the Director of Development Services and Public Works.

Gateway design will include the following elements:

- Low walls as extension of the architecture to delineate plaza/ courtyard space.
- Plant material should be layered to create texture, depth, and interest.
- Buildings and building entries framing each entry area.
- Trees will frame gateways while not creating a visual barrier
- Enhanced paving, street furnishing, lighting and signage
- Aviation-themed art pieces to provide entry identification (Art pieces provided by master developer)

McGowen Street and Lakewood Boulevard Gateway*



This plan represents a potential design solution. The actual design may vary.

Figure 4 : Gateway Plan

Perimeter Designs

There are (3) three perimeter edge conditions adjacent to PD-32: North: Lakewood Boulevard, Carson Street, and Lakewood County Club. Each edge is different with regard to its use and relationship to commercial land uses at Douglas Park. Each street will have a unique street tree palette and landscaped parkway. The prescribed minimum landscape setback areas adjacent to the existing streetscape is the responsibility of the individual parcel owner/ builder, and shall follow the prescribed plant palettes further described below.

Lakewood Boulevard

The Lakewood Boulevard edge is intended to provide a consistent urban boulevard character adjacent to the commercial land uses at PD-32: North. (See Figure 5).

This perimeter design will include the following elements:

- Multiple-height street trees designed to relate to pedestrian and vehicular scales, the adjacent architecture, and serve as an extension of Lakewood Boulevard landscape currently being implemented.
- Shrub and ground cover parkways.
- 6' Pedestrian sidewalk.
- Landscaped setback with layered screening shrubs and formal tree arrangements.
- Only low garden walls may be installed at gateways, as extensions of the architecture.
- Other perimeter walls and fences are strongly discouraged, to enhance the more urban character of this boulevard edge.
- Landscape setback plant palette:

Tree(s):	Tristania conferta - Brisbane Box
Shrubs:	Strelitzia reginae - Bird of Paradise
	Rhaphiolepis indica 'Ballerina' - India Hawthorne
	Aloe striata - Coral Aloe
Ground Cover:	Carissa macrocarpa 'Green Carpet' - Green Carpet Natal Plum

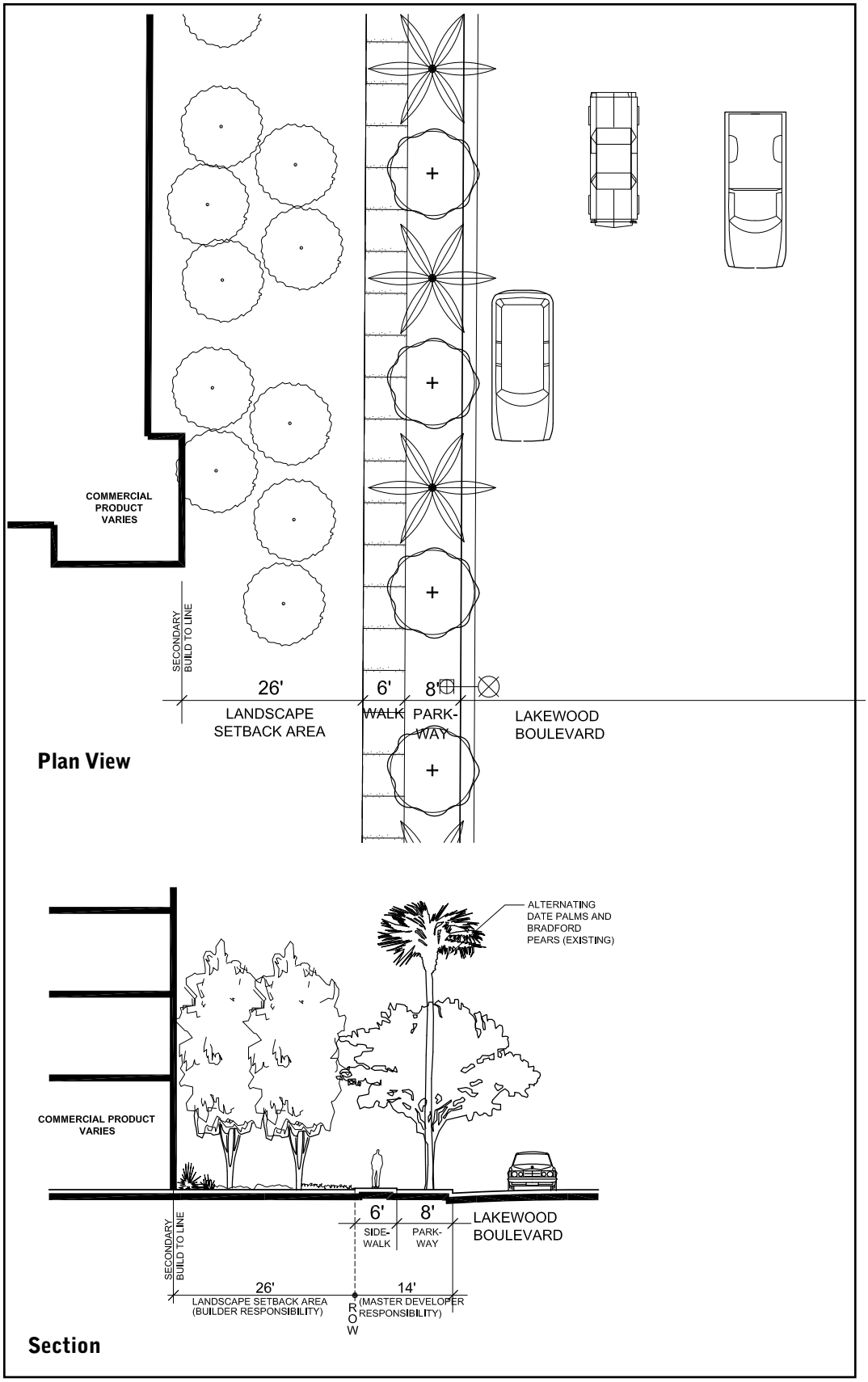


Figure 5 : Lakewood Boulevard Commercial Edge.

Carson Street

The Carson Street edge is intended to accommodate and mediate the relationship of Carson Street's office and commercial uses with existing residential uses across the street. The intent is to capture and extend the character of the adjacent golf course edge through planting and tree selection. (See Figure 6).

This perimeter design will include the following elements:

- Street trees designed to relate to pedestrian and vehicular scales, recall the golf course, and relate to the existing street trees on the northern street edge.
- Shrub and ground cover parkways.
- 5' Pedestrian sidewalk.
- Class I bicycle path.
- Landscaped setback with screening shrubs and tree masses.
- Landscape setback plant palette:

Tree(s):	Pinus canariensis - Canary Island Pine
	Eucalyptus citriodora - Lemon Eucalyptus
Shrub(s):	Pittosporum tobira 'variegata' - Variegated Mock Orange
	Rhaphiolepis indica 'Ballerina' - India Hawthorne
	Dietes iridioides. - Fortnight Lily
Ground Cover:	Trachelospermum jasminoides - Star Jasmine

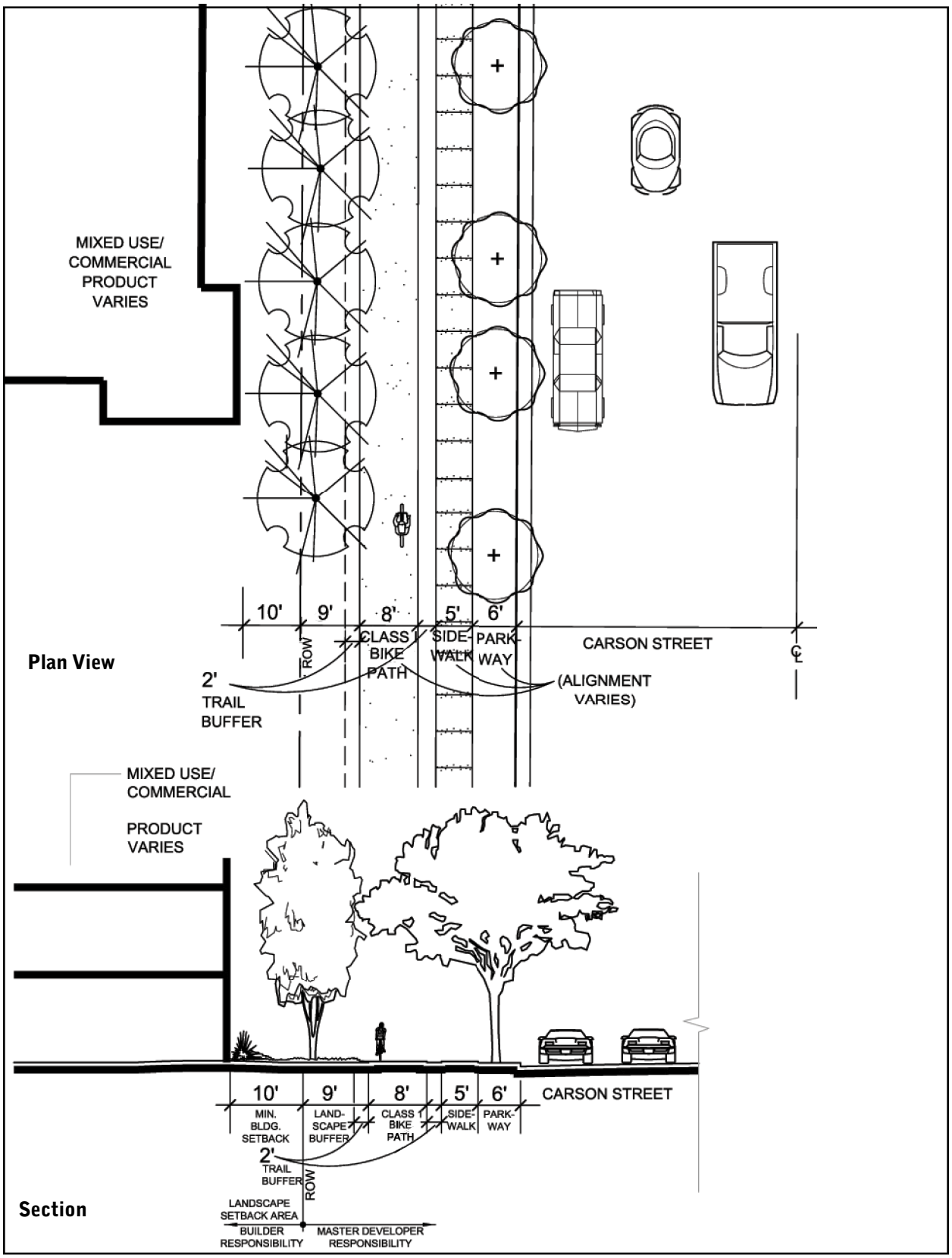


Figure 6 : Carson Street

Lakewood Country Club

The Lakewood Country Club edge provides an opportunity for visual connection with the golf course. The Lakewood Country Club edge is adjacent to open space, view corridors, and commercial land uses.

This perimeter design will include the following elements:

- Layered shrub, groundcover, and turf.
- New tubular steel view fencing at property line to allow visual access.
- Class I bicycle path on the west side of Brizendine Avenue. (See Figure 7 and 8).
- Informal tree masses designed to frame view corridors and compliment golf course planting patterns and materials.
- Landscape setback plant palette:

Tree(s):	Eucalyptus nicholii - Peppermint Eucalyptus
	Pinus eldarica - Afghan Pine
Shrub(s):	Arctostaphylos 'Howard McMinn' - Howard McMinn Manzanita
	Muhlenbergia 'Regal Mist' - Regal Mist Deer grass
	Muhlenbergia 'Lindheimeri' - Lindheimer's muhly
	Cistus hybridus - White Rockrose
Ground Cover:	Arctostaphylos 'Pacific Mist' - Pacific Mist Manzanita
	Lomandra longifolia 'Breeze' - Longleaf Mat Rush.

Class I Bicycle Path

The Class I bicycle path at Brizendine Avenue provides a connection from Carson Street to Jansen Green.

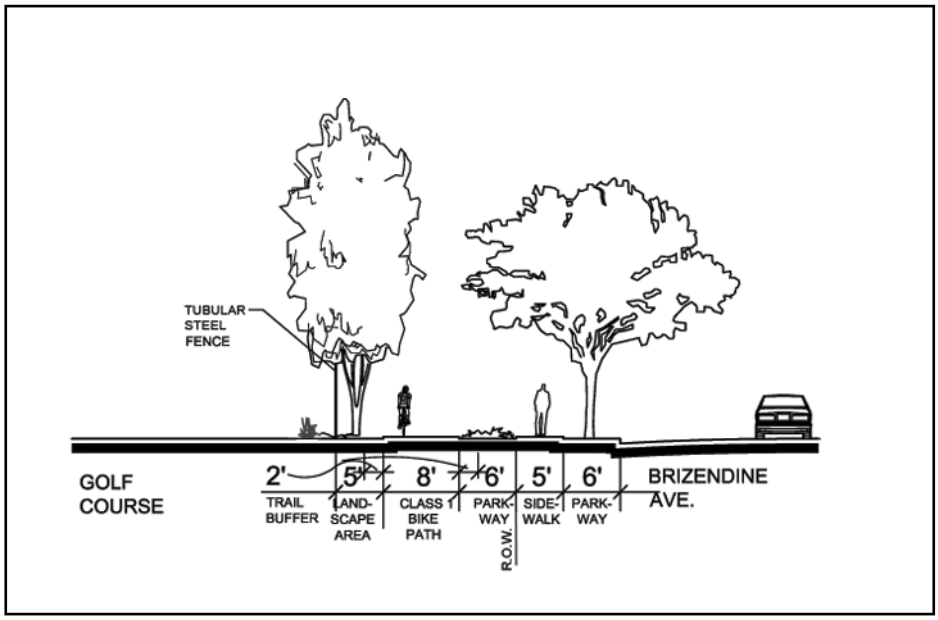


Figure 7 : Bike Path & Pedestrian Walk at Brizendine Avenue and Golf Course Edge

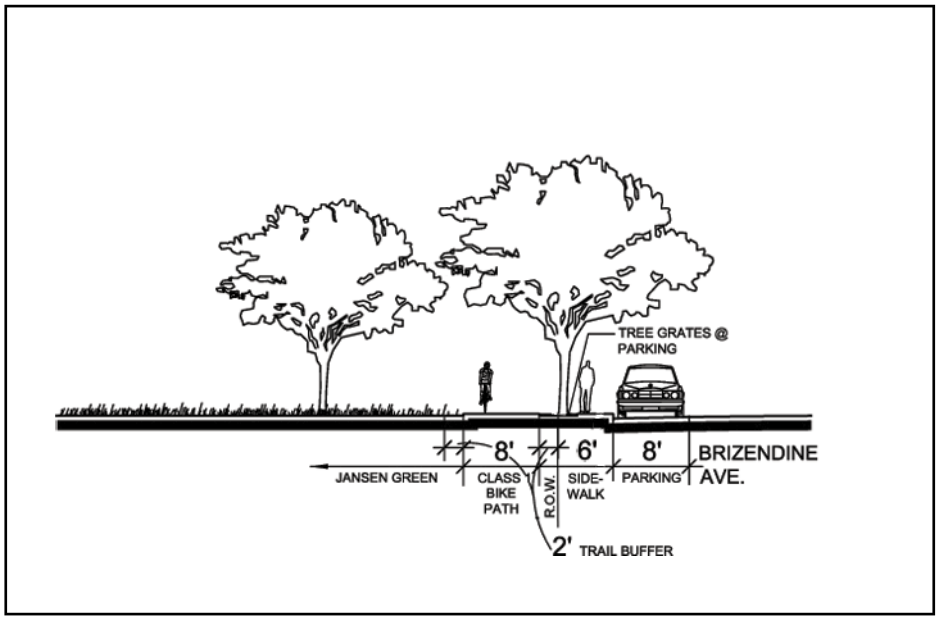


Figure 8 : Bike Path & Pedestrian Walk at Jansen Green Adjacent to Brizendine Avenue On-street Parking

Cover Street

The existing perimeter design includes the following:

- Between Lakewood Boulevard and Worsham Avenue on the north side of Cover Street. 10' wide sidewalk with alternating date palms and Bradford Pears in tree wells with low ground cover
- Between Worsham Avenue and the Lakewood Country Club to the west - 6' wide parkway planted with Holly Oaks and turf - 5' wide sidewalk
- Landscape setback plant palette:

Tree(s):	Quercus ilex - Holly Oak
	Pinus eldarica - Afghan Pine
Shrub(s):	Arctostaphylos Howard McMinn - Howard McMinn Manzanita
	Ilex vomitoria 'nana' - Dwarf yaupon holly
	Heteromeles arbutifolia - Toyon'
Ground Cover:	Rosmarinus o. Prostratus - Prostrate Rosemary
	Lantana montevidensis 'Lavender Swirl' - Lavendar Swirl Lantana
	Lomandra longifolia 'Breeze'

Internal Framework Streets

"Main Street"

The Main Street Overlay Zone (parcels on both sides of McGowen Street between Lakewood Boulevard and Worsham Avenue) will recall the character of a lively, traditional "main street" and promote pedestrian activity while accommodating vehicular circulation and on-street parking. This zone will be activated by ground -level retail, dining, and entertainment uses, and be animated and colorful. (See Figures 9 and 10).

