Midtown will be a vibrant

and thriving community

for our children, family,

and friends.

MIDTOWN SPECIFIC PLAN

JUNE 2016

CITY OF
LONG BEACH

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Southern California Association of Governments (SCAG)

SCAG COMPASS BLUEPRINT PROGRAM

This is a project for the City of Long Beach with funding provided by the Southern California Association of Governments' (SCAG) Compass Blueprint Program. Compass Blueprint assists Southern California cities and other organizations in evaluating planning options and stimulating development consistent with the region's goals. Compass Blueprint tools support visioning efforts, infill analyses, economic and policy analyses, and marketing and communication programs.

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CITY OF LONG BEACH

ASSOCIATION of GOVERNMENTS

COMPASS BLUEPRINT

building partnerships. serving communities.

CITY OF LONG BEACH

MIDTOWN SPECIFIC PLAN

ADOPTED BY THE LONG BEACH CITY COUNCIL ON JUNE 14, 2016

ORDINANCE NO. ORD-16-0009

Prepared for the City of Long Beach Department of Development Services
Katalyst, Inc., PlaceWorks, Fehr & Peers, Strategic Economics, Fuscoe Engineering

This information is available in alternative format by request at (562) 570-3807. For an electronic version, visit our website at www.lbds.info.

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1

SUMMARY

MIDTOWN SPECIFIC PLAN

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1.0 Summary

1.1 VISION, PURPOSE, AND GUIDING PRINCIPLES

Vision: A Vibrant Midtown

Midtown will be a vibrant and thriving community for our children, family, and friends. Midtown will be known for its unique blend of parks, strong businesses, and transit-oriented housing. Additionally, Midtown will be an early leader in multi-modal transportation practices, where a person can safely and easily travel by walking, riding a bike, catching a bus, taking a train, or driving a car.

Purpose of the Specific Plan

The Midtown Specific Plan provides a framework for the development and improvement of a 369-acre corridor along Long Beach Boulevard in the City of Long Beach.

The Specific Plan is intended to be more flexible than conventional zoning to encourage new investment and development along the corridor. The Specific Plan establishes a land use plan and regulations, infrastructure requirements, design guidelines, and implementation strategies necessary to achieve the vision.

Guiding Principles

Five principles accompany the vision to guide the Specific Plan and support Citywide efforts to increase non-motorized transportation, promote healthy living options, and work toward a more sustainable future.

1. Enhanced Mobility and Complete Streets

Long Beach Boulevard must evolve to prioritize and enhance the walkability of the corridor, improve mobility options for bicycles and transit riders, and preserve functionality of the corridor as a thoroughfare for automobiles. The addition of trees, landscape, furnishings, and bikeways; improved pedestrian crossings; and small changes in travel lanes will enhance the public realm experience for all users.

2. Safety and Wellness

The physical environment plays a critical role in our community's overall health. Providing active and passive park spaces for urban neighborhoods along Long Beach Boulevard is critical to improve health and wellness. A well-designed street creates a safer and more appealing setting for families, bicyclists, and others along the corridor. The Specific Plan proposes physical and programmatic connections between health-related institutions, park areas, and the public right-of-way.

MIDTOWN VISION

Midtown will be a vibrant and thriving community for our children, family, and friends.

Midtown will be known for its unique blend of parks, strong businesses, and transit-oriented housing.

Additionally, Midtown will be an early leader in multi-modal transportation practices where a person can safely and easily travel by walking, riding a bike, catching a bus, taking a train, or driving a car.

GUIDING PRINCIPLES

Enhanced Mobility and Complete Streets

Safety and Wellness

A Sustainable Future

Supporting Urban Amenities

Working with and for the Community

3. A Sustainable Future

The City of Long Beach supports a sustainable future for its residents, its businesses, and the environment. The Midtown area should improve and develop in a sustainable manner by decreasing the reliance on automobiles, reducing the urban heat-island effect, and promoting a balance of jobs and housing.

4. Supporting Urban Amenities

The supporting amenities serving Midtown must be improved to stimulate reinvestment and attract new development. Midtown must be an enjoyable place to live and do business. Improvements and new development will seek out urban amenities such as attractive rights-of-way, safe and efficient bikeway and pedestrian facilities, parks and parklets, and landscaping enhancements.

5. Working with and for the Community

The ideas and plans presented in this Specific Plan were generated by close coordination with existing residential, business, property owner, and development communities. Working with and for the community does not stop after the adoption of the Plan. This Plan places special emphasis on coordinating public and private improvements and programming with Long Beach Memorial and other medical facilities in Midtown.

1.2 ACHIEVING THE VISION

1.2.1 Partnerships and Coordination

Midtown is a complex organism containing numerous interdependent components. Long-term success will rely not only on the public agencies that fund and maintain public improvements, but on the businesses and institutions that offer services and employ thousands; the property owners that develop, fund, and maintain private and public improvements; and the general public who live, work, and/or learn along the corridor.

An open dialogue between the transit agencies, local advisory groups, the general public, medical centers, development community, business owners, and land owners helped define the guiding principles. Maintaining collaboration and communication among these groups will be necessary to bring positive change to Midtown. Future partnerships should include interagency and public/private partnerships.

1.2.2 Responding to the Market

Current market trends indicate that capitalizing on existing amenities like transit stations and proximity to jobs, schools, and housing make this area a prime location for revitalization. Redirecting and concentrating commercial facilities and transit-oriented development along the boulevard will redefine Midtown. Attracting new business will bring development opportunities. Taking advantage of opportunities to build on vacant lots

and energizing tired store fronts will attract residents and visitors to shop, dine, and support businesses along the corridor. Other development efforts, such as the Promenade, courthouse, and numerous façade improvements throughout the City, have demonstrated the success and economic gain from strategic enhancements with long-term vision.

1.2.3 Investments and Financing

Public-private partnerships, transit funding, street improvements, and business and improvement districts are all possible mechanisms for funding revitalization and growth projects along the corridor. Midtown has substantial vacant and underutilized land resources alongside major transit investments, and excellent access to the freeway and Downtown Long Beach.

1.3 LAND USE PLAN

The Midtown Specific Plan regulates the project area through four development districts: Transit Node, Corridor, Medical, and Open Space. Each district has its own development standards and land use patterns. Overall, the 369-acre Specific Plan could ultimately support roughly 3,600 homes and 15,600 jobs in 2.9 million square feet of building space, concentrating and intensifying development at key transit and employment nodes.

Figure 1-1 and Table 1-1 summarize the development intensity and boundaries for each district, including the projected distribution of development potential by district subarea.

1.3.1 Land Use Districts

Transit Node (TN)

The Transit Node District supports compact, transit-oriented mixed-use and residential development centered on the three Metro Blue Line stations.

Corridor (CDR)

The Corridor District is applied to properties along Long Beach Boulevard between Blue Line stations and the 405 Freeway. It is intended to provide housing options and neighborhood-serving uses within walking distance of a transit node.

Medical (M)

The Medical District establishes a comprehensive health campus based on the Long Beach Memorial Medical Center's master planning efforts.

Open Space (OS)

The Open Space District identifies existing areas reserved for community and mini-parks and creates new space for parks.

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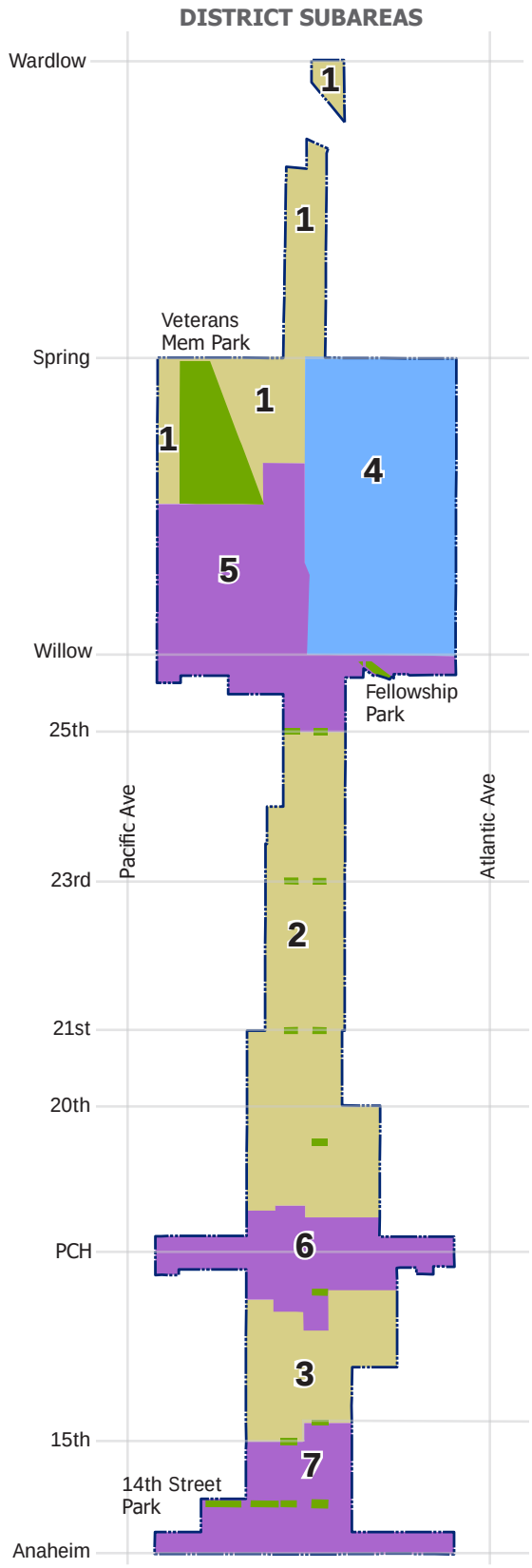
TABLE 1-1 LAND USE SUMMARY BY DISTRICT

Land Use Summary by District					
District	Acres	Typical Density (per ac)	Dwelling Units	Comm/Employ Sq Ft	Hotel Rooms/ Hospital Beds
Corridor Districts					
1	22	15-40	408	274,766	---
2	51	15-40	924	331,815	---
3	20	15-40	450	92,663	---
Total	**93**	**-**	**1,782**	**699,244**	**---**
Medical District					
4	63	20-30	300	757,600	854 beds
Total	**63**	**-**	**300**	**757,600**	**854 beds**
Transit Node Districts					
5	44	30-60	774	924,296	175 rooms/ 148 beds
6	20	30-60	362	297,125	102 rooms
7	19	30-60	401	319,000	---
Total	**83**	**-**	**1,537**	**1,540,421**	**277 rooms/ 148 beds**
OS[1]	18	-	-	-	-
ROW	112	-	-	-	-
Total	**369**	**-**	**3,619**	**2,997,265**	**277 rooms/ 983 beds**

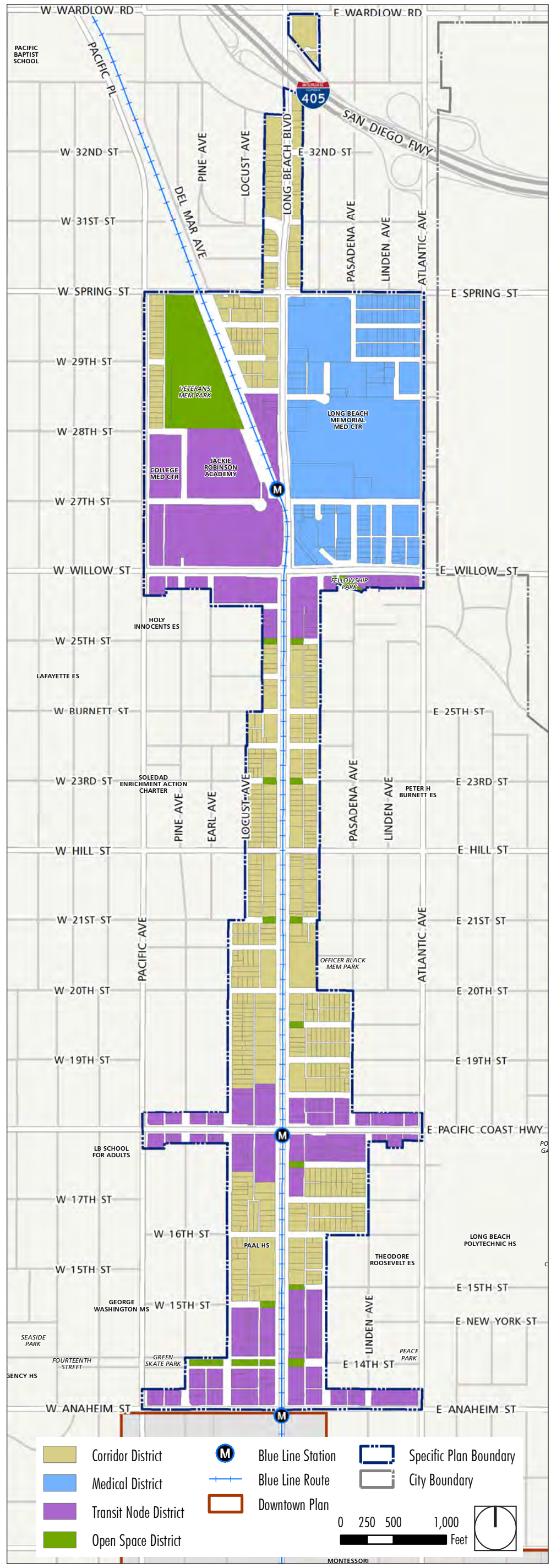
Note:
1. The Open Space District consists of 15.2 acres of existing park area plus 2.6 acres of future parklets. Figures above subject to rounding.

DISTRICT SUBAREAS



This map divides the land use districts into subareas to summarize the approximate distribution of development potential throughout the Midtown Specific Plan.

FIGURE 1-1 LAND USE PLAN



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1.4 MOBILITY AND STREETSCAPE PLAN

Drawing from the Mobility Element of the City's General Plan, the mobility plan for Midtown incorporates enhancements that promote active transportation, including walking, cycling, and skating. This Plan also promotes alternative transportation modes that can help to alleviate roadway congestion, reduce greenhouse gas emissions, and improve air quality, while helping residents to improve their own health and wellness. Infrastructure improvements related to mobility include enhancements that will create a complete street, a roadway network that provides safe and convenient access for all users—pedestrian, bicycle, transit, and automobile.

The mobility and streetscape plan are discussed in greater detail in Chapter 4, Mobility and Streetscape.

1.5 DESIGN GUIDELINES

The design guidelines in this Plan are intended to promote quality design that is consistent with the overall vision, and provide a level of flexibility to encourage creative design. The guidelines direct the physical design of building sites, architecture, and landscape elements within the Specific Plan boundary. The design guidelines are established to create a distinct character for Long Beach Boulevard and to ensure that new development is designed to cultivate an active street life while creating an overall positive architectural aesthetic.

The design guidelines are discussed in greater detail in Chapter 5, Design Guidelines.

1.6 INFRASTRUCTURE PLAN

The potential buildout of this Specific Plan can rely on existing facilities for water, sewer, and stormwater. A few improvements, already identified by the City's Master Plan of Drainage, need to be implemented as development occurs in the Medical District and Corridor District 2. Overall, changes in Midtown proposed by this Plan have a minimal impact on the City's infrastructure systems and public services provided in the area.

The infrastructure plan is discussed in greater detail in Chapter 6, Infrastructure.

1.7 IMPLEMENTATION PLAN

Revitalizing Midtown will require streetscape and infrastructure upgrades to stimulate change and turn this Plan's vision into reality. Based on an analysis of the corridor and input from the residents, property owners, and development community, this Plan identifies several infrastructure

enhancements, including the addition of bicycle and pedestrian facilities, more canopy trees, and flexible regulations to spur private investment and revitalization in Midtown. Financing for the development concept projects and other future corridor enhancements are summarized below and provided in Chapter 7, Administration and Implementation.

1.7.1 Implementation Funding and Strategy

Funding the implementation of upgraded infrastructure could come from a variety of resources. These include, but are not limited to, local capital funds; local partnerships; regional, state, and federal grants; district-based assessments; and developer contributions. Many of these funding mechanisms depend on capturing a portion of real estate value and may take time to implement because they partly depend on improvement in property values or development activity in Midtown.

However, changes to the Specific Plan area are intended to occur incrementally. The City can start with small interim projects, such as adding street trees and furniture, which may help to attract developer interest and increase property values.

Since funding may be limited, the City should employ a strategy of concentrating improvements in stronger nodes to maximize their market impact. Short-term investments should be concentrated in the highest-potential development areas within a few blocks of the intersection of East Anaheim Street and Long Beach Boulevard (Transit Node 7) and near the Willow Transit Station area (Transit Node 5). Where feasible, bicycle lanes and the installation of other bicycle facility improvements could occur in the short term around these nodes. Over time, the improvements can be extended when grant funding and/or local district-based funding sources become available.

Table 1-2 provides a summary of the applicable funding sources categorized by potential infrastructure improvement.

TABLE 1-2 FUNDING SOURCES FOR INFRASTRUCTURE IMPROVEMENTS

Funding Source Category	Funding Source	Improvement Category				
		Bicycle Network & Facilities	Pedestrian Enhancements	Streetscape	Park & Recreation	Transit Facilities
Local Revenues & Fees	Local Revenues	X	X	X	X	X
	User Fees					X
Property-Based Financing Tools	BID/PBID	X	X	X	X	X
	Assessment District	X	X	X	X	X
	Community Facilities District	X	X	X	X	X
Development	Impact and In-Lieu Fees	X	X	X	X	X
	Development Agreements	X	X	X	X	X
	Local Partnerships		X	X	X	X
Grant Programs	SCAG RTP	X	X	X		X
	LA Metro TIP	X	X	X		X
	SCAG ATP	X	X	X		
	Caltrans ATP	X	X	X		
	HCD Housing-Related Parks				X	
	HCD IIG		X	X		
	HCD TOD Housing	X	X	X		X
	California Parks and Rec LWCF				X	
	HUD CDBG	X	X	X	X	X
Other Tools	Structured Funds					
	Revolving Loan Funds	X	X	X	X	X

1.8 ENVIRONMENTAL ASSESSMENT

The Specific Plan was adopted in compliance with the requirements of the California Environmental Quality Act (CEQA) (California Public Resources Code, Section 21000 et seq.). Pursuant to the CEQA Guidelines (Title 14, California Code of Regulations, Chapter 3, Section 15000 et seq.), the City of Long Beach prepared an Initial Study and Notice of Preparation and made these documents available to responsible agencies, trustee agencies, and interested parties for a 30-day public review period, which extended from March 9 to April 7, 2015. Through the Initial Study, the City determined that implementation of the Specific Plan could result in potentially significant environmental impacts and that the preparation of a programmatic-level Environmental Impact Report (Program EIR) was required.

The Midtown Specific Plan EIR (State Clearinghouse No. 2015031034) is a Program EIR. As provided in Section 15168 of the CEQA Guidelines, a Program EIR may be prepared on a series of actions that may be characterized as one large project. The Specific Plan establishes an overall development program that can be characterized as one large project,

but its implementation will require a series of future discretionary actions (approvals of specific projects) by the City of Long Beach. The Specific Plan Program EIR is intended to serve as the primary environmental document for all future entitlements (later activities) associated with implementation of the Specific Plan, including all discretionary approvals requested or required to implement the project.

Pursuant to Section 15168 of the CEQA Guidelines, a later activity under the Specific Plan development program must be examined in the light of the Specific Plan Program EIR to determine whether additional environmental documentation must be prepared. Each later activity must undergo an initial study and analysis by the City to determine if the activity is within the scope of the Specific Plan Program EIR. Because these later activities are not new projects as defined by CEQA, compliance for each impact category is narrowed to a determination as to whether the activity would result in: (1) no substantial change from the previous analysis; (2) a more severe impact; or (3) a new significant impact. Based on the results of this initial study, the City will determine which of the following actions is applicable to the later activity:

- The later activity is a component of and consistent with the Specific Plan and has been previously analyzed as a part of the Specific Plan Program EIR and findings certified pursuant to the CEQA Guidelines. No additional CEQA documentation is required (CEQA Guidelines Section 15168).
- The later activity is a component of the Specific Plan and has been previously analyzed as a part of the Specific Plan Program EIR and findings certified pursuant to the State CEQA Guidelines; however, minor technical changes or additions are needed to make the previous documentation adequate to cover the project. An Addendum to the Specific Plan Program EIR is required (CEQA Guidelines Section 15164).
- The later activity is either not a component of the Specific Plan or has not been previously analyzed as part of the Specific Plan Program EIR, in which case an initial study and additional environmental review under CEQA will be required unless the later activity is exempt under CEQA.

In addition, future development projects within the Specific Plan area may be eligible for streamlining under CEQA Guidelines Section 15183.3, effective January 1, 2013. To be eligible, a project must:

- Be located in an urban area on a previously developed site or surrounded by urban uses (75 percent of perimeter);
- Satisfy performance standards in CEQA Guidelines Appendix M; and
- Be consistent with the general use designation, density, building intensity, and applicable policies in the Southern California Association of Governments Sustainable Communities Strategy.

2

CONTEXT

MIDTOWN SPECIFIC PLAN

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2.0 Context

2.1 LOCATION

The Midtown project area is in the City of Long Beach and is just north of the Downtown. Long Beach is the seventh largest city in California, with roughly 460,000 residents and nearly 160,000 employment opportunities (2010). The City is about 20 miles south of Downtown Los Angeles and borders Orange County on its eastern edge.

Long Beach Boulevard is historically significant as a grand entrance to the City and its Downtown. The boulevard continues to be one of the City's primary transit corridors, with the Metro Blue Line operating in the center of the street from 1st Street to just north of Willow Street (where it veers northwest off the boulevard).

In total, the project area encompasses 369 acres of public and private property, including 257 acres of parcelized land and 112 acres of roads and other rights-of-way. The northern border is Wardlow Road and the southern boundary is two and a half miles south at Anaheim Street. The eastern and western boundaries generally fall one block from Long Beach Boulevard, except at key intersections and the area between Spring and Willow Streets, where the boundaries extend to Atlantic and Pacific Avenues.