The character of this street will be defined by the following elements:

- Street trees with regular upright form and formal spacing to create an urban character.
- Enhanced hardscape and sidewalk paving to establish quality (such as enhanced concrete or pavers at crosswalks and round-a-bout.)
- Traffic calming "chokers" at corners to enhance pedestrian accessibility and safety.
- Public art, symbolic of the site's aviation history.
- Upgraded light standards, signage, and site furnishing with a pedestrian scale.
- Site furniture with an urban character placed throughout to promote social interaction.
- On-street parking.

a : Street trees with regular upright form and formal spacing to create an urban character and traffic calming "chokers" at corners to enhance pedestrian accessibility.

Figure 9 : "Main Street" Character Image

Street Trees:

Predominant street trees include;

Magnolia grandiflora 'DD Blanchard' - DD Blanchard Magnolia
Quercus virginiana 'Cathedral' - Cathedral Live Oak
Phoenix dactylifera (accent) - Date Palm

Subordinate Trees may include;

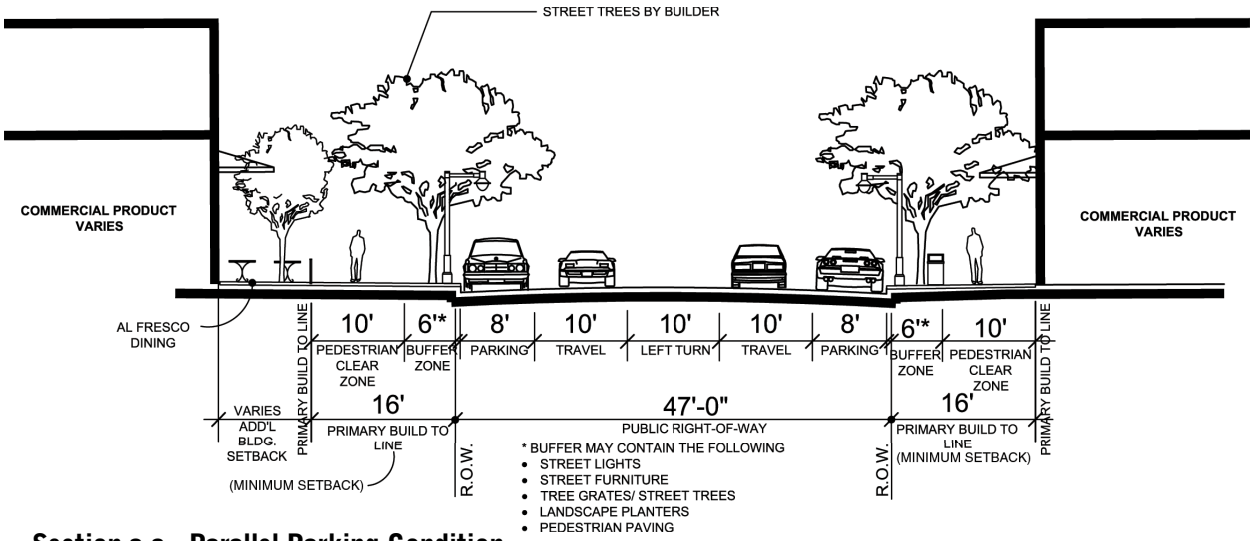
Jacaranda mimosifolia - Jacaranda
Chamaerops humilis - Mediterranean Fan Palm

Shrub and Ground Cover Palette should feature bold drought tolerant shrubs, ground cover succulents, and grasses. See appendix for general plant palette.

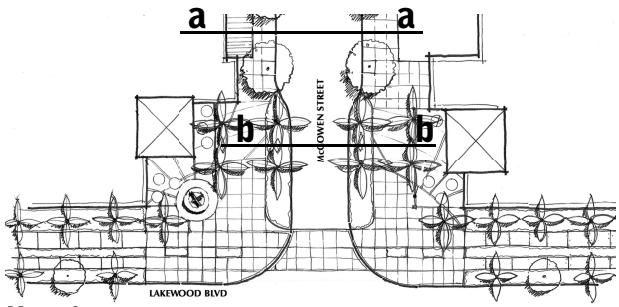
a : Landscape planting at chokers provide a pedestrian scale.

b : Enhanced hardscape and sidewalk paving to establish quality.

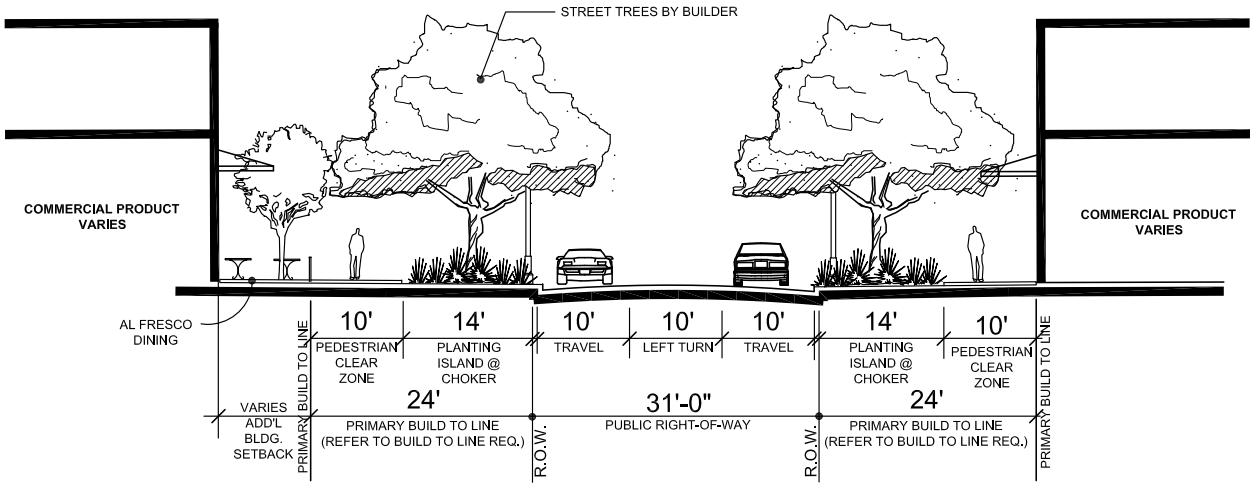
Figure 10 : Main Street Character Images



Section a-a - Parallel Parking Condition



Key plan



Section b-b - Choker Condition

Figure 11 : Main Street (McGowen Street) at Parallel Parking & Choker Condition

Commercial Streets:

The commercial streetscape character will be simple and bold, providing continuity through planting design. (See Figures 12 to 15).

The character of these streets will be defined by the following elements:

- Curb-adjacent, drought-tolerant ground cover parkways with evergreen canopy street trees. Turf parkways may be used adjacent to on-street parking.
- Required setbacks landscaped with screening shrubs and tree masses.
- Light standards, signage, and street furnishing with a contemporary style.

Curb adjacent shrub or groundcover parkways.

Figure 12 : Commercial Street Character Image

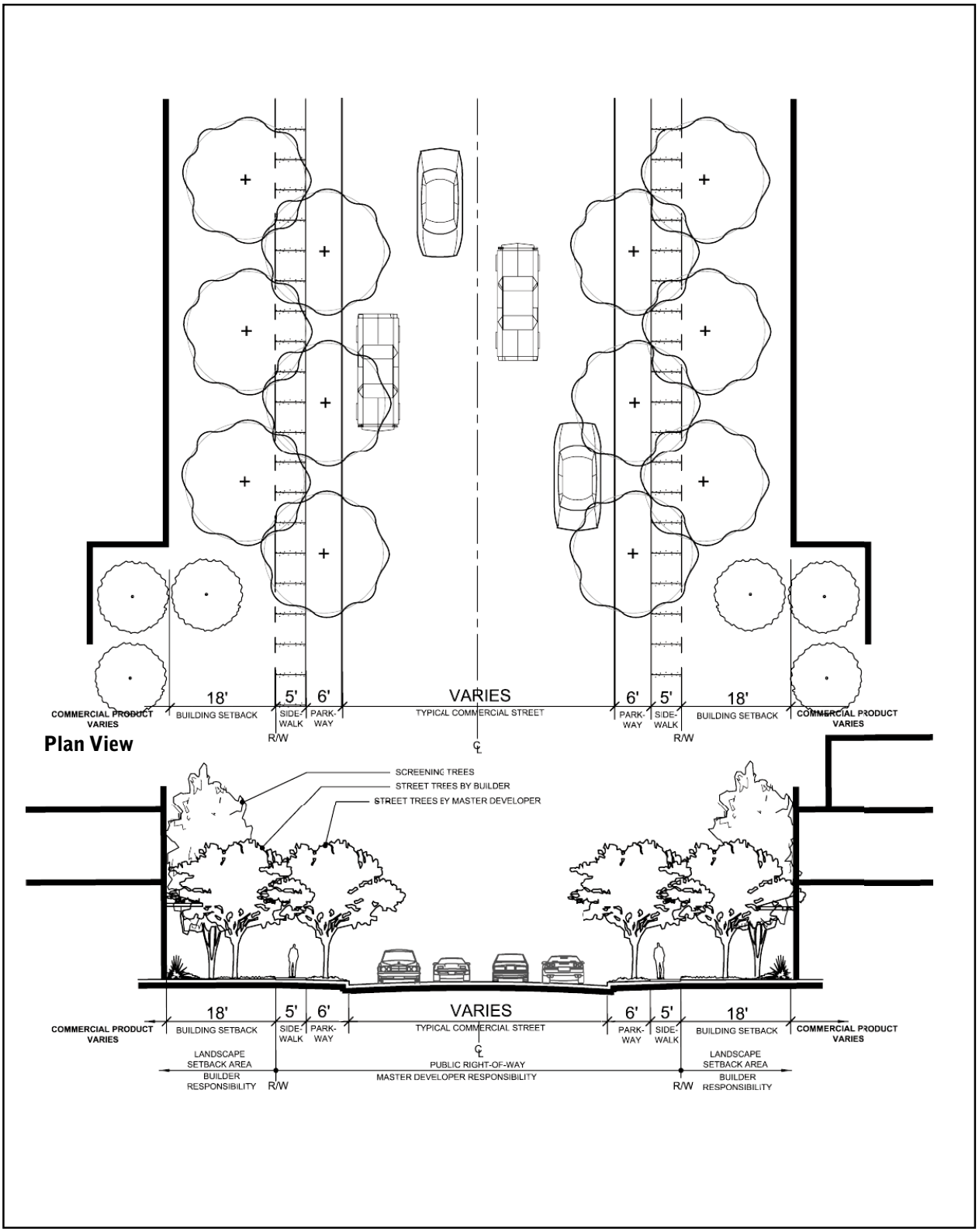


Figure 13 : Typical North-South Commercial Street.

Landscape Setback Condition Requirements

The landscape within the required setback areas (outside the public R.O.W.) adjacent to the various framework streets is the responsibility of the builder/ individual parcel owner. The minimum required perimeter landscape is defined by minimum required setbacks to buildings and parking.

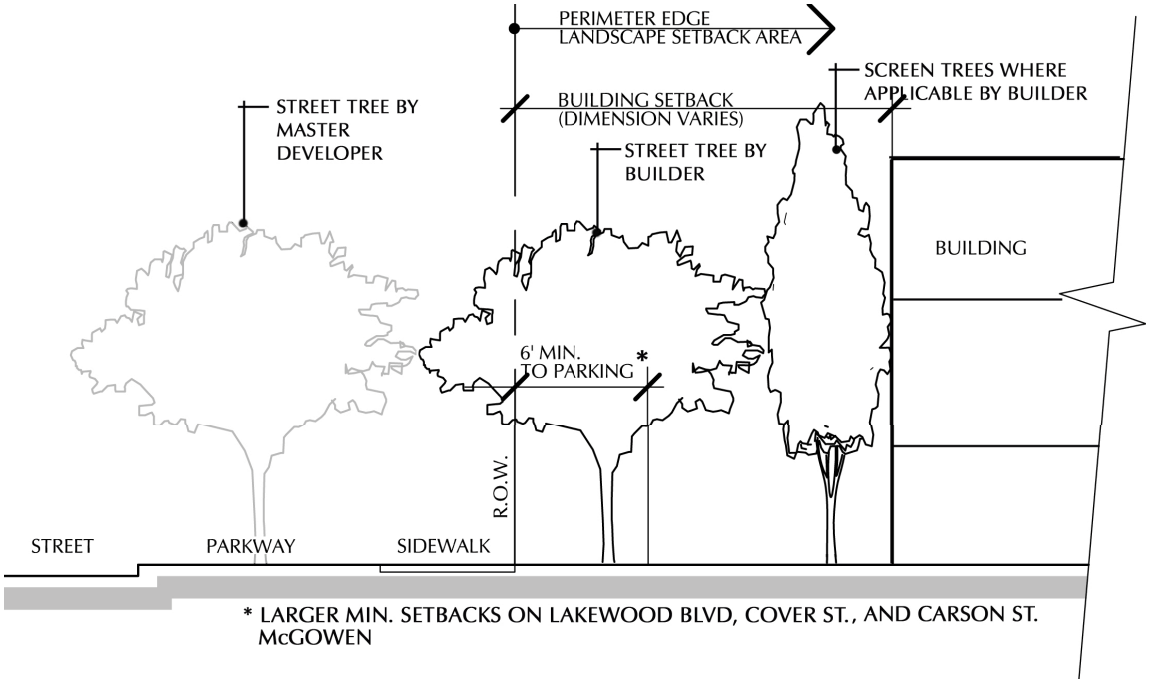


Figure 14 : Street Section (Typical Conditions)

The trees within the minimum landscape setback zone should be the same as the framework street tree within the parkway as defined by Master Street Tree Plan (PD-32: North Design Standards). For screening purposes within the setback zone (i.e. parking structures, blank walls or other undesirable elements), the trees under the "setback/screening" section of the Master Street Tree Plan shall be utilized. Screening of parking areas is most effectively executed through use of berming and/or shrubs.

Shrubs appropriate for parking lot screening may include:

- Arctostaphylos 'Howard McMinn'
- Carissa spp. (> 3' height)
- Ilex spp. (> 3' height)
- Ligustrum japonicum
- Ornamental Grasses (> 3' height)
- Pittosporum 'Variegata'
- Rhaphiolepis (> 3' variety)
- Rosmarinus officinalis (> 3' variety)
- Strelitzia reginae

Larger screening shrubs (at parking structures, trash enclosures, utility enclosures, masonry walls, etc.) may include taller varieties from the previous palette to the left plus:

- Escallonia fradesii
- Heteromeles arbutifolia
- Plumbago auriculata
- Rhus integrifolia
- Westringia fruticosa
- Xylosma congestum 'Compacta'

a : Landscaping to screen parking lots.

b : Required setbacks landscaped with groundcovers, screening shrubs, and tree masses.