The project area is also within three general neighborhood areas of Long Beach: Wrigley/West Long Beach, west of Long Beach Boulevard; Central, east of Long Beach Boulevard; and the Downtown, south of Pacific Coast Highway. Figure 2-1 shows a map of the project boundaries in the regional context, and Figure 2-2 provides a view of the local context.

FIGURE 2-1 REGIONAL CONTEXT

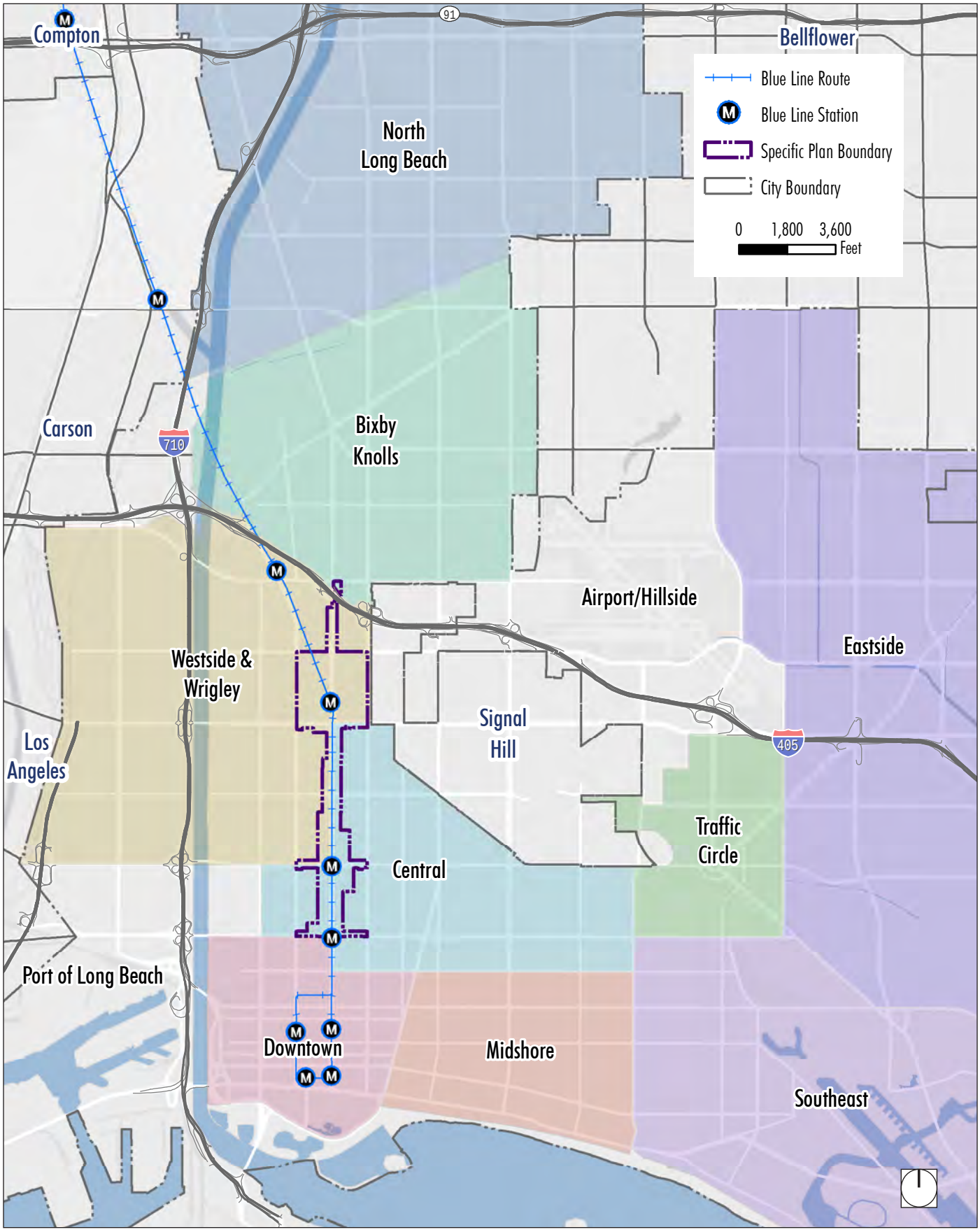
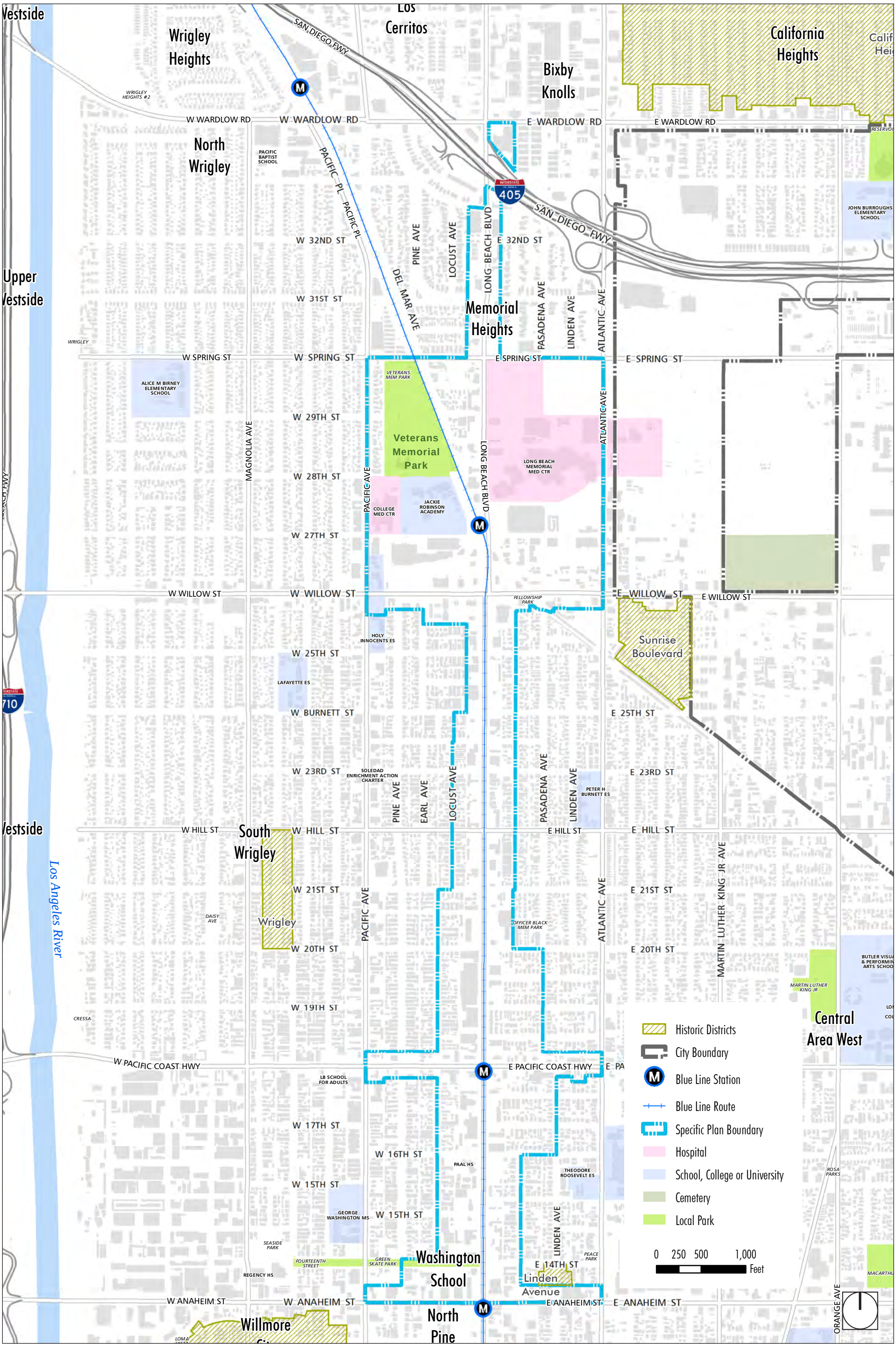


FIGURE 2-2 LOCAL CONTEXT



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2.2 HISTORY

Long Beach Boulevard, called American Avenue until 1958, is a busy street that has catered to nearly all modes of travel over the past 100 years. The size of its right-of-way, generally 132 feet, reflects its history as a streetcar route. The original Red Line streetcar line began service in 1902 and ran along the Metro Blue Line route, operated by Pacific Electric Railway. By 1927, Long Beach had over 30 miles of streetcar tracks and soon became one of the fastest growing cities in the country.

Historical photo of Long Beach Boulevard from the 1910s or 1920s.

In the 1930s, automobile use exploded and streetcars fell out of favor. The proliferation of freeways and an increasingly auto-centric culture pushed Long Beach Boulevard to adapt to the new car-oriented way of life. Not only did it become vehicular dominated as a means of travel, but the boulevard also became a regional destination for people to shop for new cars in the 1960s and 1970s. However, after the passage of Proposition 13 capped property taxes, cities began competing for auto dealerships to boost sales tax revenues. Dealerships abandoned the boulevard for larger sites in other cities, and the area began to decline. The effects of this loss are still visible in the remaining vacant lots and marginal commercial uses.

Mike Salta Pontiac, 16th Street and Long Beach Boulevard, circa 1966.

Long Beach Boulevard began shifting from an auto-dominated street to a transit-oriented community in the late 1980s. The Metro Blue Line opened for business on Long Beach Boulevard on July 14, 1990, transporting passengers from Los Angeles to Downtown Long Beach. The Blue Line has become one of the busiest light rail lines in the country, averaging roughly 90,000 boardings every weekday. It has become so busy that several station platforms have been extended to provide for longer trains and new riders.

The Blue Line opened in July 1990, reestablishing passenger rail service from Long Beach to LA.

The City has sought to use transit as a catalyst for Midtown's physical and economic revitalization since the Metro Blue Line's opening in 1990. The City adopted the Long Beach Boulevard Planned Development District (PD-29) in 1991 to provide a regulatory framework that could attract new investment along the boulevard in the form of mixed-use, high-density infill projects.

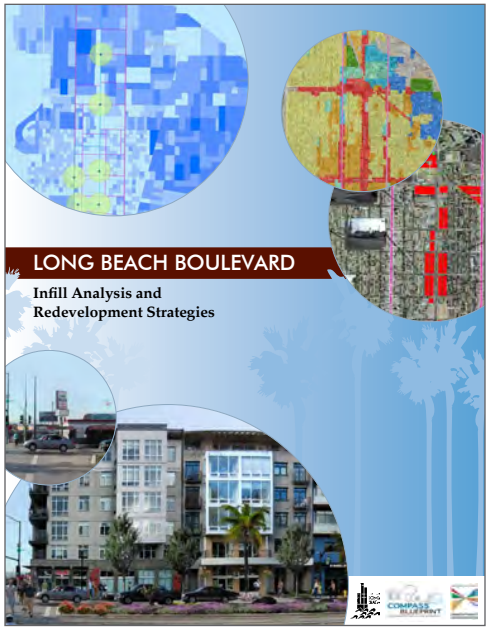
Development along the boulevard and new economic opportunities for local residents have been minimal over the past 20 years. Since PD-29's adoption, most new development has been limited to low density and single-use commercial and retail projects. The designs and layouts of these projects emphasized automobile access and provided few physical connections or access to transit. This resulting development pattern is neither consistent with the City's desired mixed-use transit corridor, nor does it provide significant benefits to local residents.

Photo credits:

Top: Ronald W. Mahan & Joseph J. Musil Photo Theatre Collection

Middle: Bob Wicker, PontiacsOnline.com

Bottom: Dorothy Peyton Gray Transportation Library and Archive at the Los Angeles County Metropolitan Transportation Authority



The 2007 SCAG Demonstration Project highlighted key issues and strategies for improving the corridor.

The corridor contains a wide variety of single- and multifamily housing, commercial and service businesses, and medical facilities.

In 2007, the City of Long Beach was selected for a SCAG Compass Blueprint Demonstration Project to analyze the existing land use regulations and market constraints for transit-oriented development on Long Beach Boulevard and to make recommendations for specific code changes and redevelopment strategies. The Demonstration Project and the City ultimately concluded that the corridor would benefit from an overhaul of PD-29 to incentivize new, transit-oriented development. In 2011, the City partnered with SCAG on a second demonstration project to create this Specific Plan and EIR for this segment of Long Beach Boulevard and Midtown. This Specific Plan replaces PD-29 and is now the regulating document for land use in the area with the exception of a 4 acre residential area near Daryle Black Park which is covered by conventional zoning.

Long Beach Memorial Medical Center first opened in Midtown in 1958 and is currently run by the not-for-profit MemorialCare Health System. The medical center prepared plans to improve its facilities and operations within Midtown in 2005 through a master plan and environmental impact report (EIR). This master plan is currently being updated, and the City coordinated closely with MemorialCare to plan physical improvements and operational programming to best serve Midtown.

2.3 EXISTING CONDITIONS

2.3.1 Existing Land Uses and Development

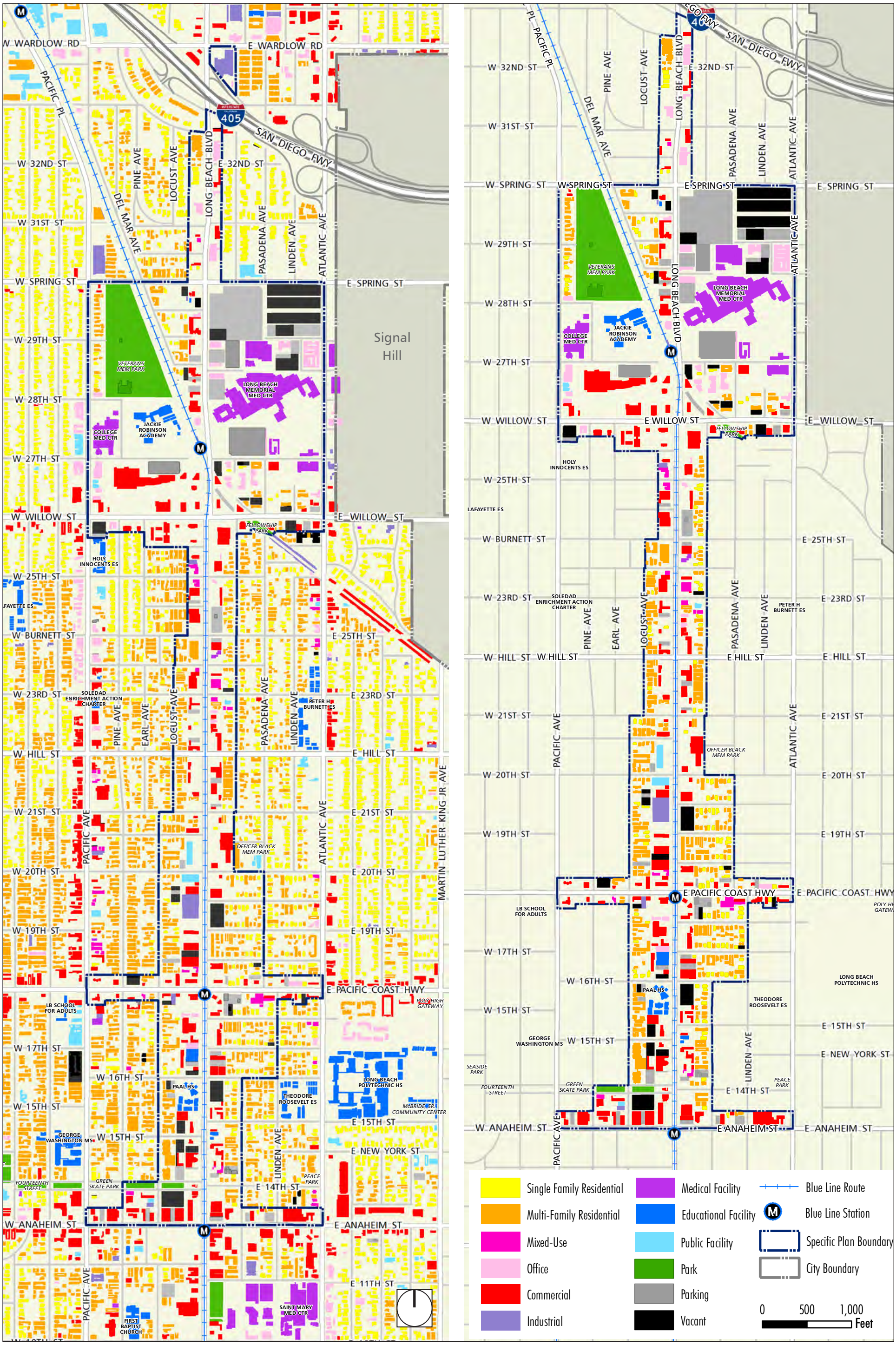
A wide variety of land uses can be found within and around the Long Beach Boulevard Midtown project area. Figure 2-3 illustrates the pattern of existing land uses as of 2014 by building footprint and land use type—both around and within the project area.

Residential. The project area and the surrounding neighborhoods are home to thousands of Long Beach residents, who live in a mixture of single-family and multi-family homes. Several historic neighborhoods lie within a quarter mile of the project boundaries: Drake Park/Willmore, Linden, Sunrise Boulevard, and Wrigley.

Commercial. Although struggling commercially in many ways, Long Beach Boulevard is still a key retail corridor for the surrounding community. A range of small- to medium-sized retail and service establishments provide essential services for area residents. On a typical day, several areas along the corridor bustle with patrons on foot or accessing transit. Households in the neighborhoods adjacent to the corridor tend toward lower income families who would benefit significantly from an increase in retail destinations within close proximity and a greater variety of housing opportunities along the transit-rich corridor.

Medical. Long Beach Boulevard is the medical core of Long Beach, with multiple hospitals and dozens of medical office, diagnostic, and research

FIGURE 2-3 EXISTING LAND USES



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businesses. MemorialCare is currently preparing a healthcare facility master plan for the Long Beach Memorial Medical Center campus. The long-term vision for this master plan is reflected in this Specific Plan and incorporates mixed-use development, workforce housing, and a more activated street frontage for Long Beach Boulevard.

Long Beach Memorial Medical Center, including Long Beach Memorial Hospital, Miller Children's Hospital, and Pacific Hospital of Long Beach are adjacent to the Willow Metro Station. Just south of the Specific Plan boundary at Anaheim Street is St. Mary Medical Center.

Open Space and Recreation. Like many urbanized corridors in Southern California, few recreation and open space areas can be found along or near Long Beach Boulevard. The northern and southern portions of the corridor have access to open space, but the central portion of the project area is largely devoid of open space.

Veterans Memorial Park is the largest park space (14.7 acres) in the general area. It is adjacent to the Willow Metro Blue Line stop and has sports fields/courts and a community recreation center. McBride Park, on Martin Luther King Jr. Avenue east of Polytechnic High School, is the newest park in the area and includes a skate park and teen center. The 14th Street Park also has a skate park and connects to Seaside Park west of Pacific Avenue. Finally, a few mini-parks (Fellowship, Daryle Black, and Peace) offer small areas of recreation for residents in close proximity.

Education. A number of schools (listed below) can be found along and around the corridor to serve families in the adjacent neighborhoods and, in some cases, the greater Long Beach area.

- Jackie Robinson Academy (K–8) adjacent to the Willow Metro Station.
- Holy Innocents Parish (K–8) south of Willow Street off Atlantic Avenue.
- Burnett Elementary (K–5) at Atlantic Avenue and Hill Street.
- Roosevelt Elementary School (K–5) next to Polytechnic High.
- Polytechnic High School (9–12) on Atlantic Avenue south of Pacific Coast Highway, and PAAL Academy on Long Beach Boulevard south of 16th Street.
- Washington Middle School on Pacific Avenue north of 14th Street.
- Renaissance High School for the Arts on Long Beach Boulevard between 8th and 9th Street.

The large number of schools at all levels of education means that Long Beach Boulevard, Pacific Avenue, and Atlantic Avenue are heavily used by children and must become safer streets for walking, biking, and riding

Top: 14th Street Park and Veterans Park
Bottom: McBride Park

From top left, clockwise: Jackie Robinson Academy, Polytechnic High, Roosevelt Elementary, and Burnett Elementary

Long Beach Boulevard is one of the few streets in Southern California that truly carries all modes of travel.

Traveling southbound from the off-ramp at Long Beach Boulevard requires a cautious left turn across northbound traffic, which includes cars, buses, and trucks.

The Blue Line provides excellent regional transit access, but it also creates east–west barriers and adds over 20 feet to an already wide roadway with its exclusive travel lanes.

transit. Additionally, Hancock University, a private college at 16th Street and Long Beach Boulevard, is expected to grow and is interested in student housing and other student-serving uses along the corridor.

2.3.2 Circulation and Site Accessibility

Overall Structure. Long Beach Boulevard possesses many of the attributes required to support a vibrant, mixed-use, transit-oriented district. The area is well served by regional bus and rail transit; streets are laid out in a traditional grid with smaller block circumferences that provide multiple travel options for different modes; and sidewalks are generally wide and offer pedestrian access from the residential neighborhoods and local retail/service shops to the transit facilities. Figure 2-4 displays a map of the existing circulation systems within and around the project area.