Figure 15 : Commercial Street Character Images

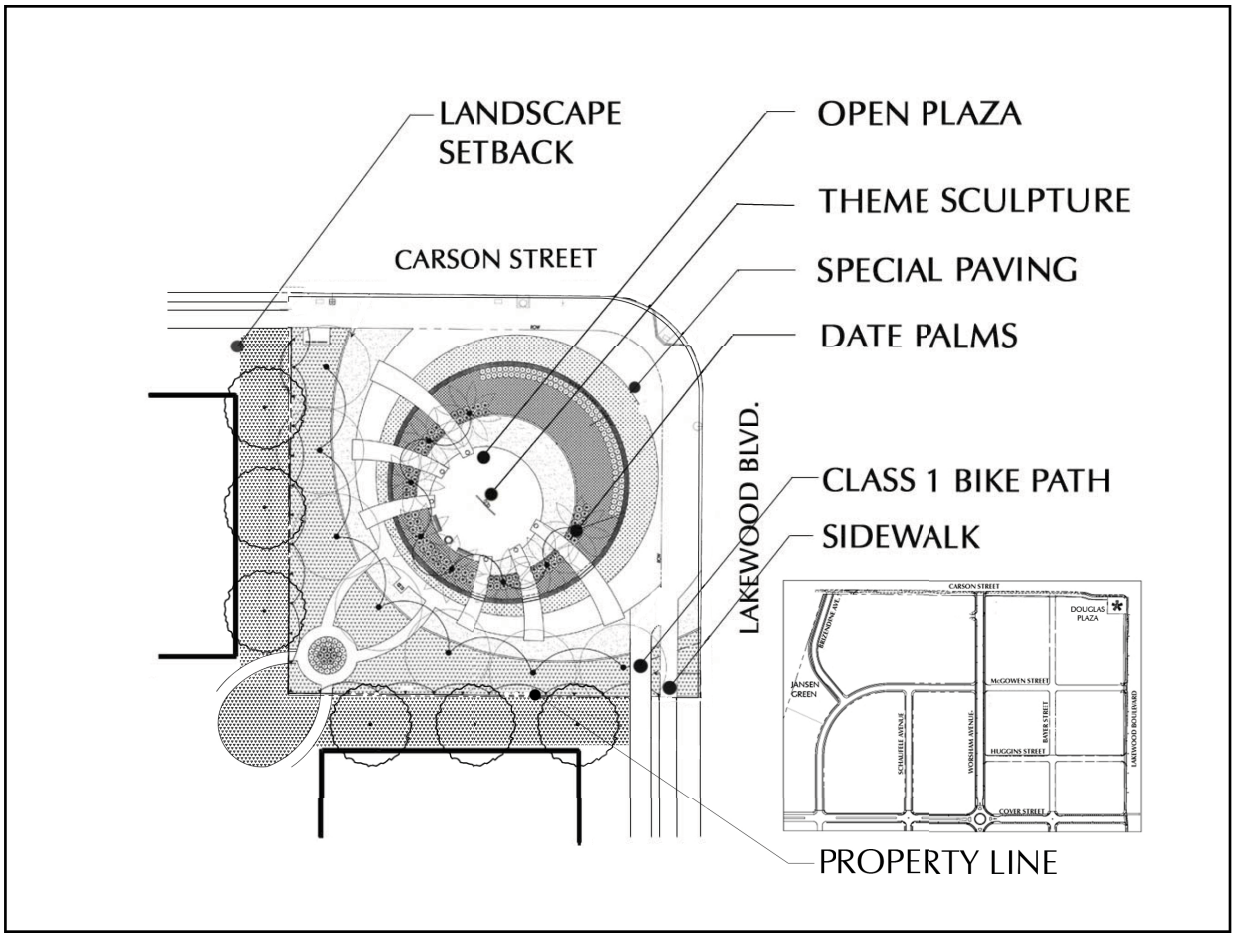
Community Open Space

The community open space amenities in Douglas Park are publicly accessible and contribute to the fabric of Long Beach and the character of the community. The goal of the open space amenities is to provide opportunity for active and passive recreation (active recreation opportunities within Jansen Green), large and small community gatherings, and the chance to reflect on the site's historical and cultural significance. Open spaces are located within easy walking distance of all points in the mixed-use and office districts, positioned in appropriate relationships to adjacent land uses and site circulation, and serve as important landmarks within the community. There are numerous open spaces and plazas at Douglas Park, totaling approximately 10 acres, each with a unique identity. The intent, program, and design principles are listed below for each community open space amenity. Approval of the Director of Development and Public Works required prior to issuance of a building permit.

Douglas Plaza

Douglas Plaza is a 0.4-acre space located on the corner of Lakewood Boulevard and Carson Street. The primary design principle is to announce the arrival to the Douglas Park Development. In addition, this plaza will provide balance to the war memorial located across Lakewood Boulevard and establish a gateway into the City of Long Beach. Public art will celebrate the significance and importance of the site's history. Also, the plaza will be designed to accommodate the users of the adjacent class I bicycle path. The design will have an urban character and incorporate simple and strong forms (See Figure 16).

Note: Douglas Plaza has already been designed and was approved by The City of Long Beach (Construction and design plans were approved in October 2007, the permit for the work was issued on 10-2-08) which meets the intent of these Design Guidelines

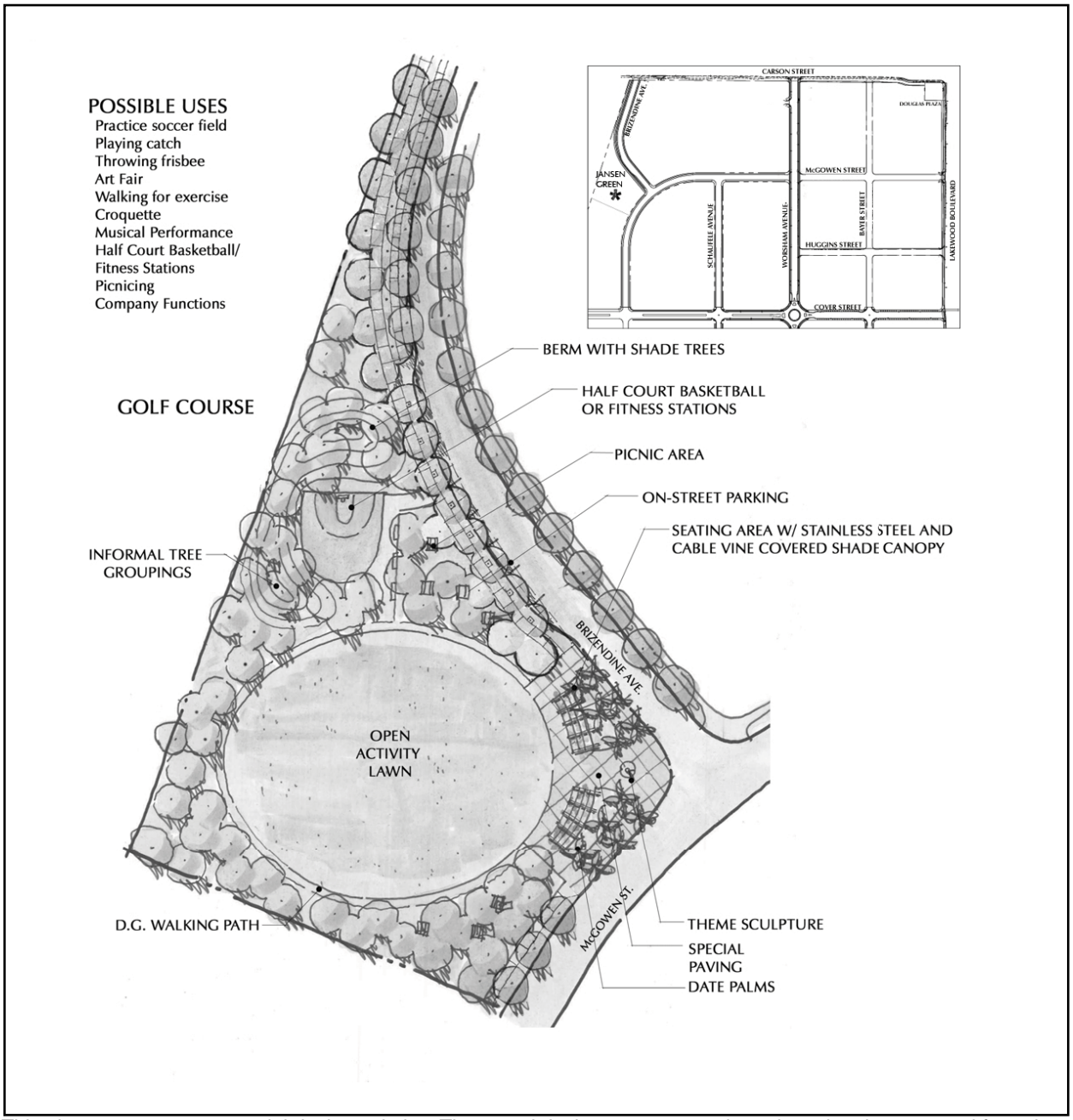


This plan represents current city approved design solution.

Figure 16 : Douglas Plaza

Jansen Green

Jansen Green is minimum 2.2-acre space located at the corner of McGowen Street and Brizendine Avenue. The primary design principles are to engage the golf course edge, establish a strong visual connection as the terminus of the McGowen Street office environment, and provide an opportunity to connect to the adjacent class I bicycle path. The character of the design is reflective of the golf course forms and plant material. (See Figure 17).



This plan represents a potential design solution. The actual design may vary and requires site plan approval from the Director of Development Service.

Figure 17 : Jansen Green

Additional community open space amenities

In addition to Jansen Green and Douglas Plaza, there shall be a minimum of four additional community open space amenities, two within the mixed use district and two within the office district. One community open space within the mixed-use district shall be 0.5 acres minimum, with the balance of open spaces being 0.33 acres minimum each, and an aggregate total of 1.5 acres minimum (not including Jansen Green and Douglas Plaza). See concept plans in Figure 18 for suggestions regarding programming and layout of community open spaces, as well as for suggested relationship to streets, buildings, and pedestrian connections.

Public Open Space Programming - Mixed-Use District

Provide a balance of hardscape and landscape lawn area designed for all age groups and may include the following:

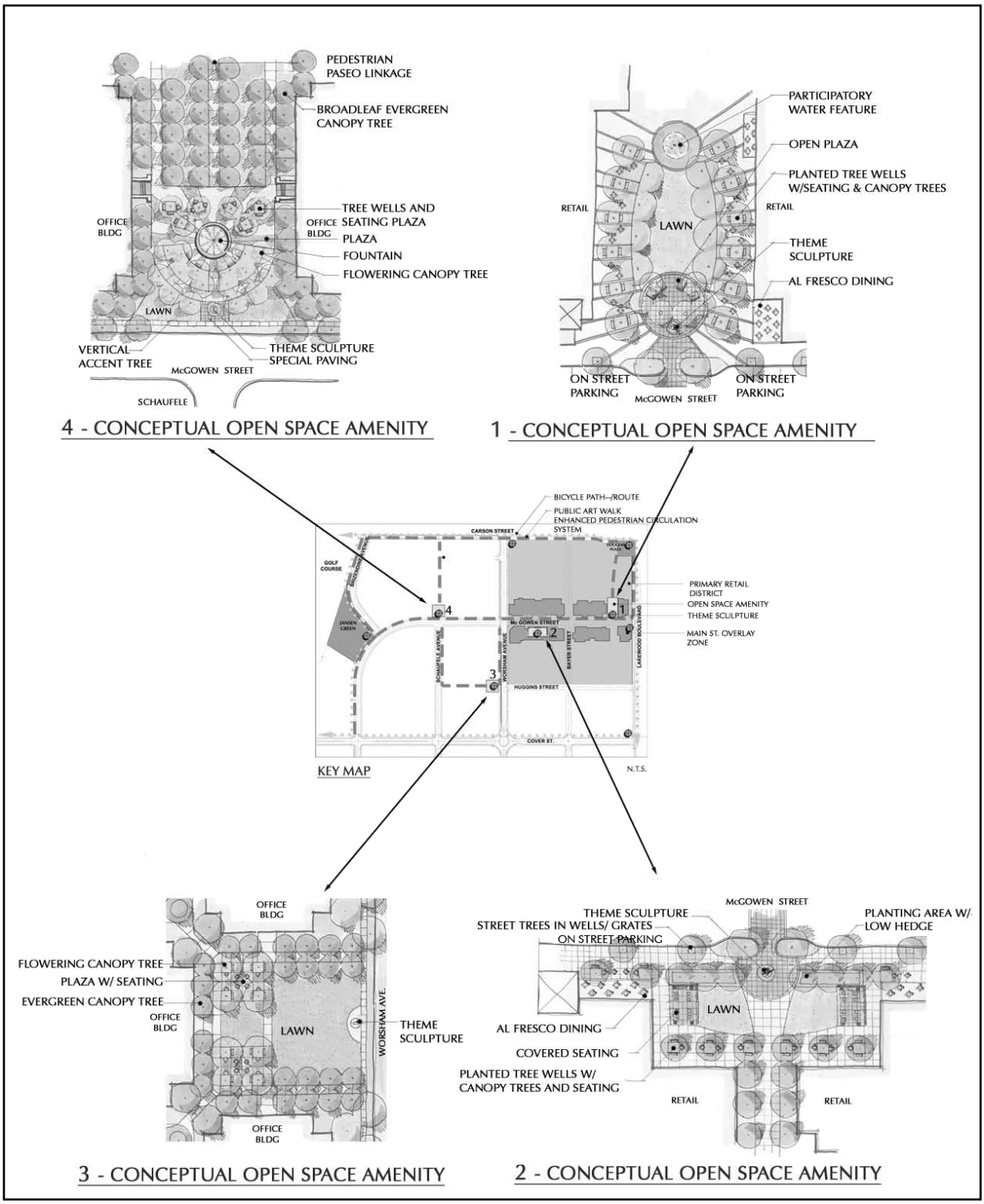
- Large flexible use plaza, paved area for special events (e.g., art fairs, culinary events, small performances, music, etc.)
- Public Art – opportunity for permanent, themed public art provided by Boeing.
- Large lawn area for informal, spontaneous play, sitting and small gatherings.
- Opportunity for child friendly, participatory water feature.
- Shaded sitting areas with trellis and/or canopy trees.
- Thematic street furnishings and lighting
- Educational and Interpretive Programs designed to tell the story of the site.

Public Open Space Programming - Office District

Provide a more park-like setting, favoring more landscape lawn area than hardscape area, and may include the following:

Areas to facilitate lunch-hour type activities, gatherings, as well as more restorative individual or small-group opportunities.

- Shaded sitting areas, canopy trees.
- Public Art – opportunity for permanent themed public art provided by Boeing.
- Opportunity for water feature with design focus on aesthetics, mild sound attenuation, white noise, while facilitating conversation
- Flexible use paved space for special events and small group gatherings.
- Thematic street furnishings and lighting.
- Educational and Interpretive Programs designed to tell the story of the site.



These plans represent potential design solutions. The actual designs may vary and require Site Plan approval of Director of Development Services.

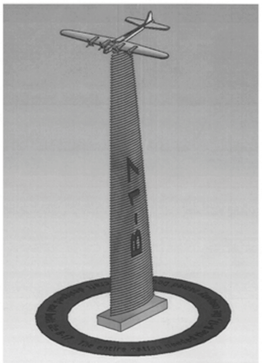
Figure 18 : Community Open Space Amenities

Public Art

Public art will play an important role at Douglas Park. A public art master plan has been approved by the Long Beach Art Council and The City of Long Beach. Location of elements not yet deployed but referenced within the Public Art Master Plan will be determined during the site plan review process. The primary goal of the public art program is to embrace the site's historical and cultural significance by examining the products produced during the World War II Jet eras, celebrating the "heroes" who worked here, and recalling the landmark events that took place on this site. Inspiration for the art will come from the bold past of the Douglas Plant and the brilliant future of Douglas Park. (See Figure 19).

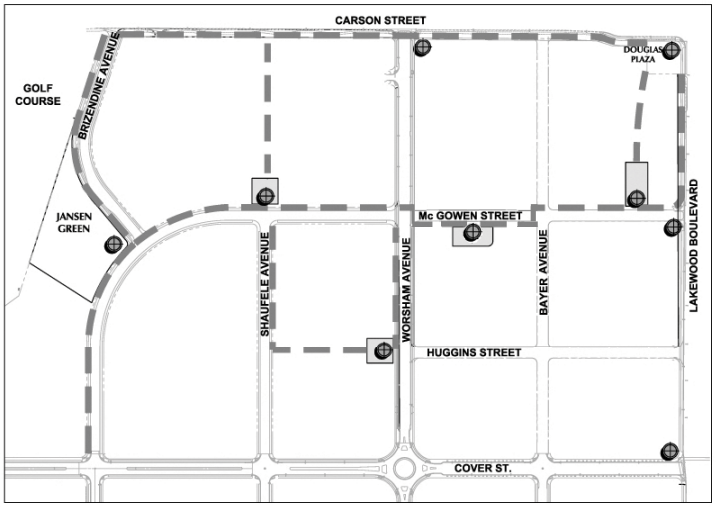
The public art program may include the following elements:

- Sculpture
- Street Plaques
- Concrete Stamps
- Stamped Concrete
- Interpretive Pylons
- Engraved names



a : Sculpture Concept.

b : Douglas Plaza Sculpture



ART WALK COMPONENTS

OPEN SPACE AMENITY/ PLAZA (CONCEPTUAL LOCATION)

PUBLIC ART WALK ENHANCED PEDESTRIAN CIRCULATION SYSTEM

AVIATION THEMED SCULPTURE ART PIECES

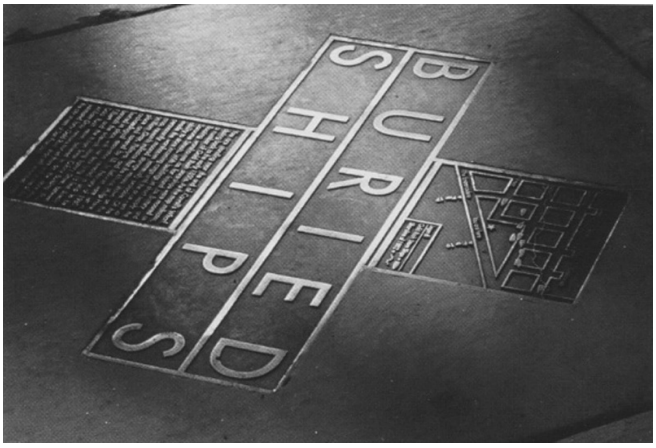
Figure 19 : Public Art Images

Signage

Signage will play an important role in way finding and identity at Douglas Park. A signage master plan will be prepared by the Master Developer in conjunction with the first phase of development. A primary goal of the signage master plan will be to establish quality sign design appropriate for the context of Douglas Park and materials. Signs which are visually "loud" are discouraged. Signs must comply with the minimum standards set forth in the Long beach Municipal Code (LBMC Section 21.44.105). See also PD-32: North Development Standards, Division III.

Sign design should emphasize the quality of materials, methods of illumination, and design for identity as well as clarity. The signage master plan should devise a shared graphic language to be used in all sign types, each of which will address the following types of signage situations:

- Douglas Park identity signage at perimeter locations.
- Vehicular and pedestrian directional signage at Douglas Park entries and at internal, public, and private rights-of-way.
- Open space signage.



a : Street plaques.

b : Engraved names

Figure 20 : Public Art Images

Guidelines - Division III

mixed-use district guidelines

SEPTEMBER, 2009

MIXED USE DISTRICT GUIDELINES (Sub Area 1)

Mixed-Use District

Located at the crossroads of Carson Street and Lakewood Boulevard in the northeast corner of PD-32, Sub area 1 is envisioned to include a mix of office and various pedestrian-serving commercial uses, all designed to encourage a lively and walkable district for Douglas Park. In this case, pedestrian-serving commercial activities include retail, restaurants, hospitality, entertainment, personal services and office uses.

The district is divided into the primary retail zone which includes the "main street" overlay zone along McGowen Street. The retail expansion zones extend south of Huggins Street and west of Worsham Avenue. These areas should feature pedestrian linkages and building placement and orientation that will encourage connections to adjacent commercial development, to further enliven the area. Building heights here are permitted to reach higher than in most areas of PD-32.

With the intent of further establishing a "gateway" element for Long Beach to complement the existing War Memorial to the east, the placement of commercial buildings abutting the southerly and westerly sides of Douglas Plaza is encouraged. Commercial uses may include office, retail, hospitality and mixed-use. To the extent practical, ground floor uses within such buildings should orient to the Plaza.

Figure 21 : Mixed Use District - Office over Street-Level Retail

Primary Retail Zone

The "primary retail zone" extends from Huggins Street to Carson Street and Worsham Avenue to Lakewood Boulevard. This area is intended chiefly for retail uses, but may include other uses such as office, hospitality, athletic clubs (with size restrictions), restaurants and community facilities.

Main Street Overlay Zone

McGowen Street between Lakewood Boulevard and Worsham Avenue is an important gateway into Douglas Park, and the heart of the Mixed-Use District. This is intended to be a lively and walkable "main street" of wide sidewalks lined with shops and cafes behind open and attractive facades, all served by convenient on-street parking.

Storefront architecture is strongly encouraged along the two-block "main street" overlay zone. While single and two story buildings are expected, multi-story buildings with retail uses at the ground floor and office and other commercial uses above can be accommodated (See Figure 21). Build-to lines will be mandated to assure the urban design experience of this zone. Step-backs are recommended to relieve vertical massing of buildings over three floors. A variety of heights, architectural styles, materials and colors is encouraged.

The architectural and permitted urban design character for this district should include varied architectural scale and rhythm through the use of restrained massing relief; variety of roof and parapet heights; and variety of materials and colors to create the desired feel of an urban neighborhood center.

Figure 22 : Mixed Use District - Streetscape Images

Ground Floor Uses

In order to reintroduce building types that have made traditional American neighborhoods convenient, walkable, and attractive, the mixed use district is envisioned as a place where shops and other pedestrian-oriented uses address the street and are accessible from it. (See Figure 24).

- Locate the primary entrance for all ground level uses from McGowen Street directly.
- Maximize storefront glazing and openness. (Refer to PD-32: North Standards for Display/Clear Window Requirement as well as Figure 23 below).
- Vacant spaces shall have store-front displays which conform to a city-approved decorative window display program. No blank windows or back-painted glass shall be allowed.
- "Shadow" art galleries, historical displays, artist studios, back office uses or sales offices may be allowed as temporary transitional uses.
- Eye-level displays, outdoor seating and special wall treatment to enhance visual interest and pedestrian-area vitality are desired.
- Chokers are encouraged at intersections and pedestrian crossings to act as traffic calming, provide pedestrian accessibility, add interest with low planting and provide space for larger specimen trees.
- Ground floor area should be maximized for pedestrian-serving uses.

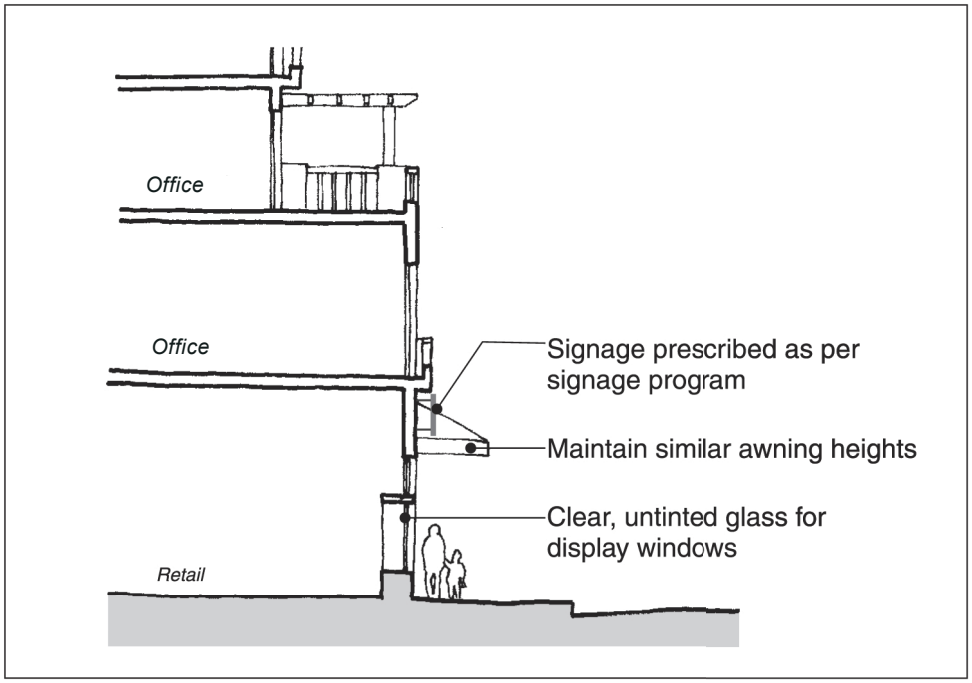


Figure 23 : Mixed Use District - Street Frontage Character

Figure 24 : Mixed Use District - Ground Floor Uses

- Minimum floor to floor height for ground level uses will be 16 feet to provide meaningful usable space. Mechanical equipment and other systems should be designed to provide a minimum ceiling height of 12 feet.
- Outdoor dining, kiosks, benches, landscape planters and other street furniture are encouraged to enhance street activity and interest.
- Conform signage to LBMC Standards. Encourage blade signs and other pedestrian-oriented types of signage.

Massing & Form

"Main Streets" are characterized by the aggregation of multiple buildings and facades, rather than the development of monolithic structures.

- Variations in massing are encouraged, but they should relate to structural systems and interior space, and not be cosmetically applied.
- Parapets are permitted.
- Required stepbacks should be used to create varied scale and massing at upper levels. (See Figures 25 and 26).
- Special building massing elements, such as towers, should be used to highlight and frame street gateways. (See Figures 25 and 26)
- Corner architectural features (such as clock tower's) are encouraged at street intersections.

Fenestration

Frequent entrances and display windows help establish visual and functional connections to the street, and create an active walking environment.

- Maximize storefront glazing and openness.
- A minimum of 60% of the horizontal length of the façade fronting McGowen Street should contain display windows and entrances.
- Clear, untinted glass should be used throughout.

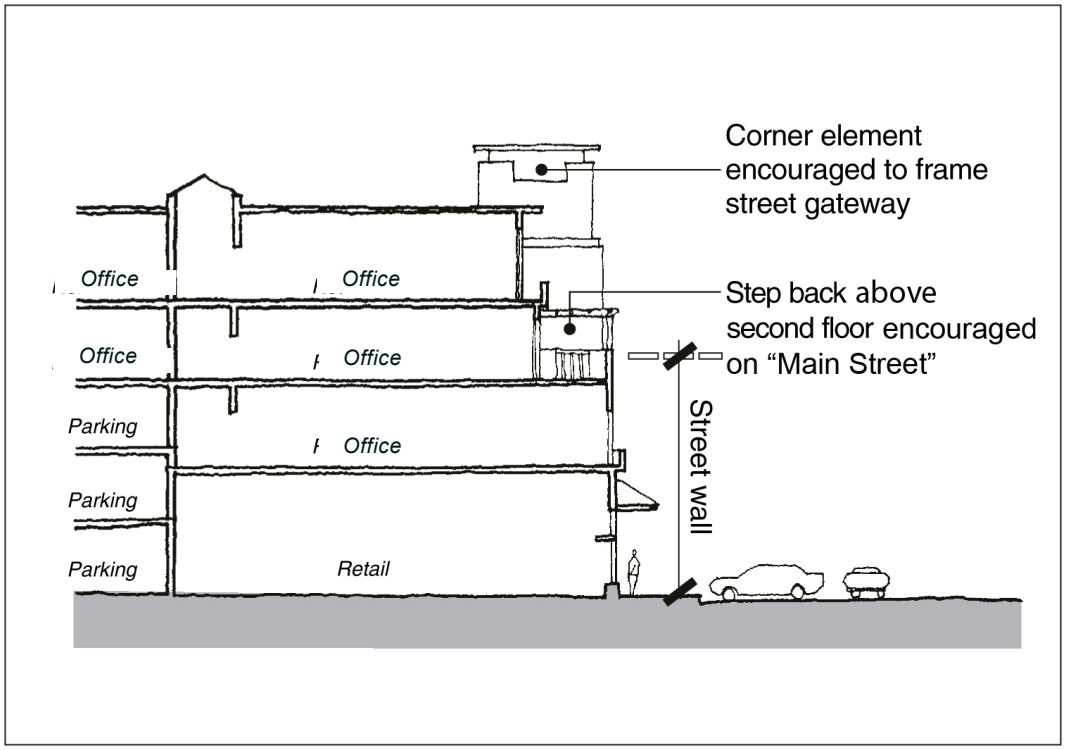


Figure 25 : Mixed Use District - Use and Massing Issues

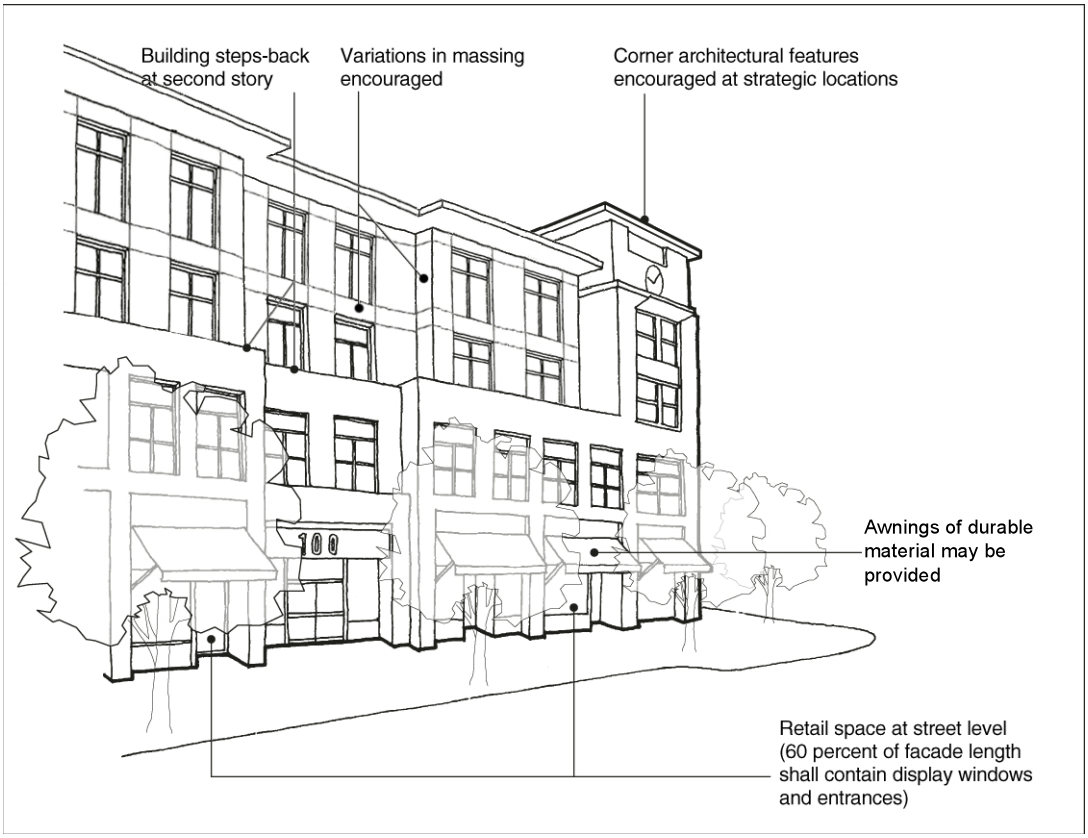


Figure 26 : Mixed Use District - Massing, Facade Treatment and Fenestration

- Illuminate display windows at night to encourage pedestrian-area vitality.
- Security grilles are prohibited. In exceptional cases, and only through Site Plan Review, such grilles will be accepted provided that they are architecturally interesting and are placed inside the building behind the display areas. (See Figure 23).
- Metal and/or glass canopy elements are encouraged. (See Figures 23 and 26). If provided, fabric awnings should be made of durable commercial grade fabric or other similar material with a single color matte finish. Awning supports should be coated metal or other non-corroding material.

Facade Treatment

- Differentiate ground-level facade from upper levels.
- Large expanses of storefront glazing and display are encouraged on the ground level. Solid elements such as piers and columns should include richly textured materials such as stone, tile, and upgraded masonry to enhance pedestrian scale. (See Figure 27).
- The facade of the commercial uses above ground-floor retail on McGowen Street should avoid monumental and monolithic treatment – compatibility with the adjoining buildings is desired.

Figure 27 : Mixed Use District - Facade Treatment & Fenestration Conditions

Parking/Service

Provide access to parking while maintaining pedestrian friendliness and walkability.

- Parking should be screened and visually buffered from the public right-of-way.
- Shared parking facilities are encouraged for retail, commercial and office uses.
- Where a parking structure occurs, entrances from secondary streets should be designed to be subordinate/secondary to main pedestrian entrances and to the overall project image.
- Parking should not disrupt the quality of common spaces and pedestrian environments.
- Service areas should not be visible from surrounding public streets. Service areas including delivery, trash and recycling should be provided for commercial uses.
- Trash should be stored in enclosures that are architecturally compatible with the project and easily accessible to trash collection trucks.
- Utility meters, transformers, and other service elements should be located in the least-visible areas, and screened from public view where feasible.
- The building facade of any parking structure shall be designed to be compatible in color, material, architectural treatment, and detail with the building(s) it serves. In addition, landscape screening shall be provided on the first level.
- Service areas should be located as far as possible from building entries and pedestrian-oriented zones, and should be screened.
- Parking structure lighting should be appropriately shielded.

Landscape Guidelines

Landscape is minimized in this zone to promote an urban character. The intent is to reinforce the "Main Street" character of the mixed-use district.

Landscape guidelines that apply to the Mixed Use Overlay Zone areas are as follows:

Paving

- Enhanced paving, such as architectural concrete, brick, stone, and concrete pavers are encouraged to promote an urban character.
- Colors and finishes shall be complimentary to the building architecture and adjacent streetscape paving.
- Finishes imitative of other materials, such as stamped concrete, are discouraged.

Planting

- Potted plants with a "main street" urban character are encouraged.
- Planting areas while used with restaurant and in scale with the overall street scene. Retail area should include low level shrubs, ground covers. or grasses to promote visibility.
- Ground level planting should be structured and minimized to promote free pedestrian movement and accessibility.
- Street trees in tree wells/ grates, providing shade and pedestrian friendly scale.

Maintenance

The intent of the maintenance guidelines are to encourage a safe, clean, and healthy condition at all times.

- Trees should be maintained to allow for proper light distribution of adjacent light standards.
- Maintenance such as weeding, fertilization, mowing, pruning, light fixture maintenance, irrigation system maintenance, and trash removal shall occur on a regular schedule.
- Dead or poorly performing potted plant material is to be replaced once it is discovered.
- Graffiti shall be removed or painted out within in 24 hours. See Division V.

Screening

Screening of visually undesirable objects is required. Methods of screening may include masonry walls, overhead trellis, and landscape planting of evergreen material. (See Figure 42). Screening devices should be integrated into building and site design, and not addressed as afterthoughts. Careful design consideration should be given to prevent hidden areas from encouraging criminal activity; lighting should be installed in these areas. The following items must be screened from off-site views, taking into consideration required access by Fire Department, utility companies and service providers:

- Mechanical equipment, such as air conditioners.
- Equipment, such as backflow preventers and controllers.
- Utilities, such as transformers and meters.
- Trash containers.