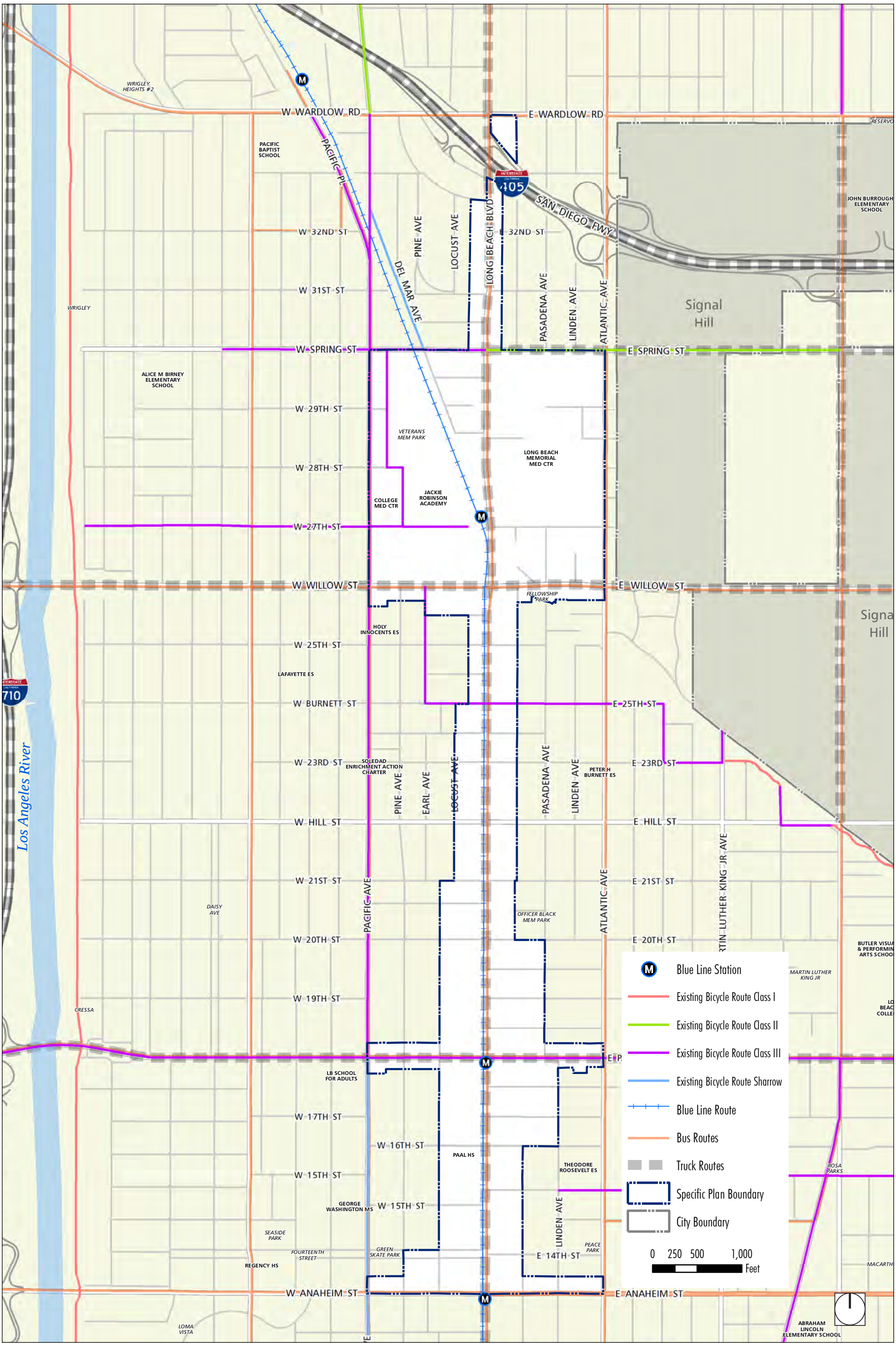
Automobile. For many years, Long Beach Boulevard focused on improvements and development geared to the automobile. Interstates 405 and 710 are just to the north and west, respectively, of the project area, providing access to the Southern California region.

Atlantic and Pacific Avenues were categorized for slower traffic speeds, and Long Beach Boulevard was used to accommodate more automobile traffic and served as a regional connector. The freeway interchanges conflict with this assignment of roles, because the partial cloverleaf on-/off-ramps at Atlantic Avenue are much easier and more convenient to traverse than compact and cross-traffic ramp systems at Long Beach Boulevard. Although Long Beach Memorial Medical Center's campus borders Long Beach Boulevard, the campus has very limited access from the street. Ease of access is one of the main reasons the Medical Center has favored Atlantic Avenue over Long Beach Boulevard over the years.

Truck. Truck traffic in Long Beach is primarily related to the movement of goods to and from the Ports of Los Angeles and Long Beach (accessed by using the I-710 and I-110 freeways), but trucks also use dedicated trucking routes along local roadways to provide shipping services to commercial and industrial businesses throughout the City.

Local truck routes include Long Beach Boulevard, Spring Street, Willow Street, and I-405. Typically, these routes direct trucks away from residential neighborhoods toward streets specifically designed and maintained to accommodate the weight of large trucks and commercial delivery vehicles. Mixed-use and multi-modal corridors integrate residential and non-residential uses in a context that embraces many modes of travel. Such corridors, including Long Beach Boulevard, that are also designated truck routes must be carefully designed to accommodate local truck traffic safely and efficiently without sacrificing the safety, efficiency, and attractiveness of other modes of travel or mixed-use settings.

FIGURE 2-4 EXISTING CIRCULATION SYSTEM



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Transit. Long Beach Boulevard is also well connected to the Southern California region through the Blue Line and several major bus lines. The Blue Line is the main hub for transit and its route runs directly along Long Beach Boulevard, with three stations in the project area: Willow, Pacific Coast Highway, and Anaheim. The Blue Line provides access to Downtown Los Angeles, other rail lines, and local and regional bus systems.

The Metro Blue Line was a trailblazing project in 1990 and remains one of the most successful transit lines in the country. The benefits of the transit line and its stations are obvious at a regional level. Locally, however, the community struggles at times with the impacts from the transit line.

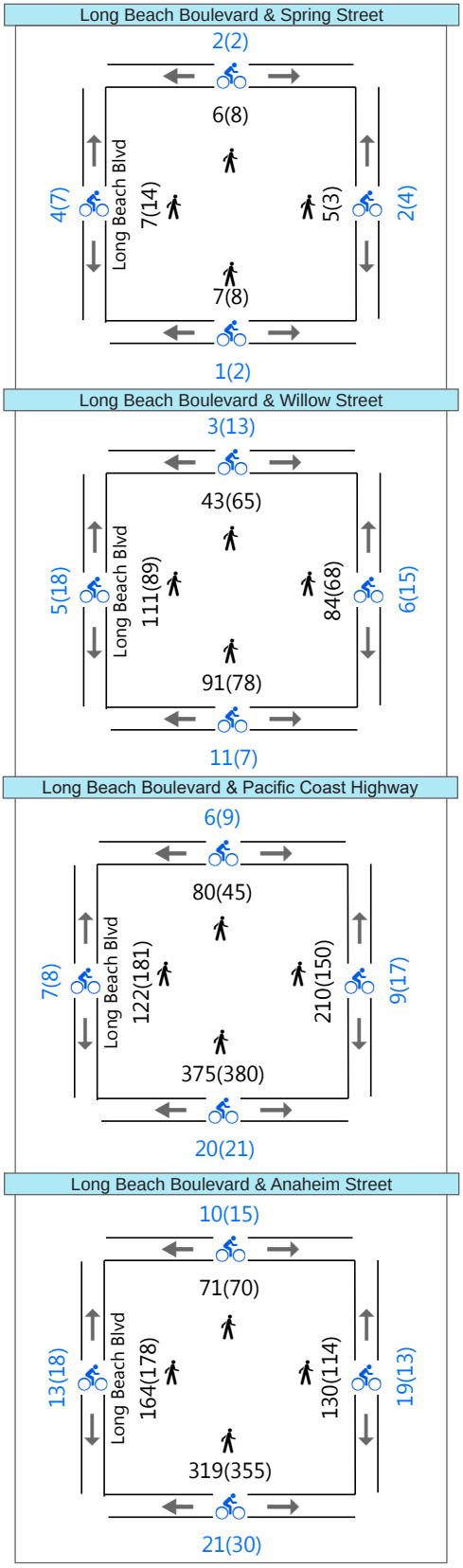
For example, a blue fence was installed around 2008, dividing the two-way movement of the Metro Blue Line as a safety measure to prohibit midblock crossing except in designated areas. This created a major disconnect between land uses on both sides of Long Beach Boulevard, and trash collects at the base of the fence, adding a blighted look to the corridor.

Additionally, the Metro Blue Line travels in a dedicated travel lane and widens the street area by over 20 feet, making it more daunting for pedestrians to cross the street and further disconnecting development and neighborhoods on the west and east sides of Long Beach Boulevard.

The corridor is also served by local and regional bus service by Metro and Long Beach Transit (LBT). Metro operates a limited number of local and express buses, and LBT provides numerous lines of local bus service along and near the corridor. These bus routes carry thousands of residents, employees, and visitors throughout the City and to and from surrounding areas, generating a substantial amount of pedestrian and bicycle activity along the roadways and at the intersections.

Pedestrian and Bicycle Activity. The corridor experiences a tremendous amount of pedestrian activity due to the existing development density, presence of transit, and widespread use of and dependency on transit in the project area. As expected, pedestrian crossings (measured in 2012 and depicted to the right) were highest at intersections near transit stations, with hundreds of pedestrians crossing the intersections during peak hours.

Midblock collision history along Long Beach Boulevard between Willow Street and 10th Street revealed that, of the 50 collisions between 2007 and 2012, 8 percent involved pedestrians and 18 percent involved bicyclists. The concurrent high volumes of pedestrian, bicyclist, and vehicular activity along Long Beach Boulevard present challenges for the safety and efficiency of all modes. Although the overall block structure and sidewalks are conducive to pedestrian and bicycle access, many parts of the corridor's public realm remain auto dominated, lacking features and amenities such as pedestrian lighting, waste receptacles, shade trees, bike racks, benches, and bus shelters.



2012 Bike and Pedestrian Counts along Long Beach Boulevard

AM (PM) Peak Hour Pedestrian Volume
AM (PM) Peak Hour Bicycle Volume

2.3.3 Infrastructure Systems

Storm Water. The project's storm water runoff is collected by existing storm drain facilities that generally flow westerly toward the Los Angeles River. Facilities are owned and maintained by various agencies, including LA County Flood Control District, City of Long Beach, and Caltrans. A few scattered, privately maintained systems can be found within the project area as well. Storm drain sizes vary from 12- to 96-inch reinforced concrete pipe. Existing catch basins throughout the project area intercept runoff and convey flows into the storm drain system.

In 2008, the City enacted a Low Impact Development Standards ordinance to control runoff and manage storm water on site. There is no large-scale regional treatment in place within the project area. Figure 2-5 displays a map of the existing storm water drainage system within and around the project area.

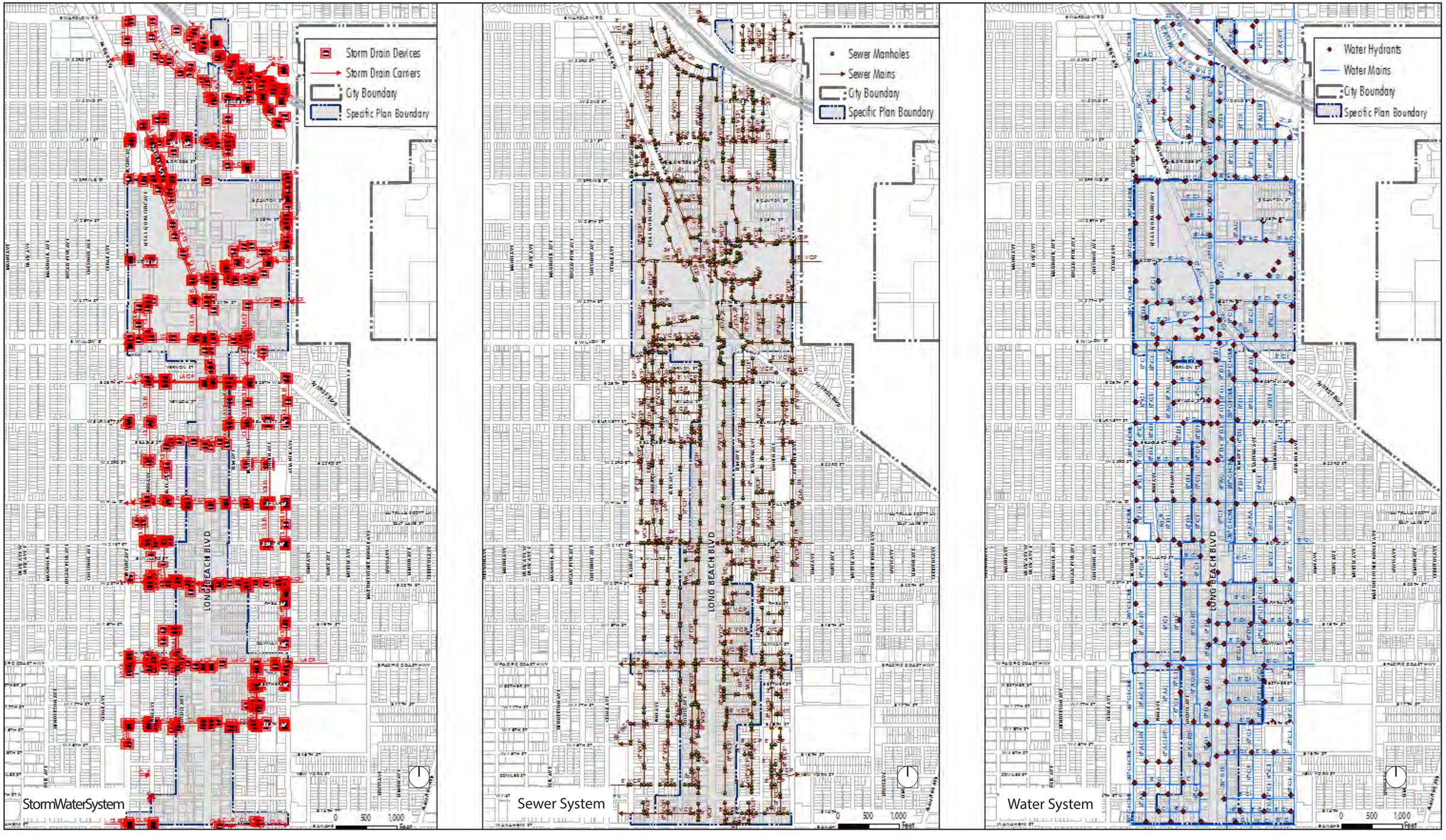
Sewer Service. Sewer service along Long Beach Boulevard has only a couple of small longitudinal-flowing sewer lines; however, sewer lines cross the boulevard at five locations. The general layout of the existing sewer falls southerly and mainly leaves the project site to the east and west. All sewer mains in the area ultimately discharge into a Los Angeles County Sanitation District trunk sewer crossing the Los Angeles River at 16th Street, flowing west and ultimately to the Joint Water Pollution Control Plant in Carson. Sewer lines are all gravity flow lines, and diameters vary from 8 to 18 inches. The type of material also varies: vitrified clay pipe, nonreinforced concrete pipe, and concrete pipe. Figure 2-5 displays a map of the existing sewer system in and around the project area.

City records do not show any force mains or lift stations in the project area; however, one siphon location is at the intersection of the alley due east of Long Beach Boulevard and 25th Street. There does not appear to be any deficient lines along Long Beach Boulevard or elsewhere in the project area. As of 2014, the City did not have any planned sewer maintenance and/or replacement projects for the area.

Water Service. Long Beach Boulevard hosts an 8-inch water line from 15th Street to 20th Street and a 12-inch water line from Willow Street to Wardlow Road. Within the project area, pipe sizes vary from 2 to 30 inches (2, 4, 6, 8, 12, 20, and 30 inches). The type of material also varies: asbestos-cement, cast iron, cast iron-cement motor lined, and ductile iron. Figure 2-5 displays a map of the existing water service system in and around the project area.

Aside from water mains along and crossing Long Beach Boulevard from Anaheim Street to Wardlow Road, City records do not show any other water facilities in the project area (booster pump stations, agency interconnections, storage tanks, etc.). The Long Beach Water District

FIGURE 2-5 EXISTING INFRASTRUCTURE SYSTEMS



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recently constructed a cast-iron replacement in Long Beach Boulevard between Willow Street and Wardlow Road, which was the only planned replacement project for the project area as of 2014. There did not appear to be any deficiencies with the current water system servicing the project area.

2.3.4 Market Conditions

Long Beach Boulevard enjoys great access to transit and offers a substantial amount of developable land. The market conditions for substantial investments have not been favorable for many years. Although the Blue Line represented an enormous public investment in the 1990s, substantial private investment is only now starting to progress north of the Downtown area. Additionally, the recent recession and vacancies in housing, retail, and office space made land values insufficient to entice new development. Finally, the State of California dissolved all redevelopment agencies in 2012 and removed one of the most effective tools cities had to spur new development.

To spur private development in the area, this Specific Plan presents strategies, plans, and improvements to build short-term value through subsidized and institutionally led development—with an emphasis on excellent design—and through public sector enhancements in the pedestrian environment and basic infrastructure.

Subsidized Development. Despite the loss of the redevelopment agencies and associated financing, opportunities remain for the City to participate. The City can contribute by either offering City-owned land for purchase or by offering favorable lease terms to help entice developers.

Another strategy for economic development is to build a full range of housing options, including units affordable to extremely low, very low, and lower income residents. Affordable housing projects can be eligible for federal and state subsidies, making them more likely to be built on the corridor. These projects can assist in revitalizing areas of the corridor and creating housing opportunities for the community. Over time, market rate, higher-density buildings, such as 4- and 5-story, wood-frame condominium buildings and midrise buildings, may become feasible without public subsidy.

Institutional Development. Partnering with anchor institutions may also spur redevelopment. The project area has many educational and medical institutions, including Pacific Hospital of Long Beach and Long Beach Memorial Hospital. These prominent organizations have voiced a desire to contribute to the corridor. Long Beach Memorial is currently completing a new master plan to comply with seismic retrofit regulations and adapt to changes in health care reform, future market dynamics, and community needs.

Phase 1 of the master plan includes improvements to the north campus area along Spring Street and Atlantic Avenue. Site improvements include the Miller Children's Hospital Outpatient Village and medical center offices. This type of investment is key because these institutions have a long-range view for their community, are generally the landowners, and tend to be less driven by profit than private developers, making them ideal partners for advancement of the corridor.

Public Improvements. Public contribution to streetscape improvements and linkages can greatly increase private investment in the project area. The existing public realm is not alluring to developers and would-be dwellers. Enhancing the public realm, including the sidewalk, landscaping, open space, and bicycle facilities, is critical to attracting developers and property owners to invest and reinvest in the area.

Improvement Districts. Another successful tool for public improvements in the area would be the formation of business improvement districts, in which business owners choose to assess themselves for public enhancement projects. This usually results in more numerous and more enhanced public improvements, which has been shown to increase property values and private investment in the area. Similar types of districts are property-based improvement districts, which includes property owners, maintenance assessment districts, and community facility districts.

Focused and Creative Development Standards. The future vision for Midtown contains mixed-use and high-density, transit-oriented development. Mixed-use buildings can be expensive to construct and may be deterred if overly constrained by inflexible development standards.

For example, if the Specific Plan requires ground-floor retail throughout the corridor, it is possible that some of the new buildings would have vacant retail space for many years. Throughout the nation, cities and developers have learned to minimize the percentage of retail in mixed-use buildings, unless located in Downtown areas or key activity nodes. The requirement for ground-floor retail should be limited to selected nodes, rather than for all projects in the corridor, to avoid overbuilding retail that cannot be easily tenanted. To avoid ground-floor vacancies in the short term before the corridor matures and the market demands continuous retail, the Specific Plan allows for other land uses to be on the ground floor, provided they are constructed with a floor height consistent with retail storefronts.

2.4 COMMUNITY INPUT

The City of Long Beach conducted a series of focused outreach meetings and follow-up interviews with roughly 40 stakeholders and multiple neighborhood groups dating back to 2012. The meetings generated significant input from residents, local business owners, property owners, community organizations, local and regional transportation agencies, the

school district, medical and educational institutions, and developers. The following summarizes the input from the outreach effort.

- **Reduce Impacts of the Street Width:** Long Beach Boulevard is auto dominated with heavy, fast-moving traffic and numerous vehicular lanes, making the street loud to walk along and difficult to cross. The physical and visual size of the boulevard can overwhelm the overall experience, minimizing positive impacts of new development. Although the Metro Blue Line is an important City and regional transit asset, the center median and blue fence create long stretches along the corridor that limit vehicular and pedestrian crossings for residents and workers.

- **Enhance the Pedestrian Environment:** There is a lot of foot traffic and bicycle use on Long Beach Boulevard, but the environment feels cold and uninviting to pedestrians, with predominantly gray concrete sidewalks and limited landscaping, art, and color. Palm trees offer a framed vista along the corridor but do not provide adequate shade for pedestrians and bicyclists. The boulevard should be lined with shops and restaurants that introduce areas filled with cafés and outdoor dining.

- **Improve Bicycle Access:** Bicyclists use the sidewalk because they feel unsafe or uncomfortable riding in the street among the cars, trucks, buses, and trains. Bike lanes currently stop at the edge of Downtown and could be extended into Midtown. Incorporating a Complete Streets approach to mobility could help to accommodate all transportation modes along the corridor: bicycles, pedestrian, automobiles, and transit.

- **Make It a Street Worth Its Namesake:** Long Beach Boulevard is named after the City, but currently does not offer a strong positive impression of Midtown or provide an attractive gateway to Downtown. The boulevard needs improvements and branding to help create a reason for being on the corridor, to attract new residential and commercial investment, and to show that "somebody cares about this street."

- **More Park Space throughout Midtown.** Residents spoke uniformly in their desire for more parkland and open spaces in Midtown and along Long Beach Boulevard. Although the public understood that it can be difficult to create new open spaces in a built-out area, they looked to the City and this Plan to generate creative solutions for Midtown—particularly if the Specific Plan proposes to add new residents.

- **Show Progress on Innovative Ideas.** The community understood that Midtown would not improve overnight, but they wanted more than a long-term plan that waits for the market to respond. Residents and businesses support the idea of demonstration projects, where something temporary can become successful and permanent. The community grew excited about possible improvements and felt comfortable testing them in a temporary fashion.

The following is a partial list of the community organizations and stakeholders involved in the development of this Plan:

Centro Shalom
City Fabrick
Ecotech
Environ Architecture
Hancock University
Interstices
JR van Dijs, Inc.
Left Coast Sports Innovations
Long Beach Central Project Area Council
Long Beach Memorial Medical Center / Miller Children's Hospital
Long Beach Rescue Mission
Long Beach Unified School District
Los Angeles County Metro
Meta Housing Corporation
New City Public Schools
Pacific Hospital Long Beach
Sourcing International
St. Mary Medical Center
Urban Village

- **Keep the Community Involved.** Improving Midtown will require partnerships and coordination, not only among multiple governmental agencies, but also among local institutions, businesses, community organizations, and residents. Ultimately, the ideas and designs must be owned and shaped by the residents and businesses to have long-lasting cultural or aesthetic value in the community. Developing a plan that incorporates consistent participation by the community in the Plan's implementation will increase its chances for success. Local businesses suggested the creation of an improvement district that focuses purely on tasks, programming, and improvements for the betterment of Midtown.

- **Live, Work, and Play in Midtown.** Midtown residents and workers share many of the same attitudes and preferences as others in California. They want to shop close to where they live, work where they live, and play where they live. The community sees a strong employment and transit base in Midtown and believes the City can make improvements that enhance their ability to spend more of their life in Midtown. With the potential influx of new housing options, many residents want to see an opportunity to stay in Midtown and have access to housing that is affordable to the existing community.

- **Leverage the Medical Center.** The Long Beach Memorial Medical Center currently emphasizes its entrance along Atlantic Avenue, but plans on enhancing its presence along Long Beach Boulevard through the design and placement of buildings and streetscape. Branding for the hospital is shifting from sick care to healthcare environment with a tagline of "The Good Life." This theme focuses on wellness and preventative care and complements the land use plan and opportunities for Midtown.

- **Make Midtown Safer.** The community discussed safety concerns created by the physical environment and level of activity in Midtown. A lack of lighting along Long Beach Boulevard and its cross-streets was cited by many as one contributing factor to safety in Midtown. A more complex factor raised by the community was the lack of a reason to be in Midtown. Residents and businesses understood that more people needed to be on the street in Midtown shopping, working, and participating in community activities during the day and night.

- **Reduce the Cost of Change.** The business and property owners stated their support for and desire to participate in improving Midtown. The cost and development fees and the complexity of the development process were viewed as an area where the City could directly reduce barriers to change. The community understood that the fees paid for legitimate and necessary expenses but saw the need to incentivize improvements in as many ways as possible.

3

LAND USE PLAN & DEVELOPMENT STANDARDS

MIDTOWN SPECIFIC PLAN

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3.0 Land Use Plan and Development Standards

3.1 PROJECT VISION AND GUIDING PRINCIPLES

3.1.1 Vision: A Vibrant Midtown

Midtown will be a vibrant and thriving community for our children, family, and friends. Midtown will be known for its unique blend of parks, strong businesses, and transit-oriented housing. Additionally, Midtown will be an early leader in multi-modal transportation practices where a person can safely and easily travel by walking, riding a bike, catching a bus, taking a train, or driving a car.

3.1.2 Guiding Principles

Five principles accompany the vision to guide the Specific Plan and support citywide efforts to increase non-motorized transportation, promote healthy living options, and work toward a more sustainable future.

1. Enhanced Mobility and Complete Streets

Long Beach Boulevard must evolve to prioritize and enhance the walkability of the corridor, improve mobility options for bicycles and transit riders, and preserve functionality of the corridor as a thoroughfare for automobiles. The addition of trees, landscape, furnishings, and bikeways; improved pedestrian crossings; and small changes in travel lanes will enhance the public realm experience for all users.

2. Safety and Wellness

The physical environment plays a critical role in our community's overall health. Providing active and passive park spaces for urban neighborhoods along Long Beach Boulevard is critical to improve health and wellness. A well-designed street creates a safer and more appealing setting for families, bicyclists, and others along the corridor. Additionally, the Plan proposes physical and programmatic connections between health-related institutions, park areas, and the public right-of-way.

3. A Sustainable Future

The City of Long Beach supports a sustainable future for its residents, its businesses, and the environment. The Midtown area should improve and develop in a sustainable manner by decreasing the reliance on automobiles, reducing the urban heat-island effect, and promoting a balance of jobs and housing.

4. Supporting Urban Amenities

The supporting amenities serving Midtown must be improved to stimulate reinvestment and attract new development. Midtown must be an enjoyable place to live and do business. Improvements and new development will

MIDTOWN VISION

Midtown will be a vibrant and thriving community for our children, family, and friends.

Midtown will be known for its unique blend of parks, strong businesses, and transit-oriented housing.

Additionally, Midtown will be an early leader in multi-modal transportation practices where a person can safely and easily travel by walking, riding a bike, catching a bus, taking a train, or driving a car.

GUIDING PRINCIPLES

Enhanced Mobility and Complete Streets

Safety and Wellness

A Sustainable Future

Supporting Urban Amenities

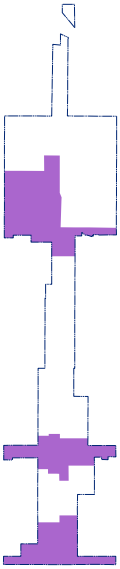
Working with and for the Community

seek out urban amenities such as attractive rights-of-way, safe and efficient bikeway and pedestrian facilities, parks and parklets, and landscaping enhancements.

5. Working with and for the Community

The ideas and plans presented in this Specific Plan were generated by close coordination with the existing resident, business, property owner, and development communities. Working with and for the community does not stop after the adoption of the Plan. This Plan places special emphasis on coordinating public and private improvements and programming with Long Beach Memorial and other medical facilities in Midtown.

3.2 LAND USE DISTRICTS



TRANSIT NODE DISTRICTS

The Specific Plan project area consists of 369 acres that cover a two and a half-mile segment of Long Beach Boulevard between Anaheim Street to the south and Wardlow Road to the north. The eastern and western boundaries generally range from roughly 300 feet at midblock locations to a quarter mile at transit nodes from Long Beach Boulevard.

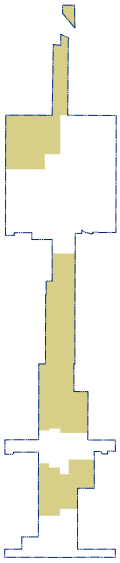
The Midtown Specific Plan regulates the project area through the application of four development districts: Transit Node, Corridor, Medical, and Open Space. Each district has its own development standards and land use patterns.

Figure 3-1 and Table 3-1 summarize the development intensity and boundaries for each district, including the projected distribution of development potential by district subarea.

Transit Node (TN)

The Transit Node District supports compact, transit-oriented mixed-use and residential development centered on the three Metro Blue Line stations. This district is characterized by intense building types, including mid- and low-rise podium, mixed-use flex blocks, liners, stacked flats, and live-work units.

Building heights and lot coverage patterns reflect significant intensities, with minimum height requirements of three stories and maximum height limits of ten stories. The district accommodates retail, restaurant, entertainment, and other pedestrian-oriented uses at street level, with offices or flats above in mixed-use buildings.



CORRIDOR DISTRICTS

Corridor (CDR)

The Corridor District is applied to properties along Long Beach Boulevard between Blue Line stations and the 405 Freeway. It is intended to provide housing options and neighborhood-serving uses within walking distance of a transit node.

Building types include lined block, stacked flats, courtyard housing, live-work, rowhouses, and tuck-under units. Multifamily residential and mixed-use projects are in two- to four-story buildings. Single-use, neighborhood-serving uses occupy buildings between one and three stories. Mixed-use and non-residential projects are centered on key intersections while residential and public/quasi-public uses infill at midblock locations.

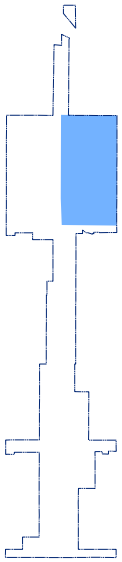
Medical (M)

The Medical District establishes a comprehensive health campus based on the Long Beach Memorial Medical Center's master planning efforts. The district anticipates a campus that activates both Atlantic Avenue and Long Beach Boulevard with a mix of uses, connects physically to Veterans Memorial Park, and engages corridor businesses and the entirety of Midtown programmatically.

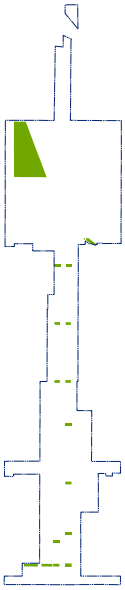
The district has the widest range of building types and multiple parking structures at varying heights and intensities. In addition to improved buildings, pedestrian access, and landscaping improvements on campus, the medical center is committed to improving the health and well-being of the community and will host events to strengthen its relationship with the local neighborhoods. Access to the campus, facilities, local events, and increased outreach will aid in creating a greater sense of community for the corridor.

Open Space (OS)

The Open Space District identifies existing areas reserved for community and mini-parks, and creates new space for parklets. Proposed parklets provide much-needed active and passive open spaces for neighborhoods along Long Beach Boulevard to promote an active lifestyle, community gardening, art, and safe places for children and other residents. Future park improvements are planned for a portion of the existing Veterans Park in connection with Long Beach Memorial Medical Center programming. Additional open space is encouraged along the corridor in connection with new development.



MEDICAL DISTRICT



OPEN SPACE DISTRICTS

3.3 OPEN SPACE PLAN

Integrating open space into an existing urban corridor can be challenging. This Specific Plan builds on existing amenities and capitalizes on the right-of-way to offer new park opportunities. Enhancing open space is not only important for serving the Midtown area, but also as part of the City's overall goal of providing 1,000 new acres of park space.

3.3.1 Existing Open Space

Midtown's neighborhoods are currently underserved when it comes to accessible open space. Existing park space is primarily in the northern portion of the Specific Plan area, and the largest number of residents are in the central portion of the Plan area.

Veterans Memorial Park

This 14.7-acre park is the biggest continuous area of open space in Midtown and the only accessible large park space for many Midtown residents. Amenities in Veterans Park include sports fields/courts and a community recreation center. The park's proximity to the Memorial Medical Center and Willow Metro Blue Line station provides an opportunity for increased use of and connection to the park by residents, employees and visitors to the area.

Fellowship Park and 14th Street Park

Small neighborhood parks account for approximately two acres of the Open Space District. Fellowship Park is a mini-park that offers a small area of recreation for nearby residents. 14th Street Park serves the southern portion of Midtown adjacent to Anaheim Avenue. This open space area is home to a skate park and connects to Seaside Park west of Pacific Avenue. 14th Street Park has the opportunity to serve additional users and better connect and integrate with surrounding land uses.

3.3.2 Proposed Open Space

Open space opportunities in Midtown include the expansion of active programming in Veterans Park, the creation of new "parklets," and the provision of other off-site and on-site open space.

This concept creates exciting outdoor spaces for recreation by capping side streets to create small street parks or parklets. This "Pavement to Plazas" concept is seen elsewhere in the City through on-street parking spaces converted into plaza space. The City's Mobility Element further reinforces the continued implementation of the "Pavement to Plazas" concept. Adding open space to an urbanized area is difficult, but this Specific Plan identifies 11 sites for parklets throughout Midtown.

The "Pavement to Plazas" concept allows unused or low-volume segments of roadways to be reclaimed and turned into small public plazas. In Midtown, parklets could consist of a quarter acre of street right-of-way at select neighborhood streets intersecting with Long Beach Boulevard. A parklet could provide space for a community garden or sports area such as a basketball or handball court. Other amenities could include tables and chairs, playground equipment, or even a screen area to show movies.

As depicted in Figure 3-2, parklets are also strategically placed at block crossings to improve pedestrian connections across the street and to add shade and resting places for pedestrians traveling along the corridor. These small street parks can be implemented incrementally with a demonstration parklet to showcase community involvement, collaboration with the City, and potential sponsorship by local businesses. The creation of the first parklet would serve as a template for the City, and the remaining 10 parklets could be programmed for implementation over time.

The Specific Plan also designs better connections between existing and proposed open spaces through public realm improvements. Such improvements will create more pedestrian- and bicycle-friendly facilities, shade trees, and resting places along the corridor. Figure 3-2 shows

A lively parklet could provide a space to take a work break or to meet up with neighbors. The illustrative above is shown for conceptual purposes only.

existing and proposed open space within and near the Midtown Specific Plan boundaries. Open space standards are covered in Section 3.6.

3.4 DEVELOPMENT STANDARDS

The development standards translate the Specific Plan vision and principles into prescriptive evaluation standards and guidelines, ensuring that new development projects activate the public realm, exhibit high standards of urban design and landscaping, and maximize flexibility and development feasibility for public and private projects.

3.4.1 Permitted Uses

Table 3-2 shall regulate land uses in the Midtown Specific Plan area. The table provides uses by district: Transit Node District, Corridor District, and Medical District. The uses are indicated by abbreviation: e.g., permitted (Y), not permitted (N), permitted by Conditional Use Permit (C), permitted as accessory use (A), and permitted as a temporary use (T).

All land uses not listed in Table 3-2 shall be prohibited, except that the Zoning Administrator has the authority to interpret, in cases of uncertainty, the intent of this ordinance as to whether an unlisted land use shall be designated Y, N, C, AP, A, or T, subject to verification by the Planning Commission upon appeal by the applicant, through the Classification of Use process provided in Division VI of Chapter 21.25 of the Zoning Regulations.

Affordable Housing

As part of the redevelopment strategy for the former Central Long Beach Redevelopment Project Area, several parcels were assembled along the Long Beach Boulevard corridor to provide strategic investment for affordable housing development. These parcels are identified on Figure 3-3, Parcels Owned by the Long Beach Community Investment Company.

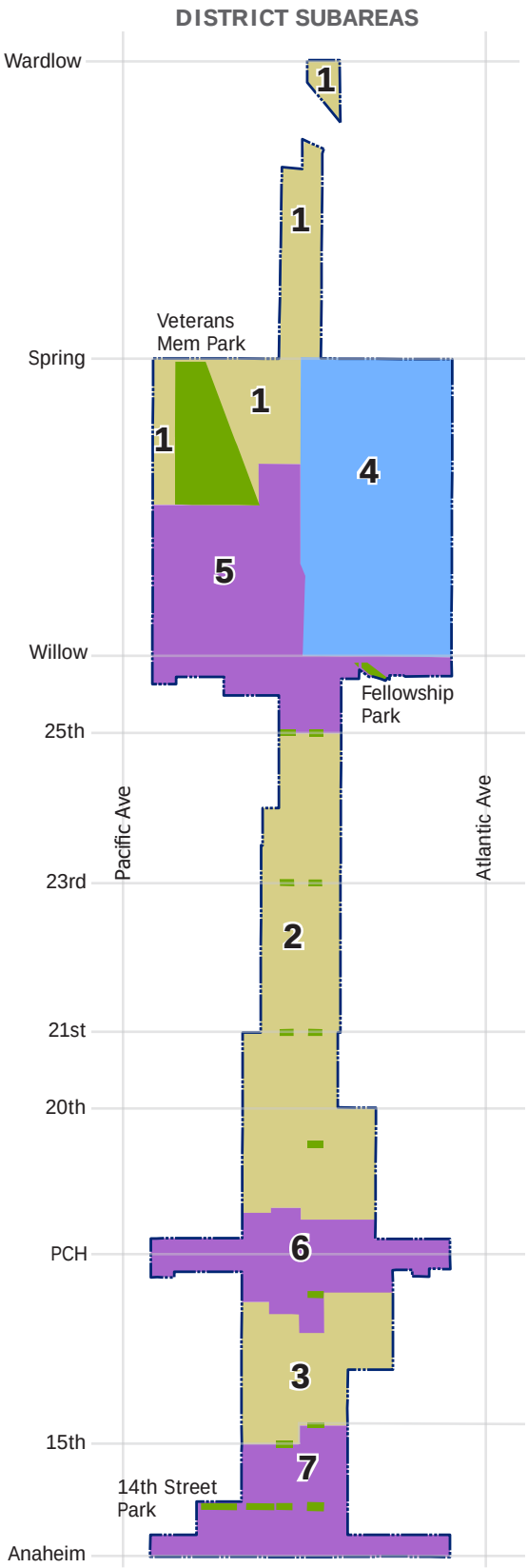
Key parcels remain under the ownership of the Long Beach Community Investment Company (LBCIC) and must be developed consistent with the regulatory requirements contained in the California Health and Safety Code, as amended by SB 341. Uses inconsistent with these requirements are prohibited, even on a temporary basis. The LBCIC intends to offer these parcels for development over the next year or two through competitive bid for low-, very low-, and extremely low-income affordable housing. The development of these parcels for affordable housing purposes is also consistent with the City's certified Housing Element for the period of 2013-2021.

TABLE 3-1 LAND USE SUMMARY BY DISTRICT

Land Use Summary by District					
District	Acres	Typical Density (per ac)	Dwelling Units	Comm/Employ Sq Ft	Hotel Rooms/ Hospital Beds
Corridor Districts					
1	22	15-40	408	274,766	---
2	51	15-40	924	331,815	---
3	20	15-40	450	92,663	---
Total	**93**	**-**	**1,782**	**699,244**	**---**
Medical District					
4	63	20-30	300	757,600	854 beds
Total	**63**	**-**	**300**	**757,600**	**854 beds**
Transit Node Districts					
5	44	30-60	774	924,296	175 rooms/ 148 beds
6	20	30-60	362	297,125	102 rooms
7	19	30-60	401	319,000	---
Total	**83**	**-**	**1,537**	**1,540,421**	**277 rooms/ 148 beds**
OS[1]	18	-	-	-	-
ROW	112	-	-	-	-
Total	**369**	**-**	**3,619**	**2,997,265**	**277 rooms/ 983 beds**

Note:
1. The Open Space District consists of 15.2 acres of existing park area plus 2.6 acres of future parklets. Figures above subject to rounding.

DISTRICT SUBAREAS



This map divides the land use districts into subareas to summarize the approximate distribution of development potential throughout the Midtown Specific Plan.

FIGURE 3-1 LAND USE PLAN

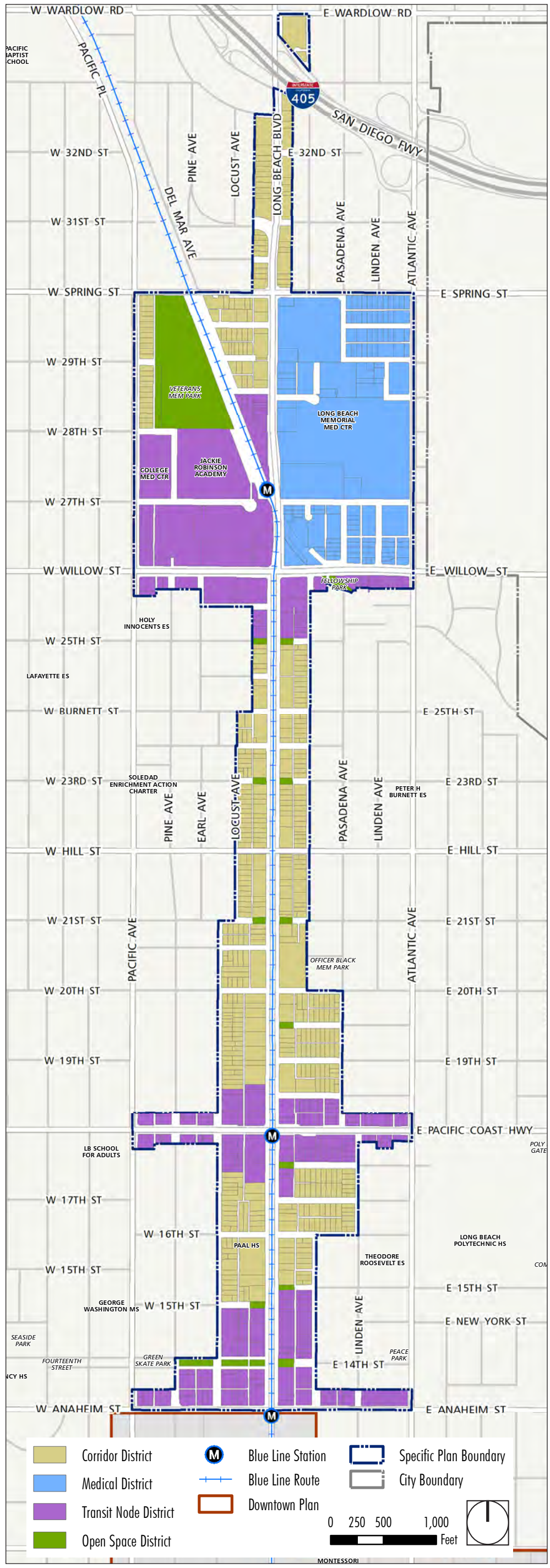


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FIGURE 3-2 OPEN SPACE AND CORRIDOR CONNECTIONS

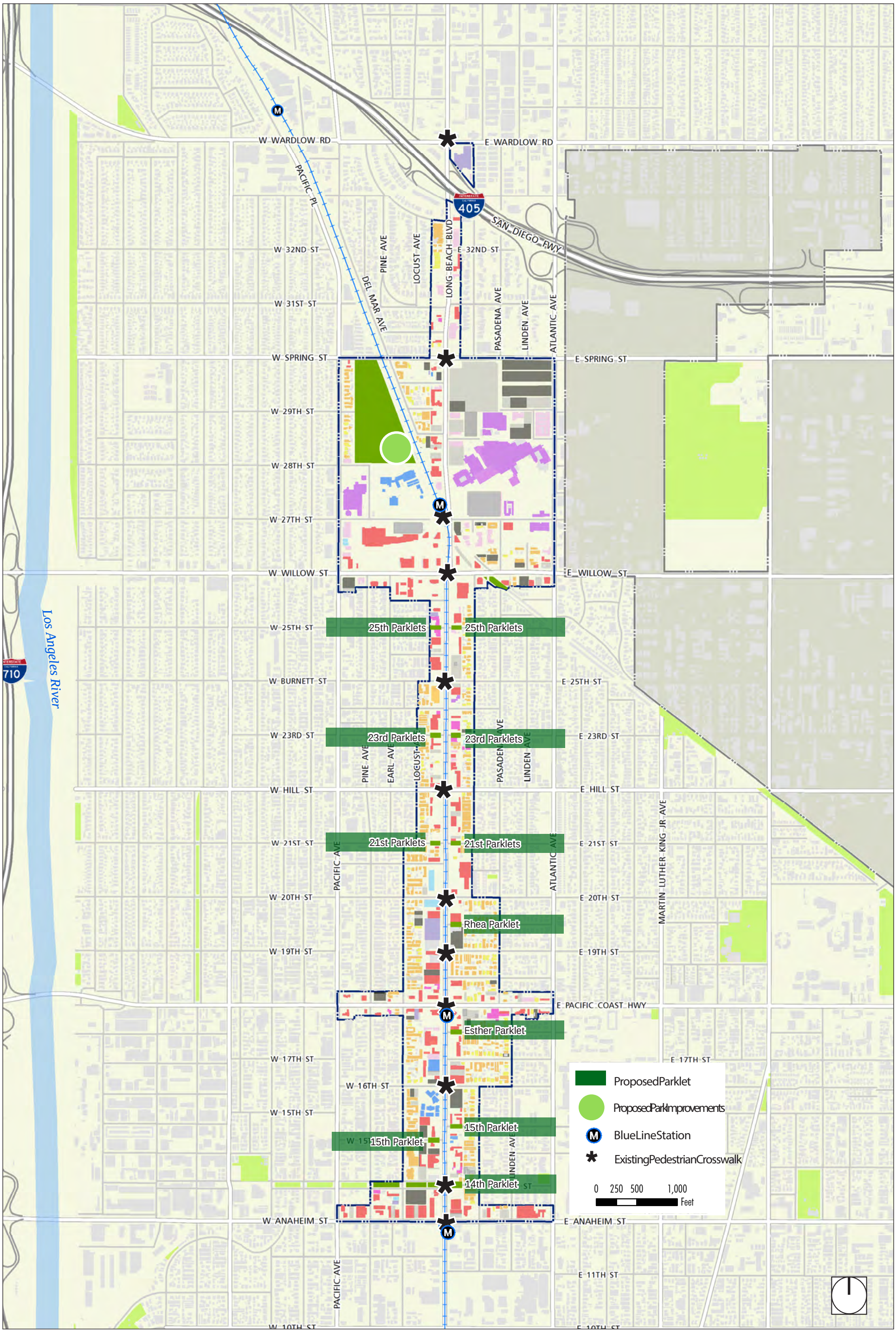

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FIGURE 3-3 THE LONG BEACH COMMUNITY INVESTMENT COMPANY HOUSING DEVELOPMENT SITES