Views of parking areas and parking garages from the public right-of-way should be buffered and softened using landscape planting of evergreen trees, hedges, shrubs, and groundcover.

Exterior Lighting

The intent of the lighting criteria is to provide safety while enhancing the night time urban character.

- Lighting should be provided at all building entrances.
- Glare should be minimized.
- Architectural detail and landscape accent lighting is encouraged to create identity for mixed-use district.
- Exposed fixtures should be selected to relate to the associated building's architectural character.
- Building accent lighting is encouraged to create a pedestrian-friendly evening ambiance to the street

Signage

The intent is to promote an urban character through quality sign design and materials. Signage shall be designed in context of adjacent architecture and the "Main Steet" character of the mixed-use district. Signs must comply with the PD-32: North Signage master plan (see Standards Division III), and as set forth in the Long beach Municipal Code (LBMC Section 21.44).

A sign program shall be created for the mixed-use district to address the following issues:

- Sign compatibility with retail uses
- Pedestrian orientation and visibility
- Quality signage with a "boutique" character
- Sign materials and method of illumination.

Hotel Guidelines

Hotels are quasi-residential uses that have specific requirements that should be taken into account to avoid conflicts with adjacent uses.

- Hotel design should avoid fanciful architecture styles.
- Design buildings as a project that contributes to the urban character of the district. Design of an isolated enclave is not desirable.
- If located on McGowen Street in Sub Area 1, the building must follow all design guidelines for the Main Street Overlay Zone. Lobby frontage and an entry should face the street, but the vehicular driveway and drop-off may not.
- Drop-off may not be located along Lakewood Boulevard or McGowen Street.
- All sides of the building should be consistent in style and quality of design with main facade. Avoid any "back door" look. (See Figure 28b).
- The primary presence along the major street front should be the building and the drop-off, not the parking. (See Figure 28a). Locate the parking at the rear of the building.
- Parking, delivery and loading should be fully screened and visually buffered from the public right of way.
- Parking and loading location should not disrupt pedestrian movement or impact privacy of guests.
- To insure privacy of guests, recreation facilities such as a pool should be located to avoid being heard or seen by adjacent properties' occupants, or the public in general.
- The scale and design of the building should relate to its context. Stairways, corridors and other circulation systems should not be exposed to view, and should be integral to the design of the building.
- Balcony railings should be made of high quality materials that compliment the architectural composition and style. Utilitarian and inherently inexpensive hollow metal or pipe railings are not acceptable.
- Central air conditioning units should be used. Individual room units are not acceptable.

a : The primary presence along the major street front should be the building and the drop-off, not the parking.

b : All sides of the building should be consistent in style and quality of design. Avoid "back door" look.

Figure 28 : Hotel - Urban Character

Guidelines - Division IV

office/ r+d / light industrial guidelines

SEPTEMBER, 2009

OFFICE/ RESEARCH + DEVELOPMENT LIGHT INDUSTRIAL GUIDELINES (Sub Areas 2 and 3)

Office / R+D / Light Industrial Districts

The western portion of PD-32: North is intended to be developed as an attractive, low-rise business campus setting, where buildings line landscaped streets and sidewalks, and are served by adjacent parking. Any retail uses should be adjacent and oriented to streets and sidewalks in the "retail expansion zone."

Buildings located on parcels along Cover, McGowen and Carson Streets as well as Worsham Avenue should face the street and be built to the front of the setback line, to create a more urban character. In addition to holding visual continuity along primary/collector streets, buildings should be clustered to form plazas, courtyards and other such semi-public spaces where appropriate, adding relief and interest to the overall streetscape as well as amenities for occupants and visitors. To the extent that any parking structures are developed they should be located away from primary/collector streets, behind the building(s) which they serve. Parking structures, loading docks and other service areas should be buffered from view using landscaping, building orientation, and screening devices.

Walkability should be encouraged at every opportunity, fostering connectivity, and visual interest for those on foot. Primary or secondary access to building lobbies is encouraged to link directly to public sidewalks and roadways as well as plazas and pedestrian paths.

Orientation

Buildings should strive to reinforce the public street edges, rather than creating building islands surrounded by parking. (See Figures 29, 31 and 32).

- Orient front building facades parallel to the street, and directly at the required setback line of the front property line in order to reinforce the street edge. (See Figures 29, 31 and 32).
- Locate building entries, plazas, and pedestrian-oriented uses along the primary streets. (See Figure 32).
- Spaces between buildings should be designed as outdoor rooms and not left merely as residual landscape space. Frame public gathering spaces and other usable spaces by buildings.
- Multiple buildings on a site should be clustered around a common landscaped open space, to avoid unorganized sprawl.
- At commercial buildings, locate outdoor eating areas/café seating for employees along public streets or in courtyard settings that reinforces the public realm or adjacent open spaces.
- Designs featuring "through-lobbies," visible from and serving both the street and rear parking areas, are encouraged.
- Orient windows and secondary entries towards open spaces.

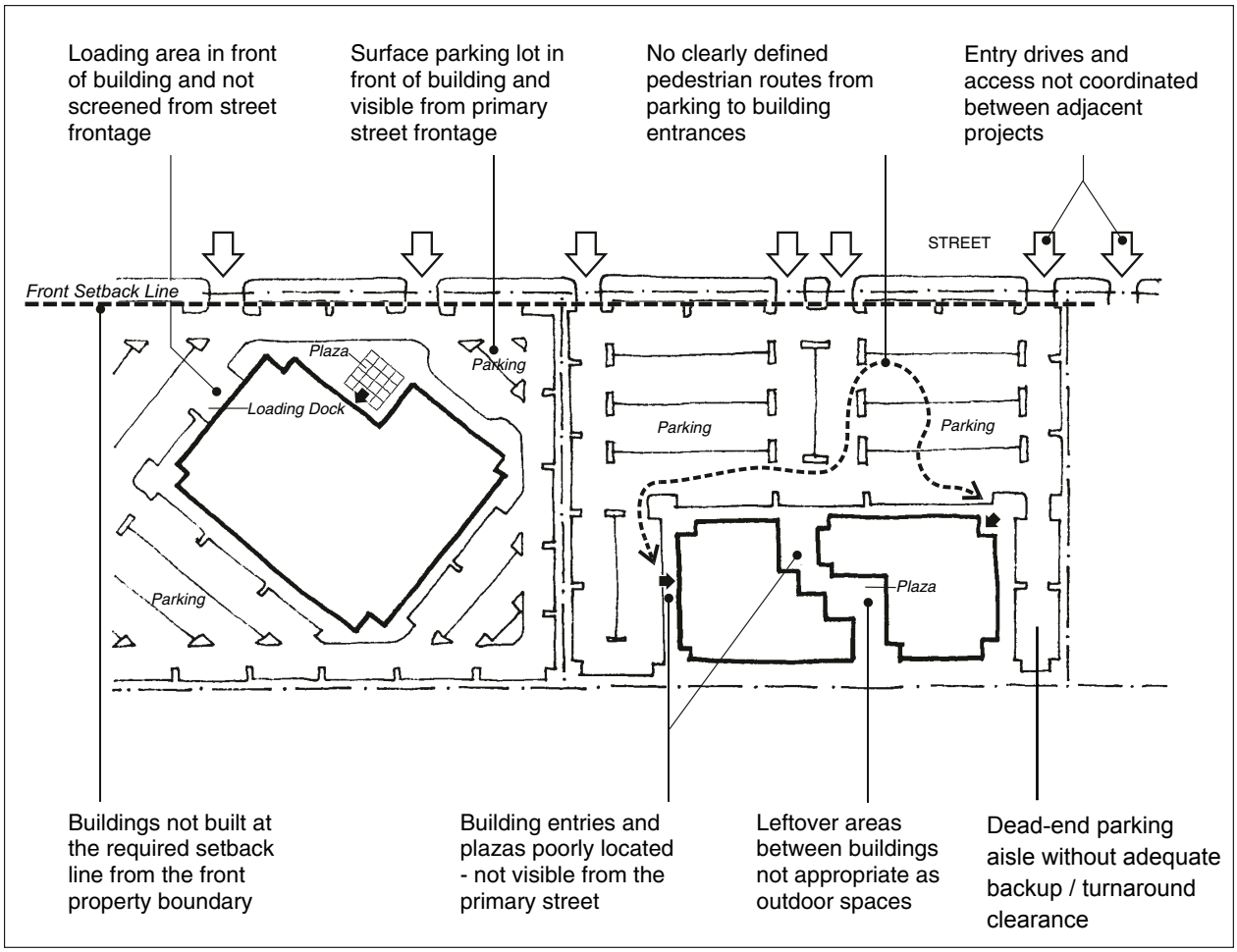
Figure 29 : Office / R+D / Light Industrial Districts - Orientation of Buildings to Street

Access

Provide access to parking while maintaining pedestrian scale and walkability.

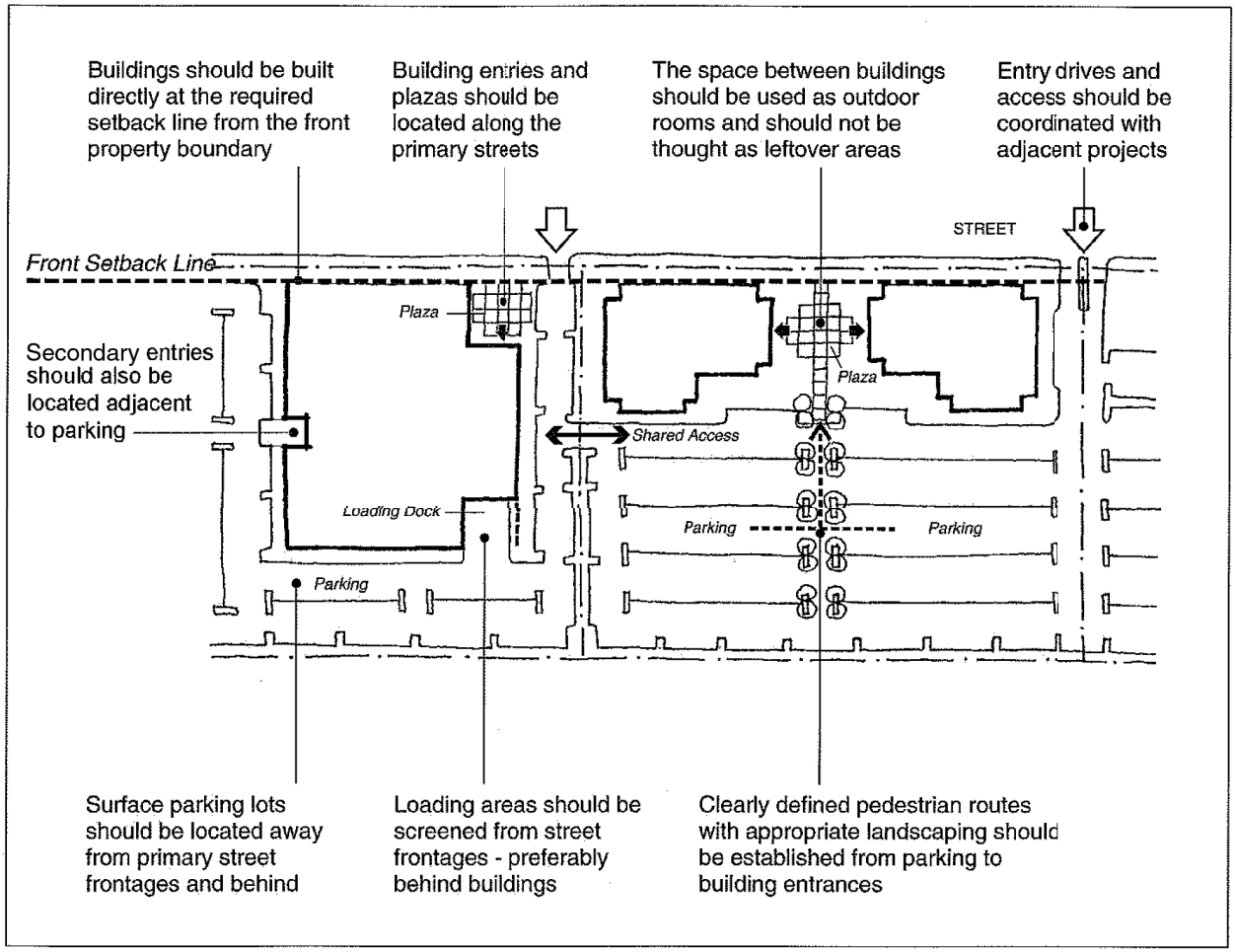
- Car and pedestrian entries to a site should be separated, and clearly defined. Pedestrian walkways should be a minimum width of 4 feet clear, and should be protected from driveways by a minimum 6-inch curb.
- Entry drives and internal driveways should be located to reinforce the public street grid. Meandering driveways and internal roads are not desirable.
- Applicants should become familiar with the access points to adjacent projects (existing and/or approved). Coordinate, where feasible, entry drives and access ways with adjacent projects in order to minimize disruption of landscaped street edges, and to minimize conflict with pedestrian use of sidewalks. (See Figure 32).
- Clearly define pedestrian routes from parking to building entrances by special walkways with appropriate landscaping ans lighting; pedestrian crossing of parking aisles should be minimized. (See Figures 31 and 32).
- Provide direct access from side streets to building entryways where feasible.
- In order to promote walkability, mid-block pedestrian connections and linkages connecting street to street, and to community open spaces, should be provided. (See Figure 30)

Figure 30 : Office / R+D / Light Industrial Districts - Pedestrian Linkages



UNACCEPTABLE

Figure 31 : Office / R+D / Light Industrial Districts - Access, Orientation and Site Planning (Undesirable Conditions)



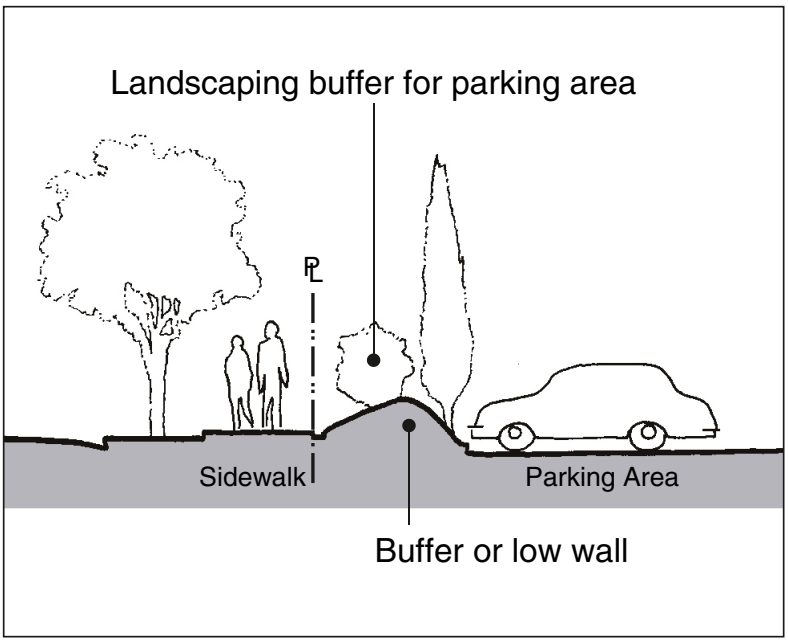
ACCEPTABLE

Figure 32 : Office / R+D / Light Industrial Districts - Access, Orientation and Site Planning (Desirable Conditions)

Parking / Service Areas

Parking and service areas should be designed as integral parts of building they serve, and should be located to minimize visual impacts from the public rights-of-way.

- Parking lots should not be the dominant visual element of the site. Parking should be broken down in smaller multiple lots separated by landscaping and buildings.
- Relegate parking to the rear and side of buildings. (See Figures 31 and 32).
- Parking aisles or spaces should not directly abut a building; provide a four (4) foot wide minimum pedestrian walkway or landscaped area, except at areas predominantly used for loading
- Single-bay parking aisles should be terminated by ample backup or turnaround space.
- Screen parking lots and garages from major streets by proper site planning, and secondarily through the use of landscape screening. (See Figure 33).
- Shield parking lighting so as not to spill over into other adjacent uses.
- Design parking lighting to preclude direct glare of lights onto adjoining properties or streets. (See Figure 33).
- Do not locate loading facilities at the front of buildings. Such facilities are more appropriate at the rear of the site. (See Figures 31 and 32).
- Loading docks should not be visible from public streets. Screening should be complete and should be integrated with the design of the building. (See Figure 34).
- Screen loading docks with a combination of solid masonry walls and landscaping. (See Figure 34).
- Do not place above-ground utility elements inside the front setback. If such arrangement is demonstrated to be unavoidable (see Standards), they should be screened by walls and landscaping. Access to such utilities should be integrated as part of the screening strategy.
- Shared parking is encouraged per LBMC Chapter 21.41 (Off-Street Parking) and Chapter 21.64 (Transportation Demand).