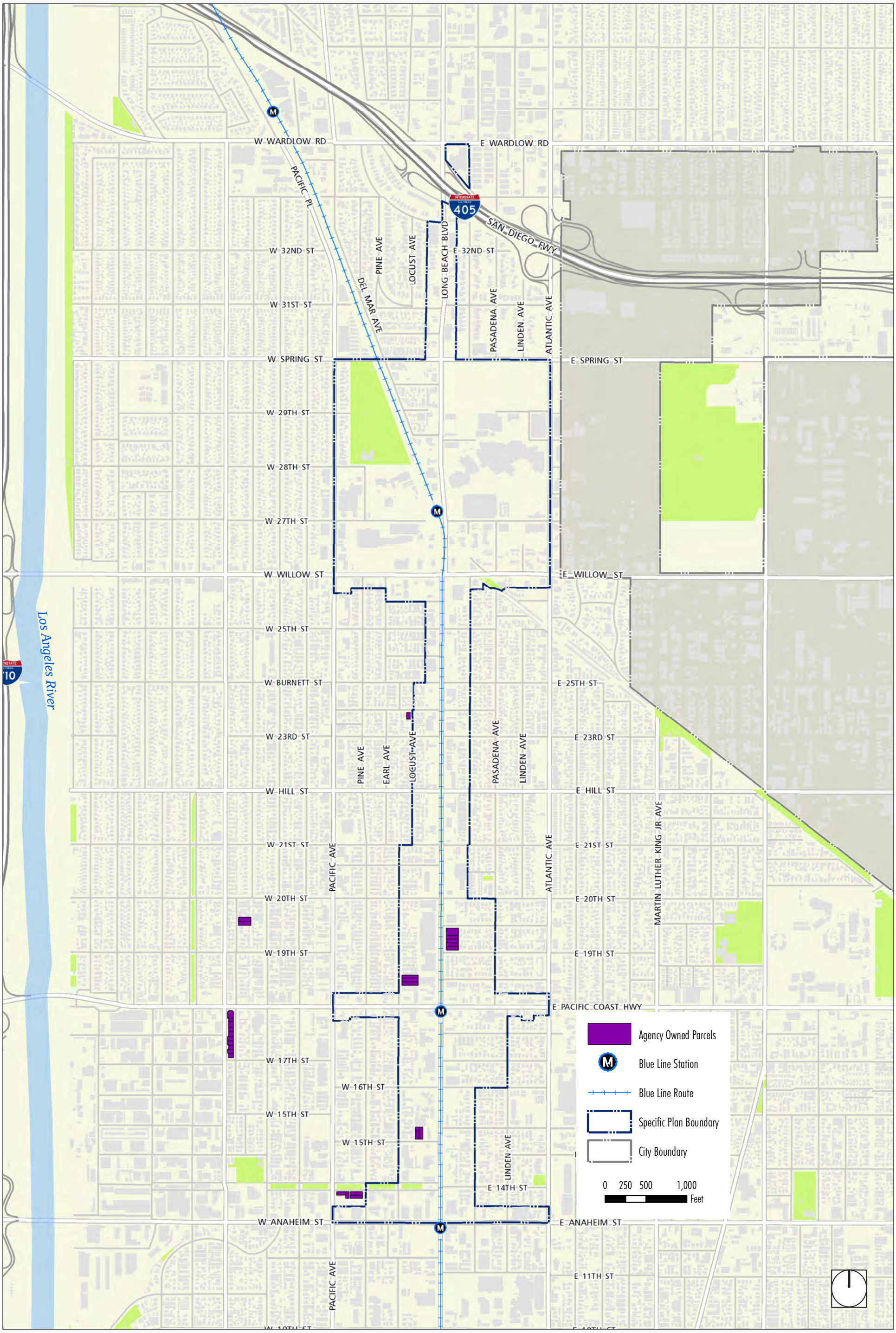

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TABLE 3-2 PERMITTED USES

Use and Key to Permit Requirements Y = Permitted use N = Not permitted C = Conditional use permit AP = Administrative use permit A = Accessory use T= Temporary Use	Transit Node District	Corridor District	Medical District	Notes and Exceptions Code section numbers reference the Long Beach Municipal Code
Alcohol Beverage Sales				
Off-premise sales	C	C	C	see note (a)
On-premise sales	C	C	C	see note (a)
Automobile				
Auto detailing, with handheld machines only	AP	AP	A	Inside parking structures or garages only
Bus yard	N	N	N	
Car wash	N	N	N	
Gasoline sales	N	N	N	
General auto repair	N	N	N	Body work, painting, major mechanical work, etc., as defined in 21.15.280
Minor auto repair	AP	AP	N	Permitted only on the ground floor. Installation or sale of stereos and car alarms prohibited.
Limousine service	A	A	N	Accessory to hotel use only; no auto repair services
Motorcycle/scooter/jet ski sales	AP	AP	N	Conditional use permit when located above the 1st floor. Indoor showroom only. Drop-off for off-site repair is allowed. Oil changes and minor on-site repair of tires, lights, etc., are allowed; any engine repair is prohibited on-site. No engine demonstrations on-site.
Parking structure	A/C	A/C	A/C	Stand-alone and applicable as accessory use to multi-family, hotel, etc. (applies only to parking structure)
Recreational vehicle storage	N	N	N	
Rental agency	A	N	N	Accessory to hotel use only; no auto repair services
Vehicle/automotive parts	AP	N	N	No installation services permitted
Vehicle sales	AP	AP	N	Indoor showroom only, no outdoor sales
Billboards				
Billboards/off-site advertising	N	N	N	Regardless of size
Entertainment				
Amusement machines	A	A	A	Limited to four or fewer
Arcade, bowling alley, miniature golf, tennis club, skating rink, or the like	C	C	N	
Banquet room rental	A/AP	A/AP	N	Accessory use permit when accessory to restaurant or hotel; when not an accessory, an administrative use permit

TABLE 3-2 PERMITTED USES

Use and Key to Permit Requirements Y = Permitted use N = Not permitted C = Conditional use permit AP = Administrative use permit A = Accessory use T= Temporary Use	**Transit Node District**	**Corridor District**	**Medical District**	**Notes and Exceptions** Code section numbers reference the Long Beach Municipal Code
Dancing	A	A	N	Accessory to restaurant, hotel, banquet room only
Live or movie theater	Y	Y	N	
Private club, social club, night club, pool hall	C	C	N	City council hearing required for new and transferred business licenses
Restaurant with entertainment	Y	Y	N	City council hearing required for new and transferred business licenses
Financial, Professional, and Personal Services				
Basic professional services, non-medical	Y	Y	C	Examples include: barber/beauty shop,catering (w/o trucks), pet grooming, dry cleaner, housing cleaning service, locksmith, mail box rental, nail/manicure shop, repair shop for small appliances or electronics, bicycle sales/repair, tailor, shoe repair, tanning salon, travel agent, accounting, advertising, architecture, artist studio, bookkeeping, business headquarters, computer programming, consulting, contracting, engineering, insurance, law, marketing, photography, real estate, tax preparation, or visitor information center
Basic professional services, medical	Y	Y	Y	Examples include: chiropractors, dentistry, diet/nutrition center, medicine, medical laboratory, professional care providers, psychiatry, psychology, or veterinary clinic
ATM	Y/AP	Y/AP	Y	Permitted (Y) when in building interior; Administrative use permit when on building exterior or as a freestanding, walk-up machine
Bail bonds	N	N	N	Only within 600 feet of a police station, jail, or court
Bank, credit union, savings and loan	Y	Y	Y	Drive-thru windows prohibited
Business support service	Y	Y	Y	Copy, fax, mail box rental, supplies; business equipment rental, sale, and repair
Check cashing, payday loans, cash for gold	N	N	N	Subject to 21.45.116
Escrow, stocks, and bonds broker	Y	Y	Y	

TABLE 3-2 PERMITTED USES

Use & Key to Permit Requirements Y = Permitted use N = Not permitted C = Conditional use permit AP = Administrative use permit A = Accessory use T= Temporary Use	Transit Node	Corridor District	Medical District	**Notes & Exceptions** Code section numbers reference the Long Beach Municipal Code
Fitness center, gymnasium, health club, personal training, martial arts studio, dance/ ballet studio	Y	Y	Y	
Laundromat	Y	Y	A	
Massage therapy	A/C	A/C	A/C	Subject to 21.51.243; accessory use permit when accessory to other uses; as a principal use, a conditional use permit
Major appliance repair	C	C	N	Permitted only on the ground floor. Stove, refrigerator, upholstery, lawn mowers, etc.
Self-storage, mini-warehouse, etc.	N	N	N	
Shoe-shine stand	A	A	A	Indoor or outdoor
Tattoo parlor	C	C	N	Minimum 1,000 feet from any public school and 200 feet from any residential zone
Termite and pest control	N	N	N	
Vending machines (exterior)	N	N	N	
Institutional				
Adult day care	Y	Y	Y	
Church or other house of worship	C	C	A	Minor conditional use permit
College, university, business or professional school	Y	Y	Y	
Convalescent hospital or home	N	N	Y	
Day care or pre-school	Y	Y	A	When not accessory to a residence
Elementary or secondary school	Y	Y	N	
Emergency shelter	N	N	N	
Government offices, fire or police station, courthouse, library, or other government facility	Y	Y	Y	
Hospital, medical center, urgent care facility	C	C	Y	
Industrial arts trade school or rehabilitation workshop	AP	AP	AP	
Museum	Y	Y	A	
Mortuary or funeral home	N	N	N	Minimum 600 feet from any residential zone, as defined in 21.52.211
Parsonage	A	A	N	Accessory to a house of worship
Social service office	C	C	C	As defined in 21.15.2795 w/ or w/o food distribution

TABLE 3-2 PERMITTED USES

Use & Key to Permit Requirements Y = Permitted use N = Not permitted C = Conditional use permit AP = Administrative use permit A = Accessory use T= Temporary Use	Transit Node	Corridor District	Medical District	Notes & Exceptions Code section numbers reference the Long Beach Municipal Code
Residential				
Single-family detached	N	N	N	
Single-family attached or townhome	Y	Y	Y	Only in a vertically mixed-use project in Transit Node District
Multi-family	Y	Y	Y	
Live-work / artist studio with residence / shopkeeper unit	Y	Y	Y	
Child day care, 14 or fewer children	A	A	A	Subject to 21.51.230
Child day care, more than 14 children	C	C	A	Subject to 21.52.249
Community correctional reentry facility	N	N	N	
Special group residence	C	C	C	As defined in 21.15.2810 subject to 21.52.271
Restaurants & Ready-to-Eat Foods				
Restaurants & ready-to-eat foods	Y	Y	Y	Drive-thru lanes prohibited
Outdoor dining	A	A	A	
Vending cart (food only)	AP	AP	AP	Subject to 21.45.170
Retail Sales				
Basic retail sales	Y	Y	Y	
Building supply or hardware store with lumber, drywall, or masonry	N	N	N	Hardware stores w/o lumber, drywall, or masonry are considered basic retail
Flower stand or newsstand	Y	Y/AP	Y/AP	Subject to 21.45.135, except subsection (B.I.); permitted (Y) when a principal use; Accessory use permit when an accessory to another use
Itinerant vendor	T	T	T	Permitted only on the ground floor
Major appliance sales	Y	Y	N	Refrigerators, stoves, etc.
Manufacture of products sold on-site	A	A	N	
Outdoor flower, plant, fruit, or vegetable sales	A	A	A	Maximum of 6,000 Sq Ft
Outdoor swap meet, flea market, sales event	T	T	N	Permitted only on the ground floor
Thrift store, used merchandise, consignment	C	C	C	
Vending cart (non-food items)	AP	AP	AP	
Temporary Lodging				
Bed and breakfast inn	AP	AP	N	Subject to 21.52.209; inns with fewer than seven guest rooms are exempt from AP requirement

TABLE 3-2 PERMITTED USES

Use & Key to Permit Requirements Y = Permitted use N = Not permitted C = Conditional use permit AP = Administrative use permit A = Accessory use T= Temporary Use	Transit Node	Corridor District	Medical District	**Notes & Exceptions** Code section numbers reference the Long Beach Municipal Code
Hotel	Y	Y	Y	As defined in 21.15.1380
Motel	N	N	N	As defined in 21.15.1380
Youth hostel	AP	AP	N	
Miscellaneous and Other Uses				
Adult entertainment business	N	N	N	
Cargo/shipping container for residential and non-residential uses	C	C	C	Permitted as building material for residential and non-residential uses when all other zoning and building code regulations are satisfied, and subject to Site Plan Review
Carnival, event, fair, fiesta, outdoor exhibition, seasonal sales, trade show, and the like	T	T	T	Subject to 21.53.109 and 21.53.113
Cellular or wireless facility	Y	Y	Y	Building or roof-mounted only, subject to 21.45.115; freestanding monopoles are prohibited
Electric distribution station/substation	N	N	N	
Firearms or other weapons sales or repair	N	N	N	
Medical marijuana dispensary, medical or recreational marijuana retail outlet, THC-laced foods or other edible or consumer product manufacture or sales, marijuana cultivation or grow facility, cannabis collectives or cooperatives, and other similar or related uses	N	N	N	Unless preempted by State or National legislation
Park, community gardens, parklets	Y	Y	Y	
Recycling center	N	N	N	Permitted only on the ground floor. Subject to 21.51.265, no more than four vending machines at one location; excludes attended centers
Transportation facilities	C	C	C	Bus terminals, cab stands, heliports/ helistops, train stations, etc.
Towing – accessory or principal use	N	N	N	

Notes:
(a) The following alcoholic beverage sales may be exempted from the Conditional Use Permit requirement:
1. Restaurants with alcoholic beverage service only with meals. This generally means any use with a fixed bar is not exempt. A service bar is not considered a fixed bar. For example, a sushi bar, where alcoholic beverages are served at the same bar where meals are served, is considered serving alcoholic beverages only with meal service. A cocktail lounge without a bar, but with primarily service of only hors d'oeuvres and alcoholic beverages is not exempt. Any restaurant with more than 30 percent of gross sales consisting of alcoholic beverages shall lose its exemption and be required to obtain a Conditional Use Permit to continue to sell alcohol.
2. Department store or florist with accessory sale of alcoholic beverages.
3. A brew pub or other similar facility that produces for on-site consumption may offer off-premises sales in accordance with state law.
4. Grocery stores of 20,000 square feet or greater with accessory sale of alcoholic beverages.

Mixed-use buildings with ground floor retail uses create an active, pedestrian-friendly environment.

3.4.2 Development Intensity

Within the Midtown area, development intensity is regulated by standards for height, floor area ratio (FAR), unit size, and lot size. Table 3-3 and Figure 3-3 provide the minimum and maximum intensity standards. The Transit Node District is divided into two areas, reflecting the need to transition between the more intense development immediately surrounding the transit stations and the surrounding neighborhoods.

To encourage lot consolidation and through-block development, the maximum building height and FAR standards are staggered based on parcel depth. Parcels that are currently at least 200 feet in depth are qualified to reach the maximum development intensity. Parcels of less than 200 feet in depth are permitted to reach a lower level of intensity, but are encouraged to consolidate with adjacent parcels to maximize development potential and avoid orphaned parcels. Development created through lot consolidation shall be developed as a unified site.

The standards in this Plan have been developed to foster an urban street environment. A minimum streetwall height has been established along key streets to maintain a consistent "public room" (as shaped by building

TABLE 3-3 DEVELOPMENT INTENSITY STANDARDS

Standard	Transit Node High	Transit Node Low	Corridor	Medical
Maximum building height [1,2,3]				
On parcels <200 feet deep	4 st / 50 ft	3 st / 36 ft	3 st / 36 ft	No Limit
On parcels ≥200 feet deep	10 St / 100 ft	5 st / 65 ft	5 st / 65 ft	
Minimum streetwall height	See Figure 3-3			
Minimum ground floor height [7]	18 ft	18 ft	14 ft	14 ft
Maximum FAR [3,4]				
On parcels <200 feet deep	2.0	1.5	1.5	4.0
On parcels ≥200 feet deep	4.0	3.0	3.0	
Minimum unit size [5,6]	600 sf			
Minimum lot size	10,000 sf			none

Notes:
1. Architectural projections are building elements (e.g., towers, cupolas) that are added to building faces to provide architectural interest without adding interior floor area. The maximum height of any architectural projection is 10 feet above the maximum building height.
2. If a project straddles two or more height areas, each height area shall remain in effect, as identified on Figure 3-4, unless approved by the Site Plan Review Committee.
3. Parcel depth shall be measured from the property line parallel to and/or fronting Long Beach Boulevard, Spring Street, Willow Street, Pacific Coast Highway, or Anaheim Street. If a parcel cannot be consolidated with an adjacent parcel (e.g., adjacent parcels are outside of the Specific Plan or adjacent parcels have already been developed under the Specific Plan), exceptions can be made by the Site Plan Review Committee. The Site Plan Review Committee shall also consider exceptions for parcels larger than 20,000 square feet where available lot depth is less than 200 feet however a mix of uses at increased height and density may be accommodated consistent with the design guidelines contained in Chapter 5.
4. Sections 21.15.1070 and 21.15.1090 of the Municipal Code define and describe FAR.
5. Up to 15 percent of a project's units may be a minimum of 450 sq ft if approved through the Site Plan Review process and if the Site Plan Review Committee finds that the reduced-size units are high-quality dwelling units with sufficient amenities to be livable, desirable dwelling units, to be determined at the sole discretion of the Site Plan Review Committee. A variety of housing unit types and sizes is required for all development projects.
6. Replacement of any unit demolished, as defined in Section 21.15.750 of the Municipal Code, shall be subject to the required new unit size.
7. The Site Plan Review Committee may reduce the minimum ground floor height to 15 feet if architectural treatments are included to accentuate the ground floor and building entrance.

on both sides of the street). Minimum streetwall heights are provided on Figure 3-3. Streetwalls vary by district—shorter multi-story buildings in the Corridor District, a tier of more intense heights in Transit Nodes (dividing this district into two categories, high and low), and larger institution buildings in the Medical District.

The streetwall is the most visible component of a building. The design of the streetwall is what the user of the street will experience most intimately from the public realm; it is one of the biggest contributors to Midtown's character. See Chapter 5, Design Guidelines, for streetwall design standards.

3.4.3 Building Placement

The placement of buildings plays an important part in creating character and a sense of place in Midtown. Along Long Beach Boulevard and around the transit stations, the standards reflect an urban, walkable atmosphere where dense commercial, residential, and mixed-use buildings are placed close together and create a consistent streetwall that shapes the experience of pedestrians, bicyclists, and passing motorists.

Elsewhere, the setback standards emphasize minimum setbacks to provide attractive landscaping and a buffer from street activity for pedestrians. Standards are identified in Table 3-4 and on Figure 3-4.

TABLE 3-4 BUILDING PLACEMENT STANDARDS

Build-to Line / Setback [1]	Min	Max
Street Fronting		
Zero-foot build-to line [2]	0 ft	5 ft
6-foot setback	6 ft	none
10-foot setback	10 ft	none
Interior		
Adjacent to property outside Specific Plan	5 ft	none
Adjacent to side or rear yard of property within the Specific Plan [3,4]	5 ft	none
Adjacent to an alley [5]	10 ft	none
Building to building on same lot	0 ft (shared wall) or 10 ft	none

Notes:
1. Setbacks are measured from the closest point of a building to the property line.
2. Up to 20 percent of the building frontage may be set back more than 5 feet.
3. All uses are allowed to be attached horizontally. Accordingly, the setback requirement at the point of the shared wall is zero.
4. No setback is required for commercial or residential above ground-floor commercial; an 8-foot front street setback is required for ground-floor residential, and 5-foot side street setback is required for ground-floor residential.
5. Required alley setbacks are measured from the centerline of the alley.

Other building placement standards include:

- Additional setbacks for entry plazas or courtyards, or to meet adjacent structures, may be permitted subject to additional design review. Arcades and colonnades may be used to satisfy setback requirements.
- Stoops, patios, gardens, balconies, and outdoor dining may be located within the setback and are encouraged along the street edge. Projections are permitted into the required setbacks in accordance with Section 21.32.220(C) of the Municipal Code.
- Additional standards for a required corner cut-off apply in accordance with Section 21.15.660 of the Municipal Code.
- The Site Plan Review Committee may consider context-sensitive setbacks, deviating from the required setbacks or build-to lines on individual projects for both additions and new construction, if those deviations would be consistent with the intent of this Plan.