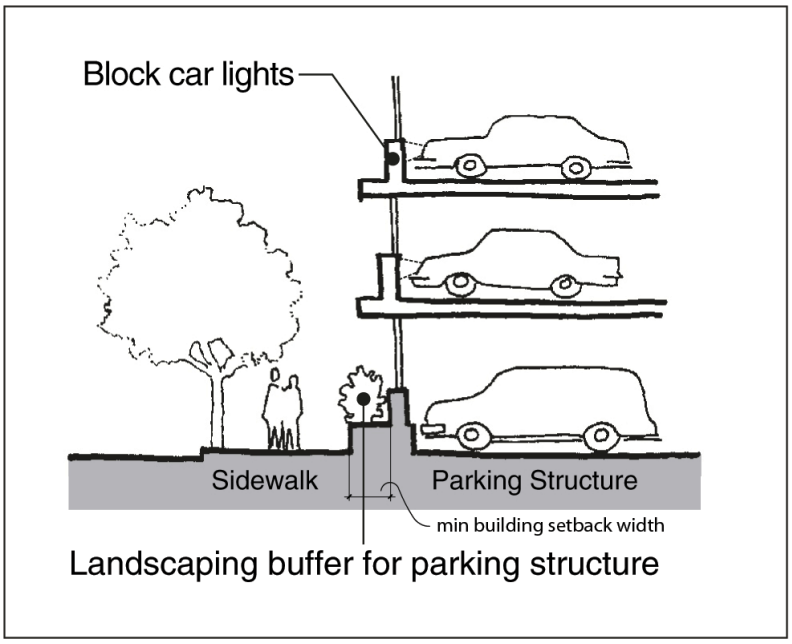
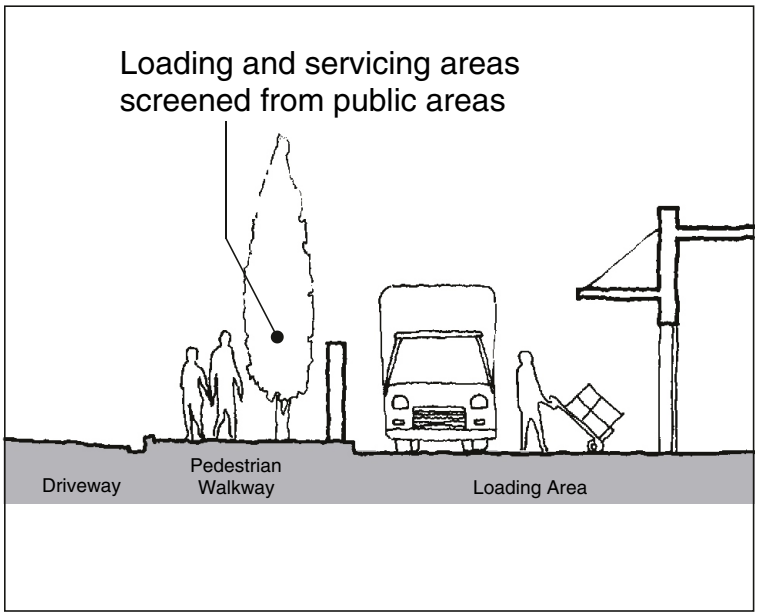


Figure 33 : Office / R+D / Light Industrial Districts - Screening Parking from Public View



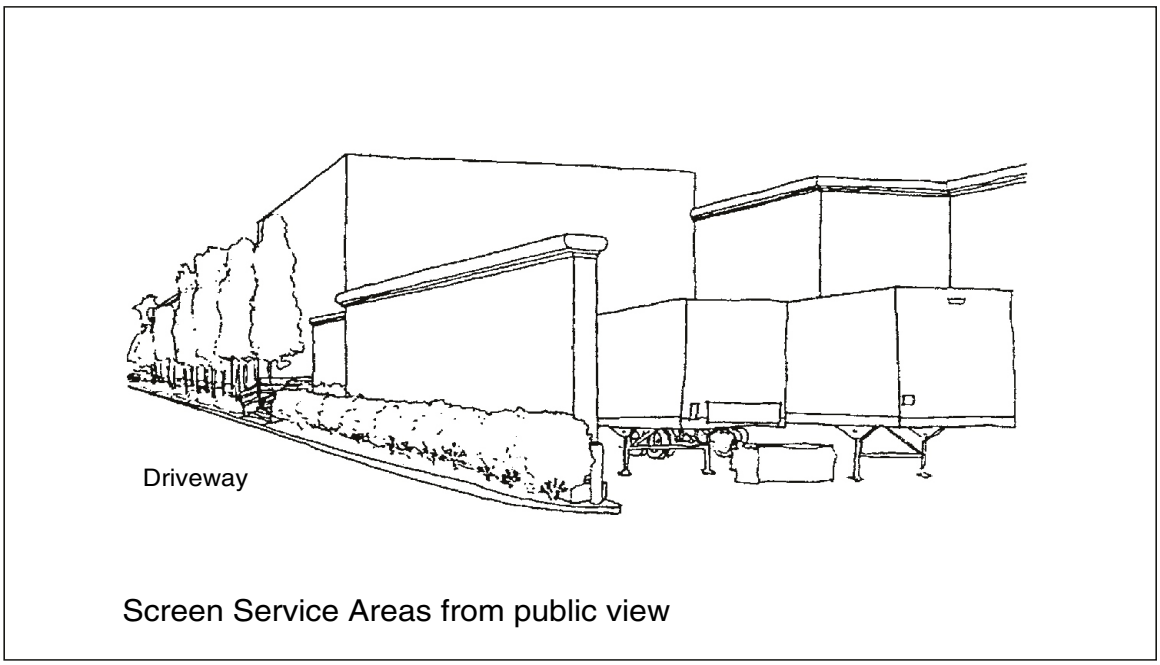
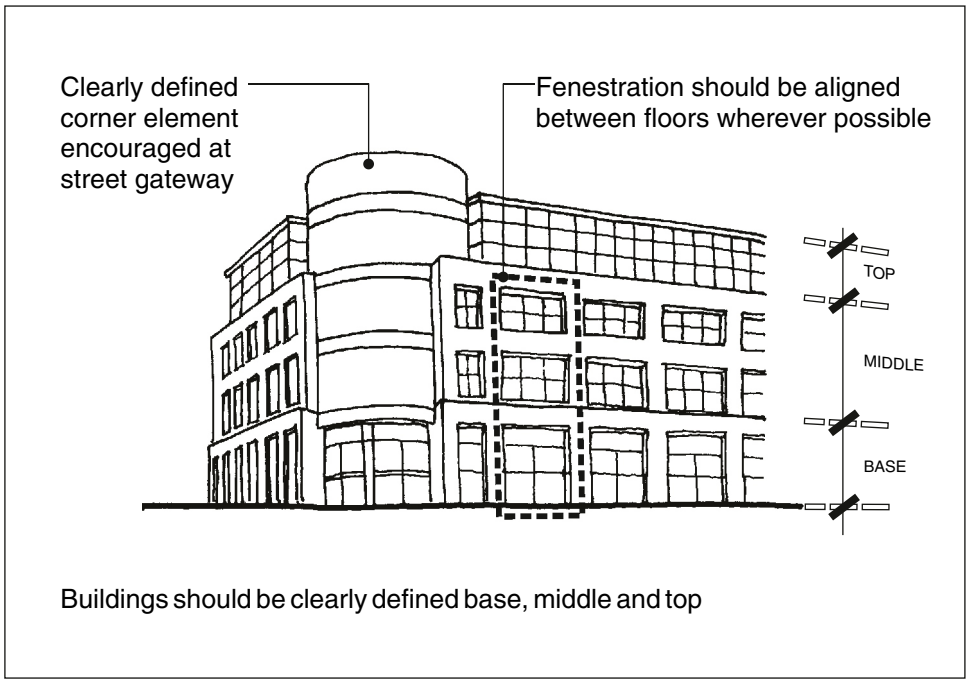


Figure 34 : Office / R+D / Light Industrial Districts - Screening Service Areas from Public View

Architectural Design

While there is no specific architectural style promoted by these guidelines, a commitment to lasting and durable buildings is a primary intent. The history of the place as an aircraft manufacturing site should also be used as a source of inspiration in terms of a modern architectural vocabulary.

- Projects should use a unifying vocabulary of forms and architectural elements that reflect a contemporary style.
- Projects should provide human scale architectural features such as arcades, texture, and upgraded materials in areas of pedestrian activity.
- Facades wider than sixty feet (60') should be designed with a modular expression breaking the facade to a width of thirty feet (30') or less.
- Buildings above four stories should have an expressed base, middle and top as part of the architectural composition, as a way to reduce the apparent height and promote pedestrian scale. (See Figure 35).
- With the exception of warehouse buildings located behind articulated, street-facing buildings, unbroken volumes are not desirable.
- Articulate building forms by varying roof heights and wall planes in a way that is integral to interior volumes and structure. Additional height in certain areas for architectural features, such as corner and entrance elements, is encouraged.



Visual interest should consist of articulation of facades, changes in plane, stepbacks, and use of materials.

Figure 35 : Office / R+D / Light Industrial Districts - Building Massing

- Screen rooftop mechanical equipment with building elements designed as an integral part of the architecture. Avoid materials and design features that contrast with the rest of the building. (See Figure 36).
- Screen all mechanical equipment for the building with architectural screening elements at least as high as the tallest equipment being screened.
- Building entrances should be clearly defined and articulated. (See Figure 37).
- Visual interest should consist of articulation of facades, changes in plane, stepbacks, and use of different materials. Paint does not constitute articulation. (See Figure 37).
- Roofs should not be designed as attention-getting devices. Simple roofs are encouraged.
- Stairways, elevators and similar architectural elements should be integral to the overall architecture – not afterthoughts.
- The appearance and pattern of doors and windows are critical in the design of buildings. High quality materials, proper placement and the use of recesses should be included in the selection and design of such elements.
- Courtyards, arcades and intimate spaces as a way to break down mass are encouraged. (See Figure 38).

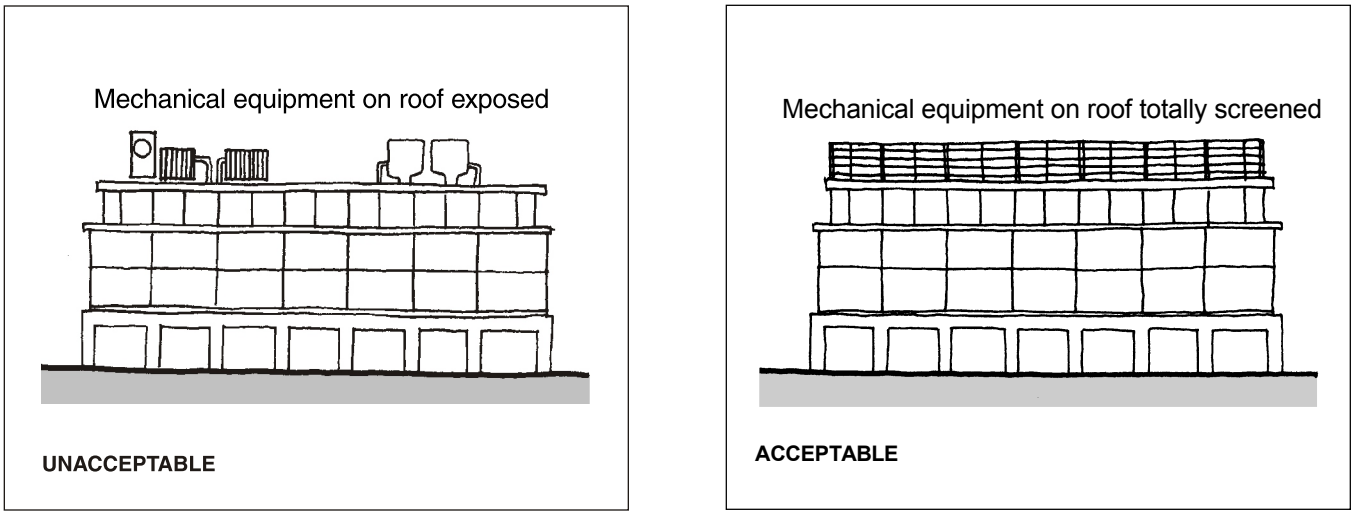


Figure 36 : Office / R+D / Light Industrial Districts - Screening Rooftop Mechanical Equipment

a : Unbroken building volumes with no articulation are discouraged

b : Building forms articulated by varying heights and wall planes with clearly defined entrances are encouraged.

Figure 37 : Office / R+D / Light Industrial Districts - Architectural Design and Facade Articulation

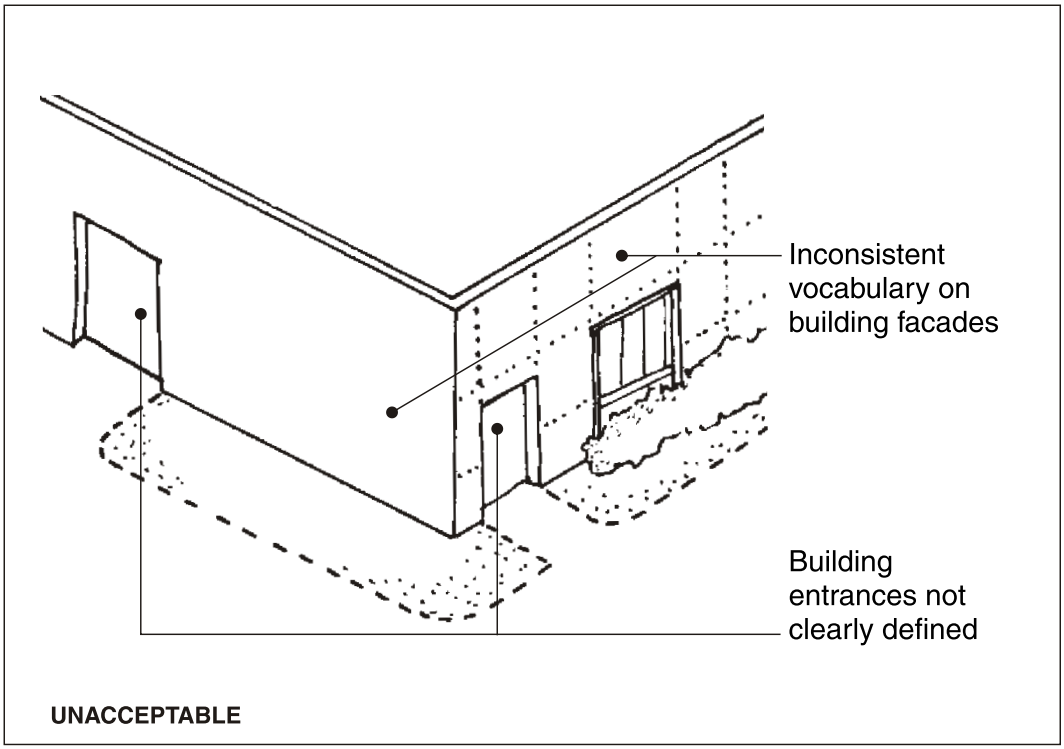
Materials & Color

Extreme contrasts in materials, colors, shapes and other characteristics which will draw excessive attention to buildings unwarranted by their practical functions should be avoided.

- Materials that contribute to good quality architecture are: natural stone, smooth stucco with light finish, architectural concrete with integral color, fully backed metal panels, wood, and brick. Metal and wood windows and doors should be of architectural quality.
- Simulated materials, foam cornices and applied details are discouraged.
- Building entrances should be clearly defined and articulated. (See Figure 39).
- Provide upgraded materials in areas of pedestrian activity, to promote human scale.
- Building finishes should avoid primary colors. Larger buildings should use more subtle colors, and architectural accent should rely on changes in materials rather than paint.
- Minimize use of stucco.

Courtyards, arcades and intimate spaces as a way to break down mass are encouraged

Figure 38 : Office / R+D / Light Industrial Districts - Architectural Character



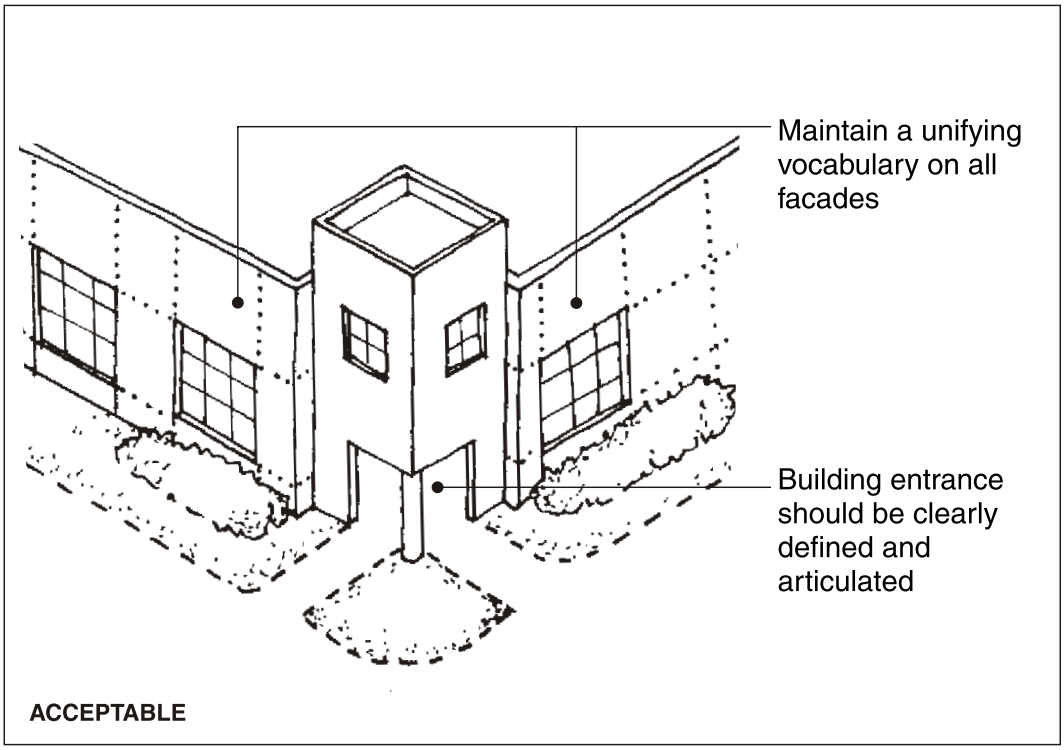


Figure 39 : Office / R+D / Light Industrial Districts - Facade Treatment and Fenestration

Landscape Guidelines

Landscape plays an important role in establishing the quality and character of Douglas Park. The intent of these guidelines is to promote a unique and cohesive landscape for all of Douglas Park while supporting the architecture and land uses associated with the office / research + development / light industrial zones.

Landscape guidelines that apply to the office / research and development / light industrial zone areas are as follows:

Walls and Fences

- Walls, fencing, retaining walls shall be constructed of material, finish, and color complimentary of the building architecture.
- Wood fencing, chain link, razor blade, and similar materials are prohibited.
- Seat walls are encouraged in usable open space areas.
- Retaining walls shall not exceed 4'-0" if visible from any off-site area.

Paving

- Paving should enhance the relationship of the building and landscape. (See Figure 40a).
- Enhanced paving, such as architectural concrete and pavers, are encouraged to promote an urban character. (See Figure 40b).
- A hierarchy of varying paving materials is encouraged.
- Finishes imitative of other materials, such as, stamped concrete are discouraged.

a : Paving should enhance the relationship of the building and landscape.

b : Enhanced paving, such as architectural concrete, is encouraged to promote an urban character.

Figure 40 : Office / R+D / Light Industrial Districts - Paving Images

Site Furnishing

- Site furnishings should compliment the character of the architecture.
- Moveable site furnishings are encouraged in usable open space areas. (See Figure 41).

Moveable site furnishings are encouraged in usable open space areas.

Figure 41 : Office / R+D / Light Industrial Districts - Site Furnishings

Irrigation

The intent of the irrigation criteria is to encourage efficient use of water resources while maintaining the character of the commercial area.

- All landscape areas are to be irrigated by a permanent automatic irrigation system, designed to prevent runoff and overspray onto adjacent hard surfaces.
- Irrigation design shall incorporate environmental considerations such as: plant material, sun, shade, soils, wind, and percolation rates.
- Moisture sensing and rain shut off devices are encouraged.
- Above ground irrigation devices such as backflow preventers and irrigation controllers are to be completely screened from off site views.
- Valve boxes should be located in planting areas, not in turf areas.
- Reclaimed water shall be used except where prohibited by code, or if not available.
- Irrigation systems should be designed considering pedestrian safety and property damage.

Planting

- Planting design shall consider the ultimate size of the plant material.
- Planting design should complement the architectural style, scale, and density of the adjacent buildings.
- Buildings are encouraged to receive continuous shrub foundation plantings except in locations where glazing is present.
- Evergreen trees shall be the predominant material and should be used to screen and soften architecture.
- Evergreen, deciduous, and flowering trees may be used as accents. Evergreen material is encouraged.
- Flowering perennial and shrubs are preferred over annual color. Annual color should be reserved for accent areas only.
- Planting which requires low amounts of supplemental water is encouraged.
- Planting design shall consider water usage and maintenance needs.
- Building perimeter tree planting shall be minimum 30% 24" box; 70% 36" box; 48" box accents. (15 gallon shall be minimum for Eucalyptus species)
- Shrubs shall be minimum 5% 15 gallon; 35% 5 gallon; and 60% 1 gallon.
- Shrub and ground cover masses are required in setback areas.
- Turf should be limited to large usable open spaces. (minimum 100 sf).
- Ensure planting does not interfere with site lighting to ensure proper light coverage.
- Refer to the Plant Palette and Sustainable Features in the Design Standards for suggested plant material. (See appendix).

Usable Open Space

- Usable open space such as courtyards and plazas are encouraged.
- Spaces should be designed to encourage social interaction.
- Landscape elements such as: fountains, public art, shade structures, seat walls are encouraged.
- Site furnishings such as: benches, bicycle racks, and table and chairs are encouraged.
- Enhanced paving is encouraged to promote a quality space.
- Usable lawn areas are encouraged.
- On site outdoor private open space for employee use is encouraged.

Maintenance

The intent of the maintenance guidlines are to encourage a safe, clean, and healthy condition at all times.

- Trees should be maintained to allow for proper light distribution of adjacent light standards.
- Maintenance such as weeding, fertilization, mowing, pruning, light fixture maintenance, irrigation system maintenance, and trash removal shall occur on a regular schedule.
- Dead or poorly performing plant material is to be replaced once it is discovered.
- Graffiti shall be painted out within in 24 hours. See Division V.
- Pruning shall insure that all signage remains visible.

Screening

Screening of visually undesirable objects is required. Methods of screening may include masonry walls, overhead trellis, landscape planting of evergreen material, and green screen planted with vines. (See Figure 42). Screening devices should be integrated into building and site design, and not addressed as afterthoughts. Careful design consideration should be given to prevent hidden areas from encouraging criminal activity; lighting should be installed in these areas. The following items must be screened from off-site views, taking into consideration required access by Fire Department, utility companies and service providers:

- Mechanical equipment, such as air conditioners.
- Equipment, such as backflow preventers and controllers.
- Utilities, such as transformers and meters.
- Trash containers.

Views of parking areas and parking garages from the public right-of-way should be buffered and softened using landscape planting of evergreen (trees, hedges, shrubs, ground cover).

The plant palette utilized for screening shall be selected from the following: Trees within the minimum landscape setback zone should be the same as the framework street tree within the parkway as defined by the Master Street Tree Plan (PD-32: North Development Standards). For screening within the setback zone, (i.e. parking

Shrub hedges and tree massings screen parking areas and parking garages.

Shrub hedges and tree massings screen parking areas and parking garages.

Figure 42 : Office / R+D / Light Industrial Districts - Screening Parking Areas

structures, blank walls or other undesirable elements), the trees under the "setback/screening" section of the Master Street Tree Plan shall be utilized. Screening of parking areas is most effectively executed through the use of berming and/or shrubs.

Shrubs appropriate for parking lot screening may include:

- Arctostaphylos 'Howard McMinn'
- Carissa spp. (> 3' height)
- Ilex spp. (> 3' height)
- Ligustrum japonicum
- Ornamental Grasses (> 3' height)
- Pittosporum 'Variegata'
- Rhaphiolepis (> 3' variety)
- Rosmarinus officinalis (> 3' variety)
- Strelitzia reginae

Larger screening shrubs (i.e., parking structures, trash enclosures, utility enclosures, masonry walls, etc.), may include taller varieties of previous palette to left plus:

- Escallonia fradesii
- Heteromeles arbutifolia
- Plumbago auriculata
- Rhus integrifolia
- Westringia fruticosa
- Xylosma congestum 'Compacta'

Signage

The intent is to promote a high quality commercial character through sign design, methods of illumination, and materials. Signage shall be used in context of adjacent architecture. Refer to current master sign program for commercial use contained as part of the Property Owners Associations convenants, conditions, and restrictions. (See also standards, Division III.)

Exterior Lighting

The intent of the lighting criteria is to provide safety while enhancing the night-time character of Douglas Park.

- Lighting shall be provided at all building entrances.
- Glare is not permitted to shine off-site; all fixtures shall be shielded.
- Architectural detail and landscape accent lighting is encouraged to create project identity. (See Figure 43).
- Exposed fixtures should be selected to relate to the associated building's architectural character.
- All fixtures shall be shielded or zero cut-off.
- Lighting design shall consider pedestrian and vehicular use.
- Human-scale fixtures are encouraged in pedestrian areas.
- Pedestrian connections from parking areas to building entrances shall be lit to provide orientation and safety.
- All fixtures shall be automatically controlled.
- Service area lighting shall only be visible within in the service area.
- Building addresses shall be lit.

Architectural detail and landscape accent lighting is encouraged to create project identity.

Figure 43 : Office / R+D / Light Industrial Districts - Exterior Lighting

Additional Business Campus Guidelines (Office / R+D / Light Industrial)

The following guidelines seek to achieve a well-planned and high quality environment, and to ensure compatibility between commercial / industrial development and the proposed community character.

- Each project should be designed to carefully fit into its surroundings to contribute, rather than dominate the character of the area.
- Auxiliary structures associated with industrial buildings such as utility and storage buildings, should be compatible and integrated into the overall design.
- If walls are not required for specific screening and/or security purposes, they should be avoided. Walls should be kept as low as possible while performing their function.
- Walls should be designed so they are compatible, and an extension of the buildings associated with the project. Avoid the "compound" look.
- Long expanses of walls and fences should be articulated to prevent monotony. The maximum length of an un-articulated wall should be 30 feet, and the minimum articulation in plan should be 6 inches in depth and 2 feet in width.
- Architectural elements that are strongly discouraged include: traditional historic references; large blank or flat surfaces; exposed concrete block walls; exposed roof downspouts; box-like structures with insufficient articulation.
- Combination of materials is encouraged to achieve visual interest. Avoid monolithic and monochromatic structures.
- Warehouse and light industrial buildings should avoid blank walls facing public streets; locate admistrative offices, breakrooms and uses that require windows, entries and human activity toward the street.
- Roofs are a critical element in the design of industrial buildings. Rooflines should include variations to avoid long continuous planes.
- Brightly colored roof surfaces, including exposed galvanized metal and illuminated roofing materials, are discouraged.
- Metal buildings are appropriate only when they are designed to have an exterior appearance that conveys the same high quality of conventional structures. Stock "off-the-shelf" metal buildings are strongly discouraged.
- Light, neutral colors should be used in light industrial buildings to help reduce their perceived size. Changes in materials for trim pieces are encouraged for visual interest. Paint should not be used as a method of achieving visual interest.

a : Buildings should have a clearly defined main entrance

b : Locate uses that require windows and entries towards the street

Figure 44 : Business Campus - Architectural Character

Additional "Retail Expansion Zone" Guidelines

The following guidelines apply to projects with retail uses developed in the "retail expansion zone" along the west side of Worsham Avenue and between Huggins Street and Cover Street of Subarea 1, where the intention is to extend the ground-floor, pedestrian-oriented environment required in the Mixed-Use district in Sub Area 1 (see Guidelines - Division III, and Figure 45).

- Retail uses set back from the street behind parking and/or landscape planting are not allowed.
- Retail uses should be on the ground floor, with primary entrances and storefront openings facing Worsham Avenue.
- Retail entries from office building lobbies are encouraged, but do not replace the necessity for retail entries from the street.
- A prominent, corner-oriented architectural feature is strongly encouraged for the building at at the southwest corner of McGowen Street and Worsham Avenue.
- Pedestrian-oriented street furniture and other amenities are encouraged along the west side of Worsham Avenue.

Figure 45 : Retail Expansion Zone - Street Orientation and Pedestrian Scale

Guidelines - Division V

Crime Prevention

Through Environmental Design

SEPTEMBER, 2009

Crime Prevention Through Environmental Design

The Long Beach Police Department has made the following recommendations for public safety and crime prevention:

Exterior Lighting

- All pedestrian pathways shall include human scale lighting with a minimum maintained 1.25 foot-candle.
- Wall pack lighting shall be placed on each side of the buildings and above exterior doors.
- Light alcoves to discourage loitering and sleeping in the area.
- Lighting should clearly illuminate the building addresses.
- Foot-candles shall be measured on a horizontal plane and conform to a uniformity ratio of 4:1 average/minimum.
- Landscaping shall not be planted so as to obscure required light levels.
- Metal halide or other similar bulbs, which emit a "white light", should be used. Avoid yellow sodium lighting.
- All light fixtures should be the type with proper cut-offs to avoid glare and night sky glow.
- All light fixtures should be vandal resistant.
- Install lights on building exterior walls.
- Activation of the required exterior lighting shall be either by a photocell device or a time clock with an astronomic clock feature.
- A photometric report and electrical plan should identify all lighting requirements.

Other Lighting

- All parking, driving, and walking surfaces, except stairways, shall be illuminated at all times with a minimum maintained 1.25 foot-candle of light.
- All common area exterior doors shall be illuminated, during the hours of darkness, with a minimum maintained one foot-candle of light, measured within a five-foot radius of each side of the door at ground level.

- Recessed areas of buildings or fences, which have a minimum depth of two feet, a minimum height of five feet, and do not exceed six feet in width and are capable of human concealment, shall be illuminated with a minimum maintained 0.25 foot-candles of light at ground level.
- All luminaries utilized to meet the requirements of this section shall have vandal resistant light fixtures, if on the exterior, with no portion of the fixture placed less than 72 inches above the walking or driving surface.
- A site plan shall be provided showing buildings' parking area, walkways, detailed landscaping and a point-by-point photometric calculation of the required light levels. Foot-candles shall be measured on a horizontal plane and conform to a uniformity ratio of 4:1 average/minimum.
- Landscaping shall not be planted so as to obscure required light levels.
- A photocell device or a timeclock shall control the light source.
- Lighting elements should be included with all colonnades, arbors, canopies and trellis structures to ensure pedestrian pathways are properly lit.

Other Business Considerations

- Entry areas should be gated with keypad or voice activated secured entry pads.
- Businesses should be clearly marked and directional maps should be placed at all access points, stairwells, and elevator lobby areas (if applicable).
- Mailboxes should be located within a secure area (include appropriate lighting). An additional locking box for all outgoing mail should be installed to help prevent mail and identity theft.
- Each business should be individually equipped with an audible burglar alarm system with window and door contacts for added security.
- The doors to common-area rooms and trash rooms shall have a minimum 600 square-inch clear vision panel, in the upper half of the door, automatic, hydraulic door closures and self-locking door locks equipped with a dead-locking latch, allowing exiting by a single motion and operable from the inside without the use of a key or any special knowledge or effort.
- Lobby should have a security kiosk/reception desk for access control.
- Display should not block visibility into and out of the stores.

Addressing General

- Street address shall be clearly posted on the street sides of the main buildings and clearly visible from the street with the address and street name.
- Address shall be painted on rooftop (in 4' strokes) for emergency helicopter response. Rooftop addresses must be visible only to aircraft and not from ground level.
- All address signs shall be well lit and remain free from any obstructions, such as overhangs, awnings and/or landscaping.
- Individual unit numbers shall be placed near but not on the main entry doors. Each unit should have its address/number clearly marked and illuminated in clear view. The numbers should be of a contrasting color to the background where it will be placed.
- Pedestrian pathways and side yards should be viewable by as many windows of surrounding structures as possible to increase visibility.
- Coordination of pedestrian pathways between adjacent blocks is encourage. Coordinating adjacent blocks create clear paths of vision and sight lines through common areas.
- Canopies, awnings and overhangs should have lighting elements underneath and care should be taken to ensure the canopy does not block the address from view of the street.
- Screened utilities should be designed so that they do not become hiding places or weather shelters for criminal behavior.

Landscape General

- Ensure landscaping does not block lighting fixtures or visibility to and from windows and doors.
- Care should be taken in the selection and placement of landscape to prevent the creation of hiding places near entries and exits.
- See Development Standards Division IV and V for additional information.

Video Surveillance System Guidelines

A video surveillance system should be installed to assist with monitoring the property. However, it must be understood that a video surveillance system should not take the place of good security practices. Most outdoor surveillance systems are useful in assisting with the remote monitoring of an area, but less effective in helping with the identification of suspects. This is due to the greater distance

involved and lack of adequate light available after dark. Therefore, the cameras should be positioned to monitor more narrow and controlled areas such as indoor applications and doorways.

The purpose of the following guidelines are to increase the likelihood that images captured will assist in the apprehension of suspects. The following guidelines are not all-inclusive, and a licensed video surveillance expert should be consulted to assist in designing and installing the system.

Camera Locations

- All main commercial/office space entries and exits
- Parking lots, garages and loading docks
- Elevator lobbies

Camera Specifications

- Record in color with output of at least 480 lines resolution.
- Automatic exposure for day/night conditions.
- Positioned where they are vandal and tamper resistant.
- Use vandal resistant housings where necessary.