FIGURE 3-4 BUILDING AND STREETWALL HEIGHT STANDARDS

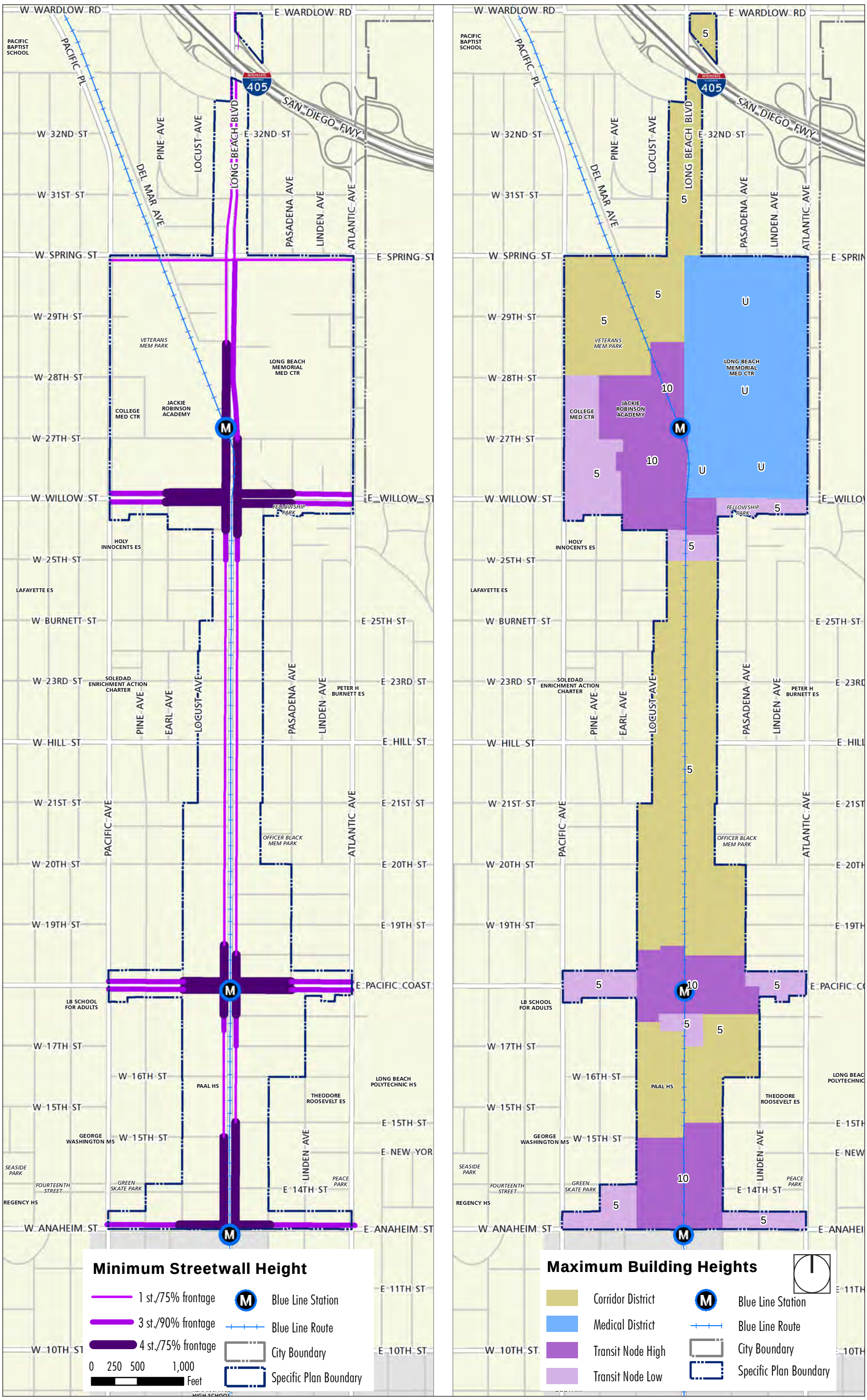

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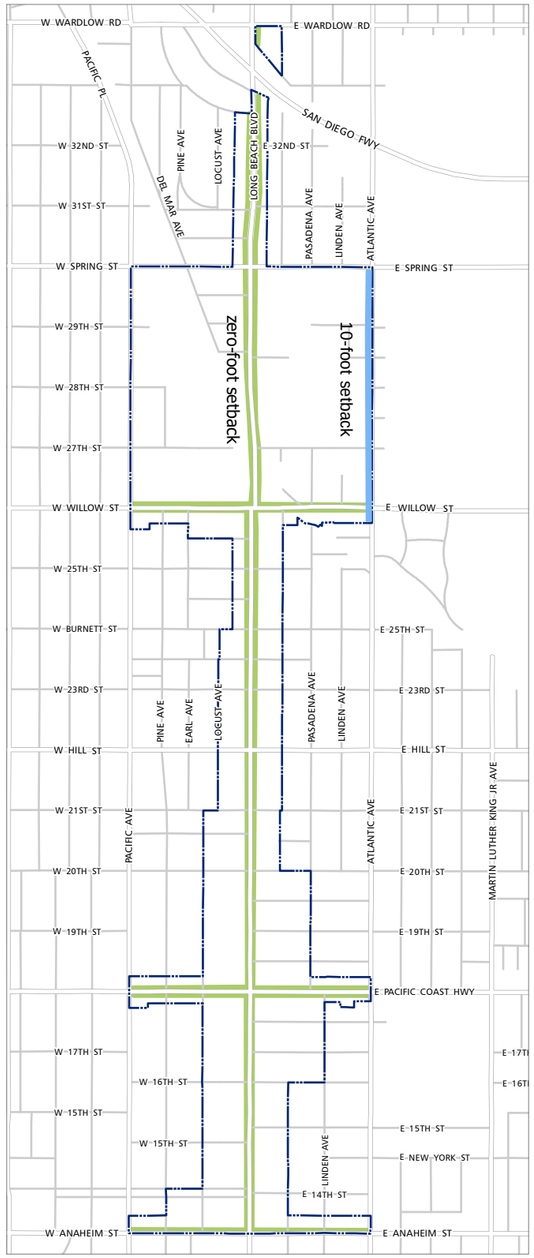
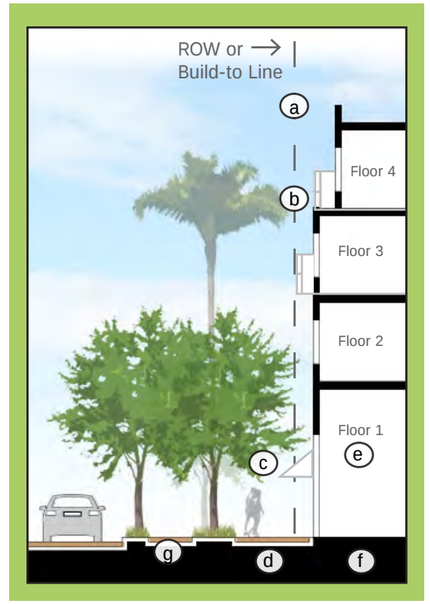
FIGURE 3-5 BUILDING PLACEMENT STANDARDS





ZERO-FOOT BUILD-TO LINE

Portions of Midtown, primarily along Long Beach Boulevard, are designated as having a zero-foot build-to line.

a. A zero-foot build-to line requires no minimum setback with a maximum 5-foot setback.

b. Projecting or recessed balconies are encouraged.

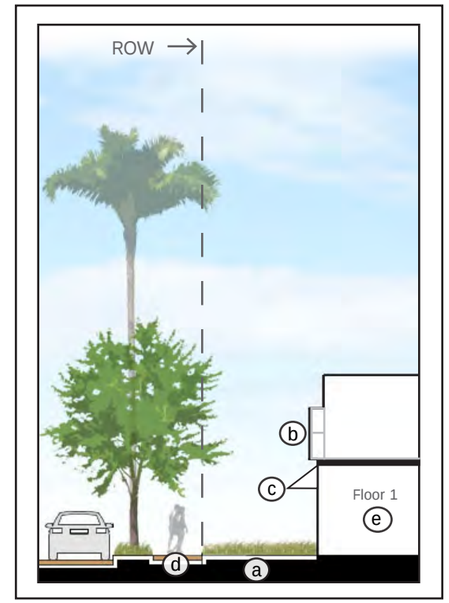
c. Awning or canopy entry may encroach into the setback area.

d. The sidewalk is the primary pedestrian walkway. Where building façades abut the property line, pots or planters should be provided on the sidewalk, out of the primary pedestrian path.

e. Active uses, such as residential, live-work spaces, commercial, and retail uses, are permitted on the first floor.

f. Below-grade or podium parking is encouraged along Long Beach Boulevard and in the Transit Node Districts. Access to parking, entrances, and exits should be located on streets intersecting Long Beach Boulevard.

g. A separated bike lane flanked by landscaping planters providing buffers creates a safer street for automobiles, bikes, and pedestrians.



6-FOOT SETBACK

The majority of neighborhood and non-transit-oriented streets in Midtown use a 6-foot setback.

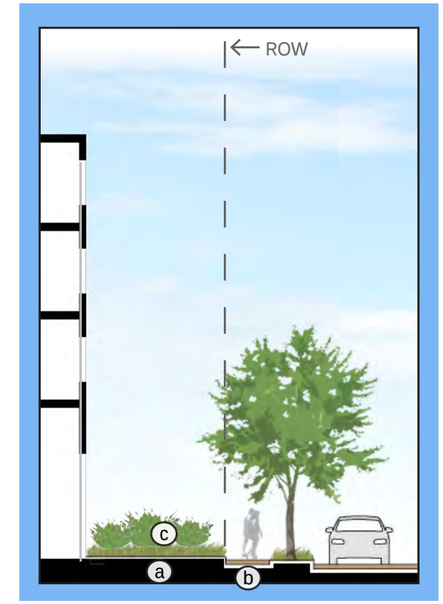
a. A minimum 6-foot setback with no maximum limitation.

b. Projecting or recessed balconies are encouraged.

c. Awning or canopy entry may encroach into the setback area.

d. The sidewalk is the primary pedestrian walkway.

e. Active uses, such as residential, live-work spaces, commercial, and retail uses are permitted on the first floor.



10-FOOT SETBACK

Atlantic Avenue between Willow Street and Spring Street, along the Medical District, requires a minimum 10-foot setback.

a. A minimum 10-foot setback with no maximum limitation.

b. The sidewalk is the primary pedestrian walkway.

c. Additional landscaping is encouraged in the setback.

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3.5 PARKING

3.5.1 Off-Street Parking

Table 3-5 provides the residential and non-residential parking requirements for development within Midtown. If different land uses are part of the same project (e.g., mixed-use development combining retail and residential), the parking requirements for each land use are applicable and shall be added together to determine the total parking requirements for the project.

Parking and loading requirements not provided in this section shall be subject to review by the City Traffic Engineer, who may require additional studies prior to approval. All parking reduction requirements shall be approved at the discretion of the Site Plan Review Committee, which will determine the appropriate level of parking demand reduction generated by these strategies on a project-specific basis.

In the calculation of parking requirements, fractional numbers of parking spaces shall be rounded up to the nearest half or whole number, depending on the requirement.

Off-street parking may be accommodated by surface parking lots or parking garages. The size, scale, and type of garage (underground vs. above ground) may vary with the type of project. See Chapter 5 for design guidelines pertaining to corridor parking.

TABLE 3-5 MINIMUM OFF-STREET PARKING REQUIREMENTS

Use	Corridor & Medical	Transit Node	Notes
Residential			
0-1 bedroom	1.0	1.0	per unit
2 bedrooms	1.25	1.25	per unit
3 or more bedrooms	1.5		per unit
Special group residence, assisted living, congregate care	1.0	0.75	per 3 bedrooms
Senior housing			
Market rate/rent	1	0.75	per bedroom
Income restricted/low rent	0.5	0.33	per bedroom
Shopkeeper or live-work	1.5	1.25	per unit
Guest parking	1.0	1.0	per 4 units
Non-residential			
Hotel	0.5	0.5	per room
Medical office	5	3	per 1,000 sq ft
Hospital	2	2	per bed
All other uses	2.0	2.0	per 1,000 sq ft In the Transit Node District, this requirement only applies to non-residential building space in excess of 4,000 sq ft Restaurants calculated based on sq ft of dining area; no additional parking requirement for the first 250 sq ft of outdoor dining space.

Additional bicycle parking may help to foster a multi-modal street environment.

Off-street parking spaces can be satisfied through the provision of smaller spaces designed specifically for motorcycles or motorized scooters:

- Up to 2 spaces for projects with up to 20,000 square feet of gross floor area of non-residential space or 50 residential units.
- Up to 5 spaces for projects with more than 20,000 square feet of gross floor area of non-residential space or 50 residential units.

Development in the corridor is required to provide electric vehicle charging facilities:

- For all new development at least 3 percent of the total parking spaces, but not less than one, shall be capable of supporting future electric vehicle supply equipment.
- A label stating "EV Charge Capable" shall be posted in a conspicuous place at the service panel or subpanel and the EV charging space.
- It is recommended that other off-site parking areas accommodate Level 2 electric vehicle charging stations in anticipation of changes to the California Building Code requirements.

3.5.2 Bicycle Parking

Table 3-6 describes the bicycle parking requirements for the Midtown planning area. Bicycle parking may consist of several types of facilities, hitching posts/staple racks, "A" frames, stand-alone racks, bicycle lockers, etc. Bicycle parking facilities are encouraged to be used as functional public art and should be located in convenient, visible, and well-lit areas. Non-residential property and business owners are also encouraged to

TABLE 3-6 ON-SITE BICYCLE PARKING REQUIREMENTS

Use	Minimum Bicycle Capacity	Type of Parking Facility	Location
Residential, shopkeeper unit, or live-work unit	1.0 space per 2 units, 1 enclosed locker required for every 50 dwelling units	A-frame or freestanding rack	Near main entrance with good visibility, not to obstruct auto or pedestrian movement
Commercial	1.0 space per 5,000 sq. ft. of building area	Staple or new technology	
Retail	1.0 space for each 7,500 sq. ft. of building area	Staple or new technology	
Schools	8.0 spaces per 40 students	A-frame, freestanding racks	Near office entrance with good visibility, in fenced area
Public facilities	8.0 spaces per location	Staple or freestanding racks	Near office entrance with good visibility
Transit stations	1.0 space per 30 parking spaces	Lockers	Near platform or security guard

consolidate bicycle parking into clusters within the public right-of-way along the street frontage.

3.5.3 Transportation System Demand Management

Midtown is served by the Metro Blue Line light rail, local and regional bus services, and shuttle service. In addition, bicycling opportunities and the mixed-use character of Midtown decrease the need for parking spaces from what was required in the past.

New development projects (residential and non-residential), additions, demolitions, rebuilds, and remodels (refer to Sections 21.15.065, 21.15.750, 21.15.2250, and 21.15.225 of the Municipal Code, respectively) are eligible for a parking reduction by incorporating Transportation Demand Management (TDM) strategies. While TDM may reduce parking requirements, all development projects will be required to provide on-site parking. Transportation demand management strategies for Midtown will accomplish two broad objectives:

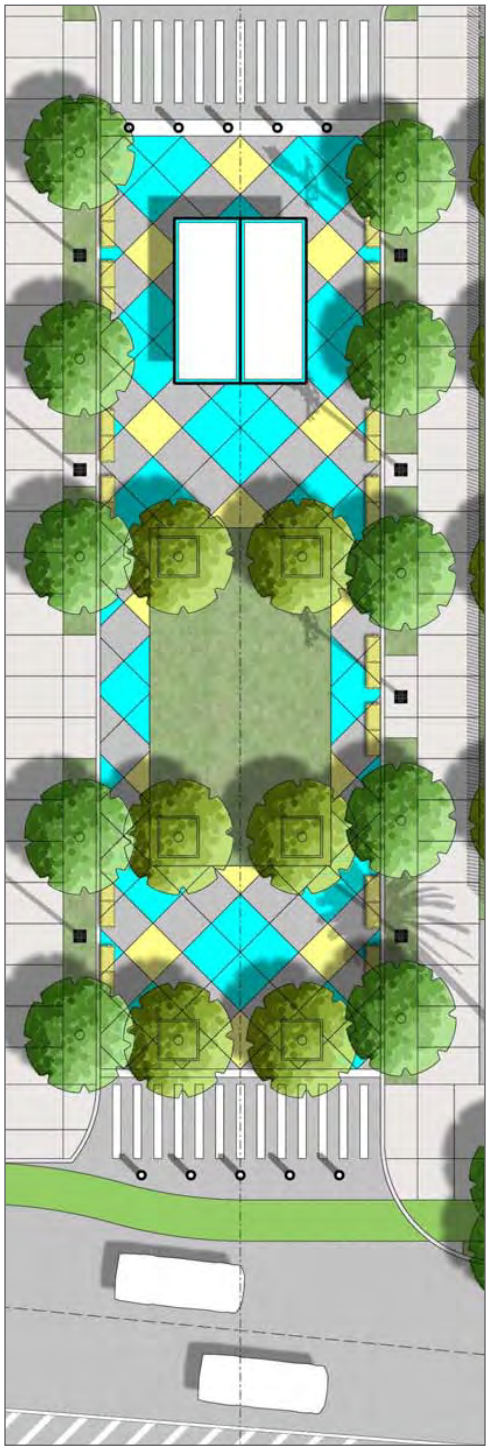
- Reduce reliance on automobiles and associated congestion and emissions.
- Provide economic incentives for residential, office, and employment projects in Midtown.

TDM strategies applicable to reduce parking requirements, subject to the discretion of the Site Plan Review Committee, include:

- Carpool/vanpools.
- Garage lifts (stacked parking).
- Unbundled parking (parking spaces are rented or sold separately, rather than automatically included with the rent or purchase price of a residential or commercial unit).
- Off-site parking within 1,000 linear feet walking distance of the property line (a shared parking agreement may be required).
- Joint use (shared parking).
- Transit/bicycle/pedestrian system improvements.
- On-street parking rates and time restrictions (adequately monitored).
- Transit passes (provide free or reduced-price transit passes to residents or employees). An incentive program could be developed for developers, property managers, and employers to substitute a percentage of required parking spaces. A maximum limit will be determined.
- Other proposals.

Garage lifts (stacked) parking may help to increase the capacity of a parking structure.

Paid parking lots are a form of Transportation Demand Management by encouraging drivers to park once and walk, bike, or take transit to their Midtown destinations.



Parklets are street parks of about a quarter acre. The Specific Plan would add 11 of these parklets.

The illustrative above is shown for conceptual purposes only.

All parking reduction requirements shall be approved at the discretion of the Site Plan Review Committee, which will determine the appropriate level of parking demand reduction generated by these strategies on a project-specific basis; however, a TDM program shall not reduce parking to zero.

A "park once" policy shall also be promoted for Midtown. Rather than driving from one Midtown use to another, visitors are highly encouraged to park once and walk, bike, or take transit to one or more destinations within Midtown. Similarly, residents and employees are encouraged to walk, bike, or take transit from nearby residences or workplaces to Midtown destinations.

3.6 OPEN SPACE STANDARDS

Open space is a key feature in any urban place, offering residents, workers, and visitors places to relax, gather, and exercise. Additionally, open space provides visual relief and a connection to the natural environment. Finally, open space may be used for community gatherings and festivals. Though Midtown enjoys a variety of small and large open space amenities, many residents and workers lack easy access to open space.

Adding open space to an urbanized area is not easy. Open space standards often focus on privatized open space and offer in-lieu fees that may get spent outside the neighborhood. The City also recognizes that private property owners and the development community do not have endless funds to satisfy requirements for public parks, on-site common open space, on-site private open space, and ROW improvement.

The Midtown Specific Plan emphasizes improvement of the public realm through the provision of public park space and improved public rights-of-way and requiring new development to pay an in-lieu park fee that will go toward park improvements within the corridor boundary. This Plan also requires new development to provide on-site open space; however, it offers flexible alternatives for projects near parklets.

3.6.1 Public Park Space

Public park space serves the community at large and may consist of a variety of recreational amenities, including parklets, playgrounds, open grass fields, gardens, and plazas. This type of open space is available on publicly accessible land for all residents and visitors. Existing examples include Green Skate Park, Fellowship Park, and Veterans Memorial Park.

All new development in the Midtown planning area is required to contribute an in-lieu fee equivalent toward the City's public open space requirement. The in-lieu fee payments will be collected by the City with the goal of applying those funds toward the creation of open space and recreation

amenities in the same general area where the fees were generated. These fees should be prioritized to construct and complete a parklet in its entirety before beginning construction on another.

3.6.2 Public Right-of-Way

Midtown's rights-of-way are one of its most visible features. For many visitors and Long Beach residents and workers, the rights-of-way define the image of Midtown. The Midtown Specific Plan establishes substantial improvements for the rights-of-way so that they are more attractive, safe, and functional for all to use and see.

Open space in the public right-of-way may consist of pedestrian and bicycle space, outdoor dining, landscaping, benches, and public art. The concepts and standards in this Plan require high quality design, materials, and landscaping for the right-of-way areas. Project applicants should treat the rights-of-way as an extension of public park space.

3.6.3 Private, On-Site Open Space

On-site open space is required for residential and non-residential development projects within the Midtown Specific Plan. Projects within 500 feet of a proposed parklet may pay an in-lieu fee to waive the on-site open space requirement. Requirements for development projects in Midtown are provided in Table 3-7.

A property owner may provide on-site open space (common or private) within their development as a desirable property amenity and a way to distinguish their project. However, the provision of such private open space shall not offset or satisfy any portion of the public park space or ROW improvement requirements. Required build-to lines and street setback areas cannot be used to satisfy required open space areas.

Photo Credit: Neman Garrison + Partners

A green roof at Park Landing in Buena Park, California, provides on-site open space for building residents.