Video Recording Equipment Specifications

- A Digital Video Recorder (DVR) should be used.
- Capable of exporting images in TIFF, BMP or JPG format.
- DVR capable of exporting video to uncompressed non-proprietary AVI file, maintaining original aspect ratios.
- Recordings should be retained for no less than 10 days.
- Use the least amount of compression possible to maintain high-resolution image quality. A lower quality image to save storage space is highly discouraged, as the low quality images will be useless to law enforcement.
- The DVR units must be stored in a secure place.

Parking Garages/Parking Lots

- Garage walls and ceiling should be painted white to maximize light.
- The design of parking garages should be such that there are minimum solid interior walls to maximize visibility, as allowable by code.

- Secure access with CCTV or roving security to protect against stolen vehicles and vandalism.
- Trash containers should be properly secured. Lighting should also be located above the enclosure for safety.
- A minimum maintained 2 foot-candle of light is recommended for open parking lots.
- Enclosed parking garages should be lit to a minimum of 3 foot-candle.
- Foot-candles shall be measured on a horizontal plane and conform to a uniformity ratio of 4:1 average/minimum.
- A photometric report shall be submitted to the Police Department Support Bureau for approval.
- Bicycle storage units or racks shall be located in high visibility areas.
- Emergency "call boxes" shall be placed in a prominent area on each level of the parking structure.
- Access to parking garages should be controlled by automatic tubular steel gates and not solid steel.
- Rear parking lots should include extra lighting and windows facing the lots.

Stairways and Stairwells

- Interior doors should have glazing panels a minimum of five inches wide and 20 inches in height and meet requirements of the Uniform Building Code.
- Areas beneath stairways at or below ground level shall be fully enclosed or access to them restricted.
- Stairways should be designed to be completely visible from either the interior or exterior or both, unless mandated by the Uniform Building Code to be enclosed.
- Stairwells shall exit into a highly visible area for enhanced safety and security.
- Fully enclosed interior or exterior stairways with solid walls, when required, should have shatter resistant mirrors or other equally reflective material at each level and landing and be designed or placed in such a manner as to provide visibility around corners.
- Stairways shall be illuminated at all times with a minimum maintained 2 foot-candle of light on all landings and stair treads.

Elevator Cabs and Lobbies

- Elevators, which serve more than two floors, above ground level, with at least one shaft wall exposed to the exterior or interior, should have clear glazing installed in one wall to provide visibility into the elevator cab.
- Elevator cabs, the interiors of which are not completely visible when the door is open from a point centered on and 36 inches away from the door, should have shatter resistant mirrors or other equally reflective material so placed as to make visible the entire elevator cab from this point. The elevator cab shall be illuminated at all times with a minimum maintained two foot-candles of light at floor level.
- Elevator emergency stop buttons shall be so installed and connected as to activate the elevator alarm when utilized.
- Elevator lobbies shall be placed in a high-traffic area for enhanced visibility.

Building Design

- Eliminate the entry "landings' as they will be a place where unauthorized people will loiter. Another option would to be to create small courtyards with access controlled by low gates.
- Property access control should be built in using decorative tubular steel fencing.
- Screening devices should be designed so the screened area does not provide niche or weather shelter.
- Caution should be used when designing separate trash enclosures, utility areas, loading docks and other required "screened" areas so that niches, hiding spots and weather shelters are not created.
- Loading facilities should be secured after hours and well-lit if hidden from view.
- No exterior roof access allowed.

Fencing General

- All fencing and gates shall be decorative wrought iron or tubular steel style to maintain visibility while controlling access.
- The design of fence should be such that no vertical bars extend above the top most horizontal bar.
- Chain link fence, razor blade, and similar materials are prohibited.

Graffiti Deterrents

Due to the location and design, there is a risk that the buildings may be vandalized by graffiti. It is important to design in deterrents to minimize this risk. The following are some suggestions to be considered to help prevent graffiti:

- Plant a landscape buffer with low growing shrubs and trees with lacey foliage along the street frontage to partially screen the walls.
- Utilize graffiti resistant paint on the outside building surfaces which are not covered by brick or stone veneer.
- Graffiti should be painted out within 24 hours. Paint color should match existing color. All graffiti occurrences should be reported to the Police Department to determine what additional deterrence may be available. Request crime prevention survey to determine if the environmental conditions may be contributing to the graffiti.

Guidelines - Division VI

Plant Palette Appendix

SEPTEMBER, 2009

Plant Palette

		California Native Yes/No	Water Use Class * M - Medium L - Low VL - Very Low
TREES			
Acacia baileyana	Bailey Acacia	No	L
Acacia melanoxylon	Blackwood Acacia	No	L
Acacia stenophylla	Shoestring Acacia	No	L
Agonis flexulosa	Peppermint Tree	No	L
Albizia julibrissin	Silk Tree	No	M
Araucaria heterophylla	Norfolk Island Pine	No	M
Arbutus unedo	Strawberry tree	No	L
Bauhinia blakeana	Hong Kong Orchid Tree	No	M
Brahea armata	Mexican Blue Palm	No	L
Butia capitata	Pindo Palm	No	L
Calocedrus decurrens	Incense Cedar	Yes	M
Cassia leptophylla	Gold Medallion Tree	No	M
Cedrus deodara	Deodar Cedar	No	L
Cercidium floridum	Blue Palo Verde	Yes	VL
Cercis occidentalis	Western Redbud	Yes	L
Chamaerops humilis	Mediterranean Fan Palm	No	M
Chionanthus restusus	Chinese Fringe Tree	No	M
Chorisia speciosa	Floss Silk Tree	No	L
Cinnamomum camphora	Camphor Tree	No	M
Citrus spp	Citrus	No	M
Cupressus sempervirens	Italian Cypress	No	L
Eriobotrya spp.	Loquat	No	M
Eriobotrya 'coppertone'	Coppertone Loquat	No	M
Erythrina spp.	Coral Tree	No	L
Eucalyptus citriodora	Lemon Scented Gum	No	L
Eucalyptus cladocalyx	Sugar Gum	No	L
Eucalyptus ficifolia	Red Flowering Gum	No	M
Eucalyptus leucoxylon	White Ironbark	No	L
Eucalyptus maculata	Spotted Gum	No	M
Eucalyptus nicholii	Willow-Leafed Peppermint	No	M
Eucalyptus torquata	Coral Gum	No	L
Feijoa sellowiana	Pineapple Guava	No	L
Ficus macrophylla	Moreton Bay Fig	No	M
Ficus microcarpa nitida	Indian Laurel Fig	No	M
Ficus rubiginosa	Rusty Leaved Fig	No	M
Ginkgo biloba	Maidenhair Tree	No	M
Jacaranda mimosifolia	Jacaranda	No	M
Koelreuteria bipinnata	Chinese Flame Tree	No	M

		California Native Yes/No	Water Use Class * M - Medium L - Low VL - Very Low
Lagerstroemia indica	Crape Myrtle	No	M
Laurus nobilis 'saratoga'	Sweet Bay	No	L
Leptospermum laevigatum	Australian Tea Tree	No	L
Liriodendron tulipifera	Tulip Tree	No	M
Magnolia grandiflora and cultivars	Southern Magnolia	No	M
Melaleuca armillaris	Drooping Melaleuca	No	L
Melaleuca linariifolia	Flaxleaf Paperbark	No	L
Melaleuca quinquenervia	Cajeput Tree	No	M
Metrosideros excelsus	New Zealand Christmas Tree	No	M
Pinus eldarica	Afghan Pine	No	L
Pinus halepensis	Aleppo Pine	No	L
Pinus pinea	Italian Stone Pine	No	L
Pinus torreyana	Torrey Pine	Yes	L
Pistacia chinensis	Chinese pistache	No	M
Pittosporum undulatum	Victorian Box	No	M
Pittosporum viridiflorum	Cape Pittosporum	No	M
Platanus acerifolia 'Columbia'	Columbia London Plane Tree	No	M
Platanus racemosa	California Sycamore	Yes	M
Podocarpus gracilior	Fern Pine	No	M
Prosopis chiliensis	Chilean Mesquite	No	L
Prosopis glandulosa	Honey Mesquite	Yes	L
Prunus caroliniana	Carolina Laurel Cherry	No	M
Prunus ilicifolia ssp. ilicifolia	Hollyleaf Cherry	Yes	VL
Prunus ilicifolia ssp. lyonii	Catalina Cherry	Yes	L
Quercus agrifolia	Coast Live Oak	Yes	L
Quercus engelmannii	Engelmann Oak	Yes	L
Quercus ilex	Holly Oak	No	L
Quercus kellogii	California Black Oak	Yes	M
Quercus suber	Cork Oak	No	L
Quercus virginiana	Southern Live Oak	No	M
Rhus lancea	African sumac	No	L
Schinus molle	California Pepper	No	VL
Tipuana tipu	Tipu Tree	No	M
Tristania conferta	Brisbane Box	No	M
Tristania laurina	Water Gum	No	M
Ulmus parviflora	Chinese Elm	No	M

		California Native Yes/No	Water Use Class * M - Medium L - Low VL - Very Low
SHRUBS/GROUNDCOVER			
Acacia redolens 'Desert Carpet'	Prostrate Acacia	No	L
Agapanthus spp.	Lily of the Nile	No	M
Agave spp.	Agave	No	L
Aloe spp.	Aloe	No	L
Anigozanthus spp.	Kangaroo Paw	No	L
Arctostaphylos 'Howard Mc Minn'	Howard Mc Minn Manzanita	Yes	L
Arctostaphylos 'Sunset'	Sunset Manzanita	Yes	L
Arctostaphylos 'John Dourley'	John Dourley Manzanita	Yes	L
Arctostaphylos 'Pacific Mist'	Pacific Mist Manzanita	Yes	L
Bougainvillea spp.	Bougainvillea	No	L
Buxus japonica	Japanese Boxwood	No	M
Carissa spp.	Natal Plum	No	M
Ceanothus spp.	California Lilac	Yes	VL
Cistus spp.	Rockrose	No	L
Cotoneaster species	Cotoneaster	No	L
Crassula spp.	various	No	L
Dietes bicolor	Fortnight Lily	No	M
Dracena draco	Dragon Tree	No	VL
Echeveria spp.	various	No	L
Eleocharis spp.	Spikerush	Yes	H
Escallonia fradesii	NCN	No	M
Festuca spp.	Fescue	No	M
Grevillea spp.	Grevillea	No	L
Hemerocallis species	Daylily	No	M
Hesperaloe parviflora	Red Yucca	No	VL
Heteromeles arbutifolia	Toyon	Yes	L
Ilex spp.	Holly	No	M
Ilex vomitoria	Yaupon Holly	No	L
Juncus spp.	Rush	Yes	L
Juniperus spp.	Juniper	No	L
Justicia brandegeana	Shrimp Plant	No	M
Kniphofia uvaria	Red Hot Poker	No	L
Lantana spp.	Lantana	No	L
Lavandula spp.	Lavender	No	L
Lavatera spp.	Mallow	No	M

		California Native Yes/No	Water Use Class * M - Medium L - Low VL - Very Low
Leonotus leonurus	Lion's Tail	No	L
Ligustrum spp.	Privet	No	M
Liriope muscari	Big Blue Lily Turf	No	M
Lomandra longifolia 'breeze'	NCN	No	M
Melaleuca nesophila	Pink Melaleuca	No	L
Miscanthus transmorrisonensis	Evergreen Miscanthus	No	M
Muhlenbergia spp. - Cultivars	Deergrass	Yes	L
Myrtus communis 'Compacta'	Myrtle	No	L
Nandina spp.	Heavenly Bamboo	No	L
Ornamental grasses	(Non-Invasive Varieties Only)	No	L - M
Osmanthus fragrens	Sweet Olive	No	M
Pennisetum	(Non-Invasive Cultivars)	No	L - M
Phormium tenax spp.	New Zealand flax	No	L
Pittosporum spp.	Pittosporum	No	M
Plumbago auriculata	Cape plumbago	No	M
Prunus lyonii	Catalina Cherry	Yes	L
Punica granatum 'nana'	Dwarf Pomegranate	No	M
Pyracantha species	Firethorn	No	L
Rhaphiolepis spp.	Indian Hawthorn	No	M
Rhamnus spp.	Coffeebery	Yes	VL
Rhus integrifolia	Lemonade Berry	Yes	VL
Rosa spp.	Rose	No	L - M
Rosmarinus spp.	Rosemary	No	L
Salvia spp.	Sage	Yes	L
Senecio spp.	various	No	L
Strelizia spp.	Bird of Paradise	No	M
Thevetia peruviana	Yellow Oleander	No	M
Trachelospermum asiaticum	Asiatic Jasmine	No	M
Trachelospermum jasminoides	Star Jasmine	No	M
Westringia fruticosa	Coast Rosemary	No	L
Xylosma congestum 'Compacta'	Dwarf Xylosma	No	M

		California Native Yes/No	Water Use Class * M - Medium L - Low VL - Very Low
VINES			
Camellia sasanqua	Camellia	No	M
Citrus spp.	Citrus	No	M
Clytostoma callistegioides	Violet Trumpet Vine	No	M
Distictis buccinatoria	Blood red trumpet vine	No	M
Gelsemium sempervirens	Carolina jasmine	No	M
Grewia caffra	Lavendar star flower vine	No	M
Hibbertia scandens	Guinea Gold Vine	No	M
Macfadyena unguis-cati	Cat's claw vine	No	L
Pandora jasminoides	Bower Vine	No	M
Parthenocissus tricuspidata	Boston Ivy	No	M
Pyrostegia venusta	Flame Vine	No	M
Wisteria floribunda	Wisteria	No	M

* Water use classifications are as determined by WUCOLS III University of California Coorperative Extension California Department of Water Resources.

51% of plants listed above are designated low or very low water needs.

49% of plants listed above are designated as moderate water needs.

Parking Lot Tree Palette

PARKING LOT TREES		California Native Yes/No	Water Use Class * M - Medium L - Low VL - Very Low
TREES			
Cassia leptophylla	Gold Medallion Tree	No	M
Cinnamomum camphora	Camphor Tree	No	M
Jacaranda mimosifolia	Jacaranda	No	M
Koelreuteria bipinnata	Chinese Flame Tree	No	M
Lagerstroemia indica	Crape Myrtle	No	M
Laurus nobilis 'saratoga'	Sweet Bay	No	L
Magnolia grandiflora and cultivars	Southern Magnolia	No	M
Melaleuca linariifolia	Flaxleaf Paperbark	No	L
Metrosideros excelsus	New Zealand Christmas Tree	No	M
Pistacia chinensis	Chinese pistache	No	M
Platanus acerifolia 'Columbia'	Columbia London Plane Tree	No	M
Podocarpus gracilior	Fern Pine	No	M
Quercus agrifolia	Coast Live Oak	Yes	L
Quercus ilex	Holly Oak	No	L
Quercus suber	Cork Oak	No	L
Quercus virginiana	Southern Live Oak	No	M
Rhus lancea	African sumac	No	L
Tristania conferta	Brisbane Box	No	M
Ulmus parviflora	Chinese Elm	No	M

Street Trees

Framework Streets*

"Cover" Street (Mixed Use - Lakewood Boulevard to Worsham)

- Pyrus Calleryana 'Bradford"- Bradford Pear
  36" Box - 30' o.c.
- Phoenix dactylifera - Date Palm
  18' BTH - 30' o.c.

"Cover" Street (R&D/Commercial/Industrial - Worsham to Paramount Blvd.)

- Quercus Ilex - Holly Oak
  36" Box - 35' o.c.

"Worsham" Avenue

- Jacaranda mimosifolia - Jacaranda
  36" Box - 35' o.c.

"Schaufele" Avenue

- Ulmus parvifolia - Chinese Elm
  36" Box - 40' o.c.

"McGowen" Street

- Quercus virginiana 'Cathedral' - Cathedral Southern Live Oak.
  36" Box at planters adj to chokers 15' min. planter width
- Magnolia grandiflora 'D.D. Blanchard' - D.D. Blanchard Magnolia
  36" Box at tree wells/ grates

"Brizendine" Avenue

- Platanus x acerifolia 'Columbia' - Columbia Sycamore
  24" Box - 35' o.c.

*Landscape Improvements within the public R.O.W. are installed by master developer. Landscape outside of R.O.W. is responsibility of individual builders.

Private Streets

"Huggins" Street

- Lagerstroemia 'Muskogee' - Muskogee Crape Myrtle
  24" Box - 30' o.c.

"Bayer" Avenue

- Magnolia grandiflora 'Little Gem' - Little Gem Magnolia
  24" Box - 35' o.c.

Setback Area Screen Trees

- Eucalyptus nicholii - Willow Leaved Peppermint
  15 Gal - 20' o.c.
- Eucalyptus leucoxylon - White Iron Bark
  15 Gal - 25'o.c.
- Melaleuca quinquenervia - Cajeput Tree
  24" Box - 25' o.c.
- Pinus species - Pine
  36" Box - 30' o.c.
- Tristania conferta - Brisbane Box
  24" Box - 25' o.c.
- Metrosiderus excelsus - New Zealand Christmas Tree
  24" Box - 20' o.c.