TABLE 3-7 PRIVATE OPEN SPACE REQUIREMENTS

Use	On-Site Open Space Requirement	Minimum Dimensions
Residential	50 sq ft per unit	5 ft
Non-residential	10% of the project area	10 ft

Notes:
1. Mixed-use projects are subject to the requirements of this table in an additive manner, residential and non-residential requirements apply to the proportionate area of each use within the project.
2. All requirements apply to attached, private open space.

3.6.4 Green and Active Roofs

Green roofs, also known as eco-roofs, are encouraged in the Midtown Specific Plan area. These roofing solutions can create additional on-site open space, reduce stormwater runoff, lower energy consumption, and provide for a visually interesting roofscape.

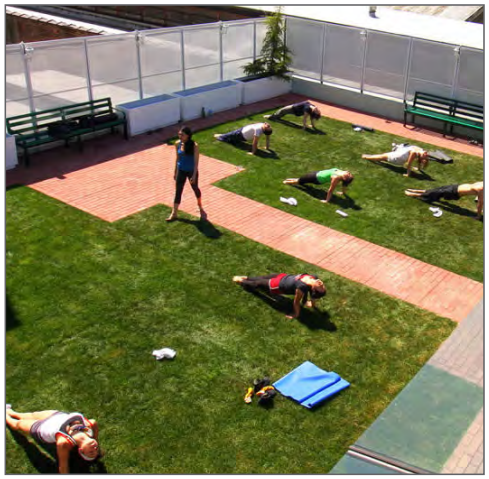


Photo Credit: Green Fitness Studio, NYC

A rooftop can also provide a space for active recreation.

Photo Credit: RoadsideArchitecture.com

Packard Motors Building at 205 East Anaheim Street is a designated historic landmark and could be a candidate for an adaptive reuse project.

Green roofs can support community gardens, small gathering spaces for barbecues, and areas for play.

Rooftops also provide an opportunity to offer on-site amenities such as fitness equipment, a small running track, and even a pool or basketball court. With temperate weather in Long Beach, these types of amenities could be enjoyed by building occupants year round.

3.7 ADAPTIVE REUSE

Adaptive reuse refers to a construction or remodeling project that reconfigures a site to accommodate a new use or a purpose other than for what it was originally designed. The City seeks to encourage adaptive reuse to allow for the conversion of existing structures into new land uses that maintain or enhance the character of the community and further extend the life of a building or space.

Examples include the conversion of an old office building into residential lofts, or the conversion of a historic home for office or retail space. The Midtown area contains some buildings, including the Packard Motors Building, that may be a candidate for adaptive reuse. Buildings of potential historical significance were studied in the EIR for this Specific Plan, see Chapter 7 Administration and Implementation, Section 7.3.2 Cultural Resources for information regarding development or redevelopment of these buildings, which includes adaptive reuse.

The City actively identifies structures that exhibit a special architectural and historical value as historic landmarks. The City Council designates historic landmarks, districts, places, and objects by ordinance. However, a building does not need to be a designated landmark to comply with the City's Adaptive Reuse Incentive Program.

Property owners and developers are encouraged to seek creative solutions when proposing new projects in Midtown. Adaptive reuse projects should maintain or enhance the character of the community and further extend the life of a building or space.

The City's Adaptive Reuse Program and Ordinance streamline the planning process, provide a framework for sustainable development and allow greater flexibility to better serve the needs of the changing community. The City offers preliminary consultations to facilitate adaptive reuse projects and applicants should also consult the City's alternative building standards which includes components from the Long Beach Municipal Code, the California Building Standards Code, and the State's Historic Building Code.

4

MOBILITY & STREETSCAPE

MIDTOWN SPECIFIC PLAN

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4.0 Mobility and Streetscape

The mobility and streetscape plan for Midtown is guided by the City's General Plan Mobility Element. Creating an efficient, balanced, multi-modal mobility network is a priority for both plans. Although Long Beach Boulevard is already a multi-modal corridor, this Plan puts an emphasis on integrating autos, public transit, bicycles, and pedestrians into a complete street. Synchronizing traffic signals, reconfiguring streets and freeway ramps, and applying a context-sensitive approach to balance the mobility system along the boulevard are just a few of the strategies that will help to create an enjoyable area for all users of the corridor.

The City put a new focus on mobility starting with the 2013 update to the General Plan Mobility Element. The Element presents future plans for improving the way people, goods, and resources move within and across the City. New features of the Plan include improving the quality of life for residents and protecting the natural environment—for today and into the future.

One component of improving quality of life is to increase active transportation. Modes of active transportation include walking, cycling, and skating. Promoting these types of alternative transportation modes can help to alleviate roadway congestion, reduce greenhouse gas emissions, and improve air quality, while helping residents to improve their own health and wellness. The majority of bicycle and pedestrian infrastructure improvements in Midtown capitalize on active living transportation. These infrastructure upgrades are designed to change the physical environment and improve the way people interact with and move along the corridor.

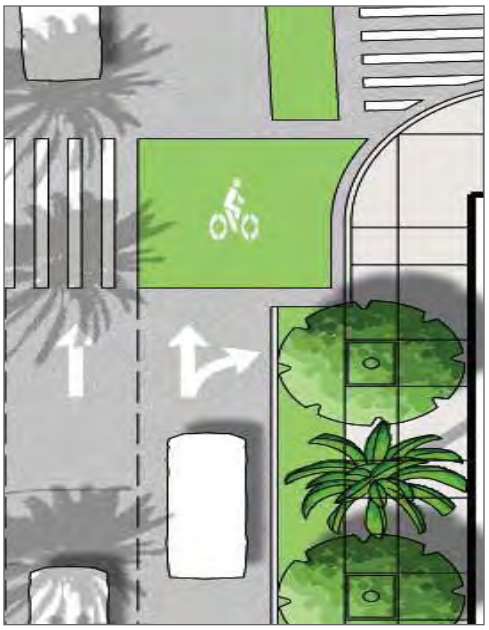
4.1 COMPLETE STREETS

A complete streets roadway network provides safe and convenient access for all users—motorists, bicyclists, pedestrians, and transit riders. Complete streets are accessible to all ages and abilities. They are designed and operated to make it easier to cross the street, walk to shops, and bicycle to work. Ultimately, they improve safety for all users. The complete streets network for Midtown consists of four types of facilities—pedestrian, bicycle, vehicular, and public transit.

Each design for a complete street is unique. The updated street designs for the Midtown Specific Plan area combine the existing amenities along the corridor with new features such as additional bike lanes, wider sidewalks, landscaping buffers, and improved intersection crossings. This corridor benefits from access to the Metro Blue Line and a future connection to the Green Line. Special care has been taken to improve access to the Metro stops for multiple modes of transportation.

Mobility is the movement of goods and people through an area. For Midtown, mobility starts with feet first. The network of sidewalks, bike paths, streets, and transit lanes has been designed to make it safe for all modes of transportation. In a transit-oriented area, connections to transit nodes are particularly important.

The mobility plan in this chapter provides redesigned street sections and pedestrian and bicycle enhancements to improve multi-modal transportation for the corridor.



Bike boxes are a roadway treatment applied to improve bike safety at intersections. They give cyclists priority at an intersection by bringing awareness and visibility of bikes on the road to other users of the street.

A **context-sensitive** street classification system categorizes streets into a hierarchy organized by both function and community context, taking into account all road users and the character of adjacent properties and buildings.

4.2 STREET CLASSIFICATIONS

Streets within the Midtown Specific Plan are divided into six classifications: Regional Corridor, Boulevard, Major Avenue, Minor Avenue, Neighborhood Connector, and Local Street. These classifications are consistent with the General Plan Mobility Element and reflect the roadway character from a context-sensitive approach. Table 4-1 provides a description of each classification, and Table 4-2 identifies the classifications for each of the major streets within the Specific Plan area. Figure 4-1 maps the street classifications in and around the Midtown Specific Plan.

TABLE 4-1 GENERAL PLAN STREET CLASSIFICATIONS

Regional Corridor	Designed for intraregional and intercommunity mobility, these corridors emphasize traffic movement and include signalized pedestrian crossings. The adjacent land uses should provide continuous mixed-use and commercial land uses with adequate off-street parking to minimize dependency on on-street parking.
Boulevard	Characterized by a long-distance, medium-speed corridor that traverses an urbanized area, boulevards consist of four or fewer vehicle travel lanes, a balanced multi-modal function, landscaped medians, on-street parking, narrower travel lanes, more intensive land use oriented to the street, and wide sidewalks. Buildings uniformly line the edges.
Major Avenue	A major avenue serves as the major route for the movement of traffic within the City as well as a connector to neighboring cities. Most traffic using a major avenue will end the trip within the City (as opposed to through-traffic). Therefore, design treatment and traffic operation should give preference to this type of traffic. Long corridors with typically four or more lanes, avenues may be high-transit ridership corridors. Goods movement is typically limited to local routes and deliveries.
Minor Avenue	A minor avenue provides for the movement of traffic to neighborhood activity centers and serves as a route between neighborhoods. Avenues serve as a primary bicycle route and may serve local transit routes as well.
Neighborhood Connector	A neighborhood connector street serves trips generated in surrounding or adjacent neighborhoods and should discourage through-trips that do not end within the neighborhood. Goods movement is restricted to local deliveries only.
Local Street	Local streets primarily provide access to individual residential parcels. The streets are generally two lanes with on-street parking, tree planting strips, and sidewalks. Traffic on a local street should have a trip end on that street or on a connecting local street or to a connector.

Source: City of Long Beach General Plan Mobility Element, 2013.

TABLE 4-2 MIDTOWN STREET CLASSIFICATION

Regional Corridor	Pacific Coast Highway
Boulevard	Long Beach Boulevard from 31st Street to Anaheim Avenue Willow Street
Major Avenue	Long Beach Boulevard from Wardlow Road to 31st Street Atlantic Avenue Spring Street between Atlantic Avenue and Long Beach Boulevard
Minor Avenue	Pacific Avenue between Spring Street and Hill Street Spring Street between Long Beach Boulevard and Pacific Avenue
Neighborhood Connector	Hill Street
Local Street	Neighborhood streets not noted above

Source: City of Long Beach General Plan Mobility Element, 2013.
Note: For segments of the streets within the Specific Plan boundaries.

4.3 TRANSIT

Three Transit Node Districts have been created to support the existing Metro stations and foster transit-oriented development around them. The Willow, Pacific Coast Highway, and Anaheim stations all provide access to the Blue Line and serve as transit hubs for multi-modal access in Midtown. The City's General Plan Mobility Element proposes future expansion of the Metro Green Line through Willow Station.

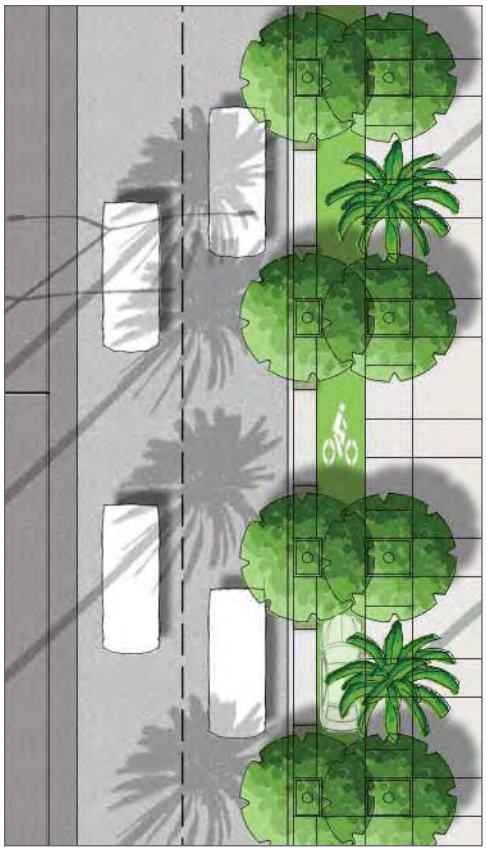
The Blue Line is a major transit connection between Midtown and Downtown Long Beach.

In addition to light rail, Long Beach Transit bus routes offer another transportation option connecting Midtown to the rest of the City. East–west routes connect through the transit nodes at Willow Street, Pacific Coast Highway, and Anaheim Street. North–south routes run along Pacific Avenue, Long Beach Boulevard, and Atlantic Avenue. Figure 4-2 displays current transit routes and stations.

Transit improvements to the corridor include the installation of bicycle racks and lockers, helping to add options for riders to complete their "last mile" (a transit term that refers to connecting people from a transit hub to their final destination). Pedestrian and bicycle access could also be improved through implementation of plans such as the Willow Station Bike Access Transit Plan. The City could also work with Metro on other facility upgrades to visually enhance existing Blue Line stations.

4.4 BICYCLES

Bicycle improvements to Midtown will help to connect existing bicycle infrastructure throughout the City, strengthening Long Beach's commitment to being the nation's most bicycle-friendly city. Bicycles are a popular transportation mode in Midtown; however, existing bicycle access is unsafe and not clearly defined. Many bicyclists are forced to use the sidewalk, which impacts the pedestrian experience and safety. Additionally, existing palm trees offer little shade for bicyclists or pedestrians. Figure 4-3 maps existing and proposed bike facilities.



A class IV bike lane, also known as a cycletrack (protected bike lane), could be considered for Long Beach Boulevard if on-street parking is no longer needed.

This Plan recommends inclusion of an improved Class III or IV bikeway and bike boxes along Long Beach Boulevard where and when feasible. Bicycle improvements to Long Beach Boulevard will be determined in the Bicycle Master Plan Update. As conditions change along the boulevard, new bikeways would add connectivity to other transit options, such as the Metro Blue line, and other bicycle connections in the City. Where feasible and when on-street parking is deemed unnecessary, new bike lanes could be physically separated from pedestrian and vehicular traffic. Curb extensions could also be considered to create space for the new lanes by reducing on-street parking and right turn pockets. This treatment creates safer environments for pedestrians and bicyclists while encouraging healthy alternative transportation options for people living and working in the area. The streetscape layouts in Section 4.6 illustrate the proposed bicycle enhancements for each street type in the corridor.

Other streetscape improvements include the addition of canopy trees to provide shade throughout Midtown. Canopy trees will be added to the street between the existing palm trees in an additional buffer zone along designated sections of the bike lane and in bulb-outs. Guidelines for landscaping are discussed in Chapter 5, Design Guidelines.

Bike facilities will also be improved along the corridor. Bike-sharing programs are encouraged. The City is rolling out a bike share program that will conveniently rent bikes at on-street stations and allow them to be returned to another destination in Long Beach. Midtown is a candidate for possible expansion of this program.

Improvements to areas around transit stations have already been proposed in the Metro Blue Line Bicycle and Pedestrian Access Improvement Plan. The Blue Line Bicycle and Pedestrian Access Plan assesses and recommends physical infrastructure and safety improvements to increase bicycling and walking. The improvement plan includes new crosswalks and countdown signals, a wayfinding plan, resurfacing of designated bikeways, improved lighting, and more bike parking.

The Willow, Pacific Coast Highway (PCH), and Anaheim stations along the corridor are included in this improvement plan.

Recommended improvements for the Anaheim and PCH stations include:

- Enhanced access at the southern end of the station.
- Widening sidewalks and installing buffers, such as bike lanes and landscaping, to protect pedestrians.
- Intersection improvements, including high-visibility crosswalks and bicycle loop detectors.
- Development of bicycle boulevards along 12th Street, 15th Street, and 20th Street.

Recommendations for the Willow Station include:

- Adding trees, street furniture, and increased lighting to create a buffer zone between pedestrians and street traffic.
- Repaving sidewalks and installing curb ramps with truncated domes at all intersections.
- Installing high-visibility crosswalks and increasing pedestrian crossing time.
- Increasing the link between the station and Veteran's Park by installing wayfinding signs and converting the existing sidewalk into a Class I shared use path.

- Development of a bicycle boulevard along Pasadena Avenue.
- Installation of bike parking in the plaza adjacent to the station.

Additionally, this Specific Plan proposes installing new bike lockers and racks throughout Midtown, with the largest concentration in Transit Node Districts and at Metro stations.

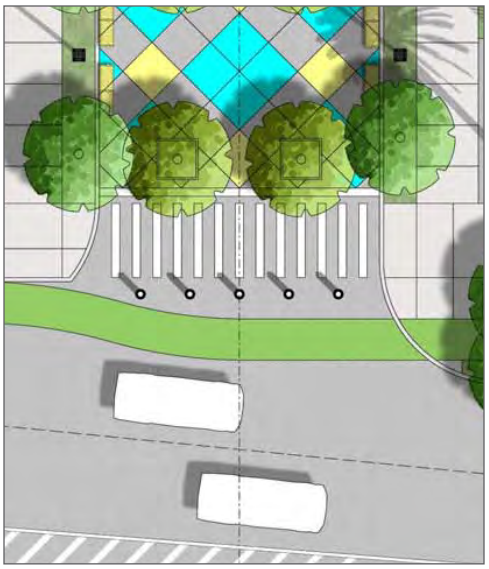
Wide sidewalks and well lit pathways provide safe and comfortable spaces for pedestrians.

4.5 PEDESTRIANS

Despite poor pedestrian conditions, walking is popular in Midtown. The existing pedestrian environment is uninviting, with predominantly narrow concrete sidewalks, limited landscaping, and a lack of art and color. Without safe bicycle systems, bicyclists use the sidewalks, making them less safe for pedestrians. Limited crossings along Long Beach Boulevard make it hard to navigate the corridor by foot.

Pedestrians will benefit from many of the bicycle improvements with some additional feet-friendly options. The creation of separated bike lanes will improve safety, and widening the sidewalk will increase usability. Pedestrian scale lighting will also improve safety and activate night-time use of restaurants offering outdoor dining and sidewalk cafes. The addition of canopy trees will provide much-needed shade and add color to the public realm.

Other enhancements include parklets that will serve as oases amid the corridor and a pedestrian bridge linking the Medical Center, Veterans Park, and Willow Transit Station. Implementation for many of these enhancements are proposed partnerships between the City, Memorial Medical Center, and/or Metro. Figure 4-3 maps existing and proposed pedestrian pathways. Section 4.7 provides detailed street sections, including the pedestrian enhancements described above, for the roadways in Midtown. Implementation and financing mechanisms are discussed in Chapter 7, Administration and Implementation.



Parklets are street parks of about a quarter acre. The Specific Plan proposes the addition of 11 parklets to Midtown by closing through traffic on low volume streets that intersect Long Beach Boulevard.

The illustrative above is shown for conceptual purposes only.

4.6 VEHICULAR STREET CLOSURES FOR PARKLETS

The Environmental Impact Report for the Midtown Specific Plan included a transportation impact analysis, also referred to as a traffic study. The purpose of the traffic study was to evaluate the potential transportation and traffic impacts implementation of the Midtown Specific Plan would have in the City of Long Beach. Additionally, the analysis evaluated the potential impacts of closing a portion of 11 streets to vehicular traffic to create parklets along Long Beach Boulevard.

The study assumed that vehicular traffic volumes from roadways proposed to be converted to parklets were redistributed to nearby intersections since motorists will need to find a new route to access each closed location. The redistributed trips associated with the parklets generally did not affect the

operations of the study intersections given the relatively low contribution of traffic associated with those roadway closures.

Figure 4-3, Pedestrian Paths and Bike Facilities shows the locations of the proposed parklets in relation to other pedestrian and bike facilities in Midtown. See Chapter 3, Section 3.3.2, Proposed Open Space for additional information on parklets.

FIGURE 4-1 STREET CLASSIFICATIONS

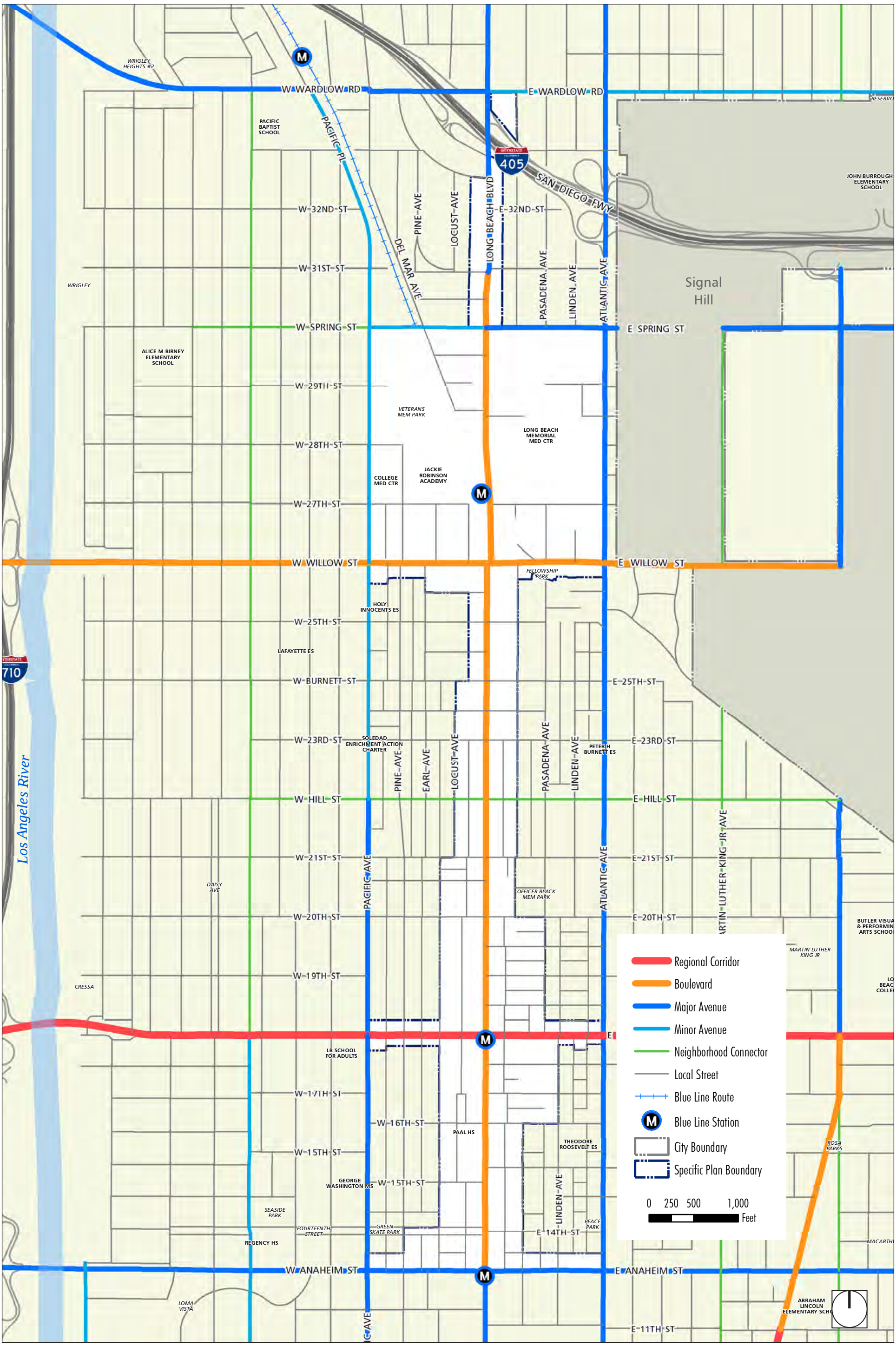


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FIGURE 4-2 TRANSIT LINES AND STATIONS

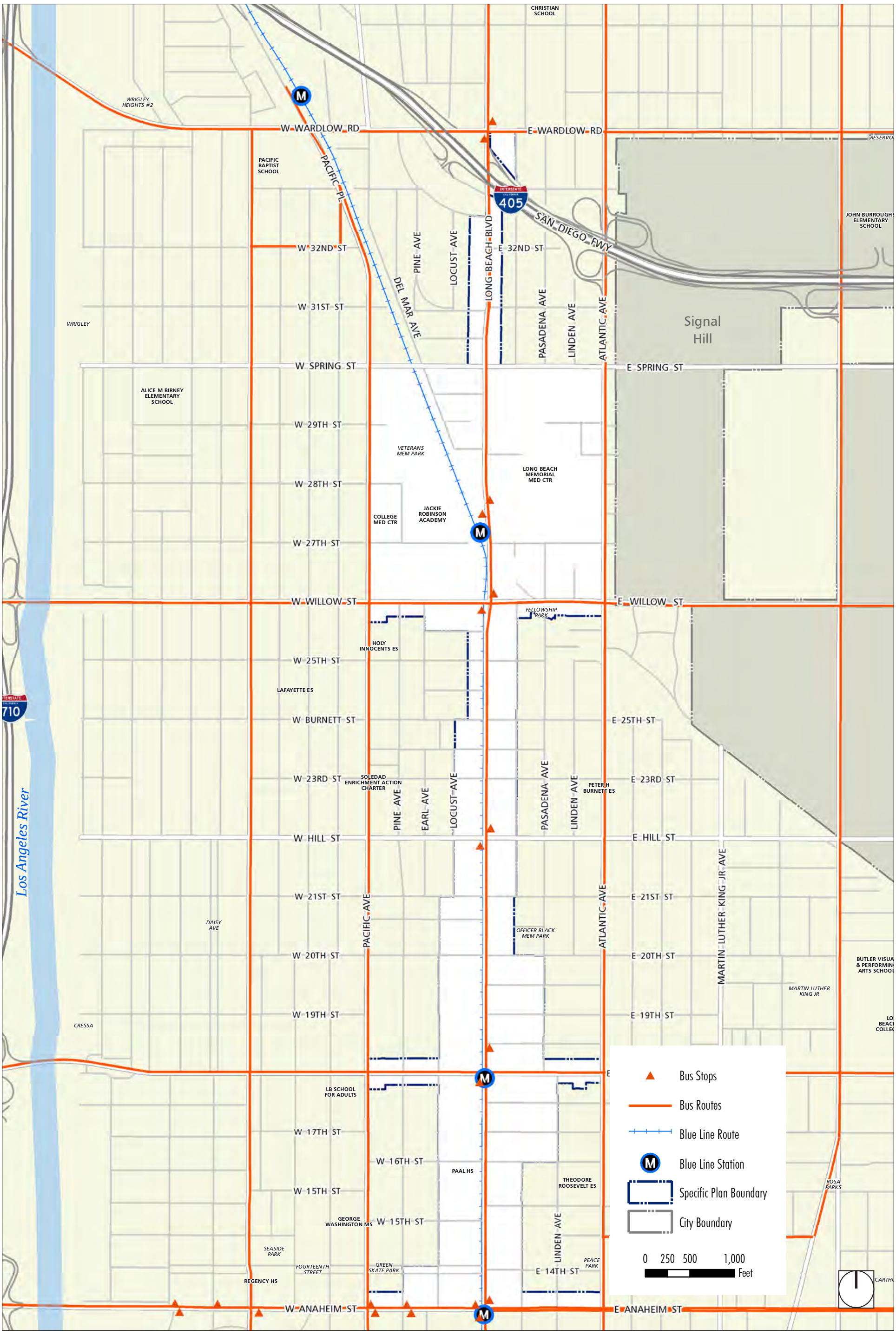

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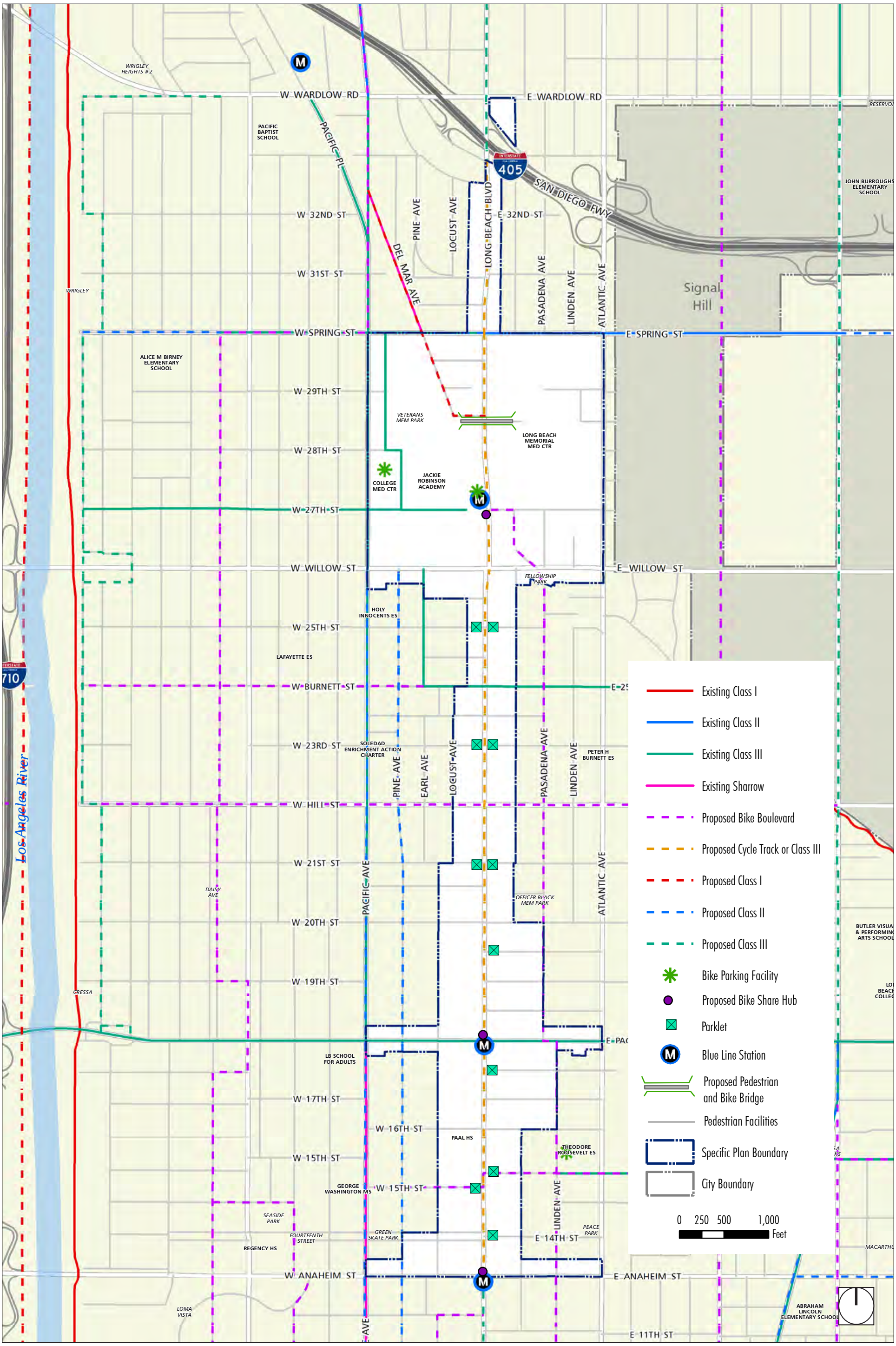
FIGURE 4-3 PEDESTRIAN PATHS AND BIKE FACILITIES



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4.7 STREET SECTIONS

The streetscape layout is one of the most important aspects of this Plan. To improve connectivity and safety for multiple modes of transportation, modifying existing streets may involve expanding one part of the roadway and reducing another. For example, adding a bicycle lane will require additional street right-of-way. This additional space may be acquired by eliminating street parking or narrowing the travel lanes.

The street sections in this document are illustrations depicting typical conditions for the streets shown. Right-of-way may vary along the street. The following pages provide typical midblock sections for the street designations in the planning area (see Table 4-2). Each street section is provided on a single cutsheet. This page is a guide to street sections that follow.

FIGURE 4-4 GUIDE TO TYPICAL MIDBLOCK STREET SECTIONS

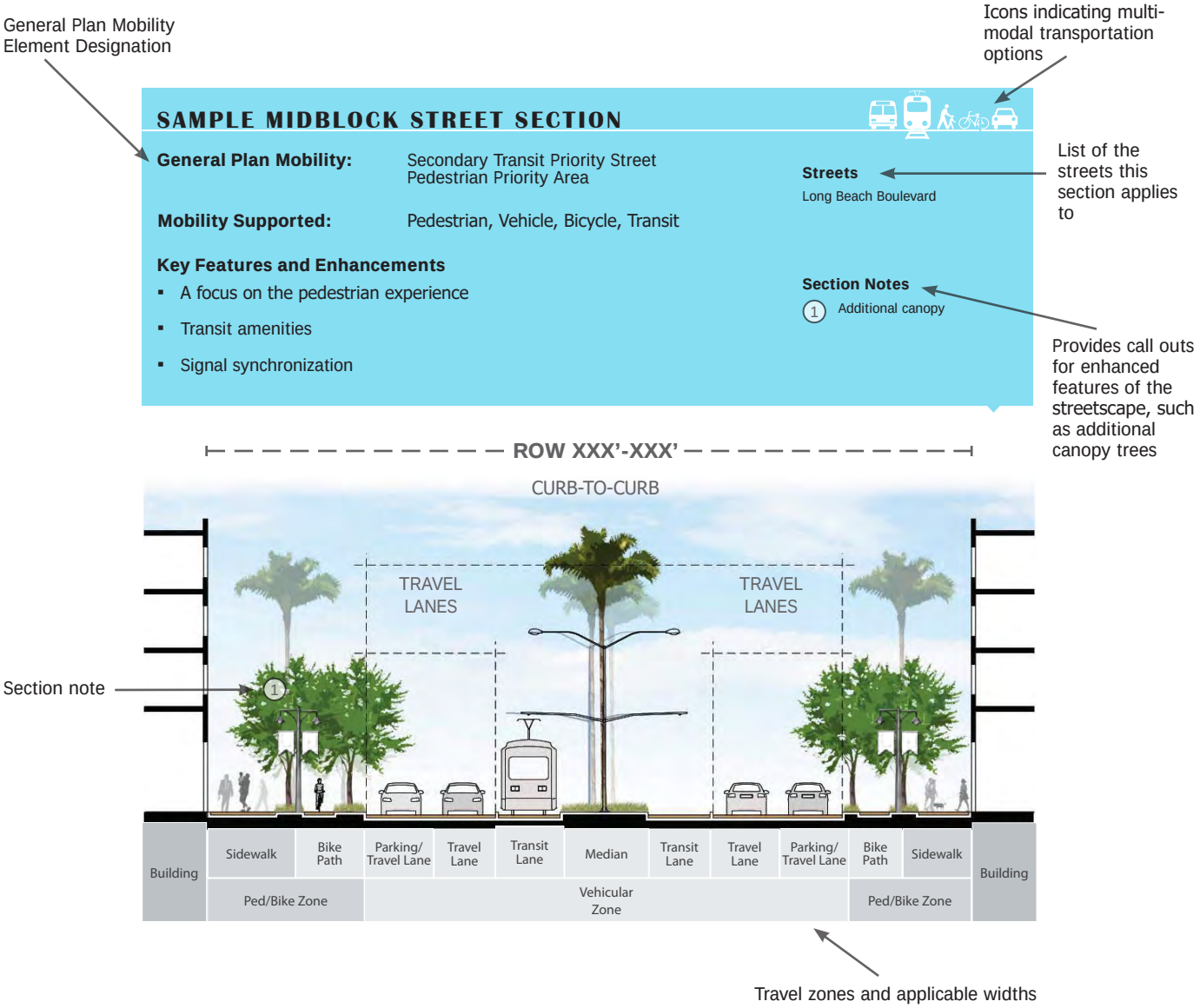


FIGURE 4-5 BOULEVARD (WITH SEPARATED BIKE PATHS)

BOULEVARD TYPICAL MIDBLOCK STREET SECTION (MULTI-MODAL WITH SEPARATED BIKE LANE OR PARKING)

General Plan Mobility: Primary Transit & Pedestrian Priority Street

Mobility Supported: Bus and Rail Transit, Pedestrian, Bike, Vehicle

Key Features and Enhancements

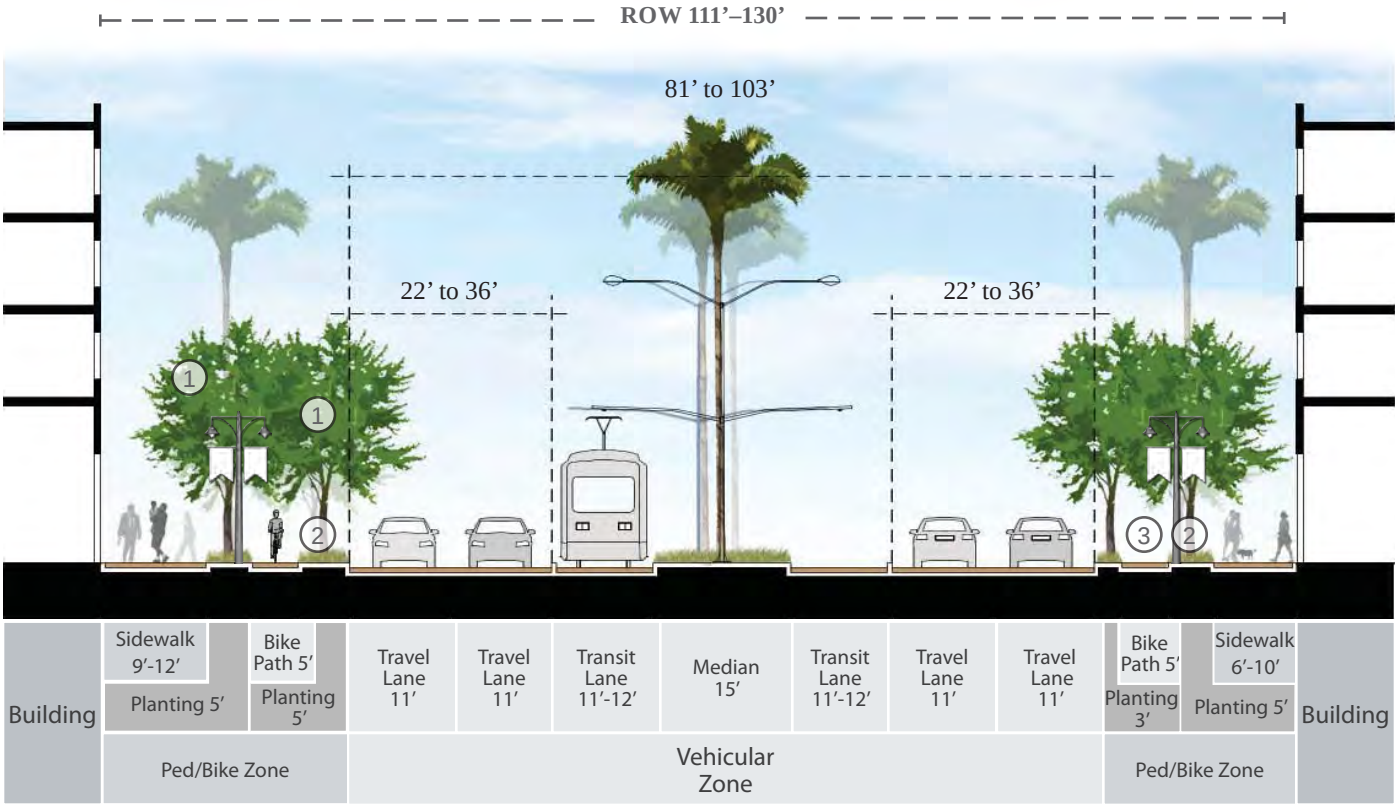
- A focus on the pedestrian experience
- Transit amenities
- Transit only and shared transit lanes
- New bicycles lanes
- Signal synchronization

Streets

Long Beach Boulevard between Willow Street & Anaheim Street

Section Notes

1. Additional canopy trees
2. Landscaping buffer zone
3. Enhanced separated bike lane at curb level (if on-street parking is no longer needed)



Note: Typical conditions for the streets shown; right-of-way may vary along the street. The portions of the public ROW that fall outside the Specific Plan boundary may not conform to the street sections shown in this figure.

A class IV bike lane, also known as a cycletrack (protected bike lane), could be considered for Long Beach Boulevard if on-street parking is no longer needed.

FIGURE 4-6 BOULEVARD (WITHOUT SEPARATED BIKE PATHS)

BOULEVARD TYPICAL MIDBLOCK STREET SECTION (WITH OR WITHOUT BIKE PATHS)

General Plan Mobility: Secondary Transit Priority Street
Pedestrian Priority Area

Mobility Supported: Pedestrian, Vehicle

Key Features and Enhancements

- A focus on the pedestrian experience
- Transit amenities
- Signal synchronization

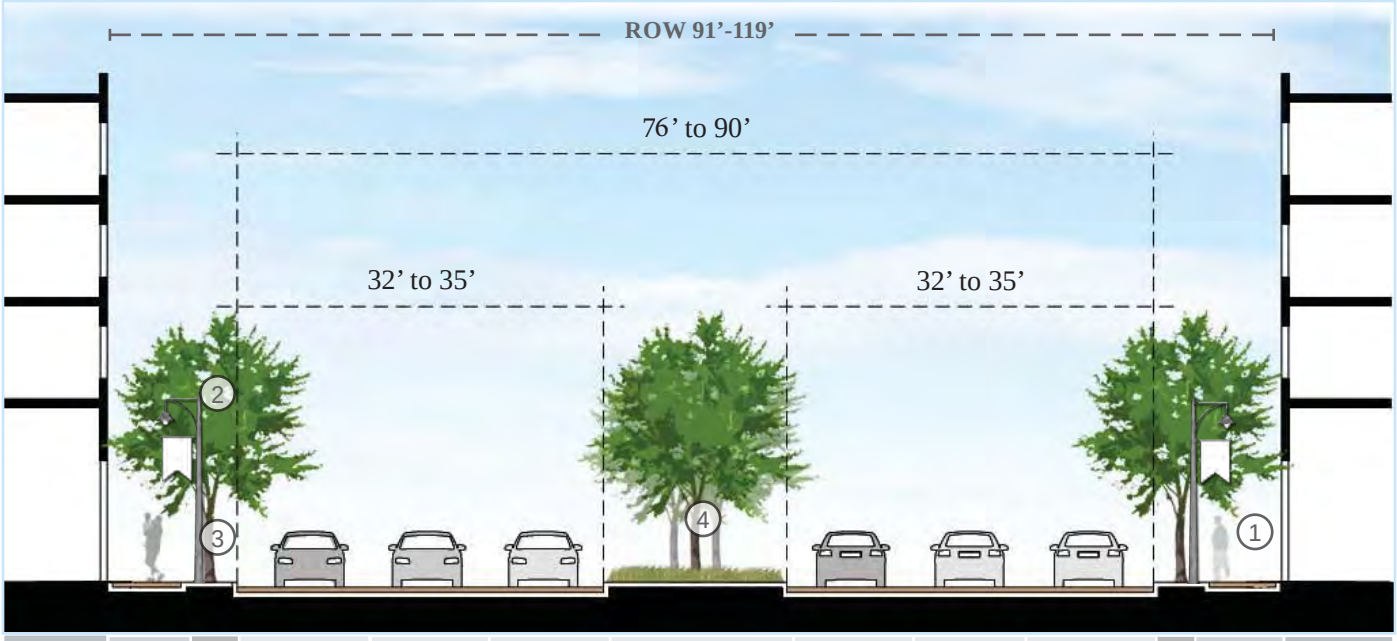
Streets

Willow Street

Long Beach Boulevard between Wardlow Road & Willow Street

Section Notes

1. Wider sidewalks
2. Additional canopy trees
3. Landscaping buffer zone
4. Planted center median



Building	Sidewalk 5'-14½'	Parking/ Travel Lane 8'-13'	Travel Lane 11'-13'	Travel Lane 11'	Median 12'-18'	Travel Lane 11'	Travel Lane 11'-13'	Parking/ Travel Lane 8'-13'	Sidewalk 5'-14½'	Building
	Planting 5½'								Planting 5½'	
	Ped Zone	Vehicular Zone							Ped Zone	

Notes: Typical conditions for the streets shown; right-of-way may vary along the street. The portions of the public ROW that fall outside the Specific Plan boundary may not conform to the street sections shown in this figure.

Consistent with the City's General Plan and/or Bicycle Master Plan an on-street bike path may be designated on LBBM north of Willow Street.

FIGURE 4-7 REGIONAL CORRIDOR

REGIONAL CORRIDOR TYPICAL MIDBLOCK STREET SECTION

General Plan Mobility: Transit & Pedestrian Priority Street

Mobility Supported: Bus and Rail Transit, Pedestrian, Bike, Vehicle

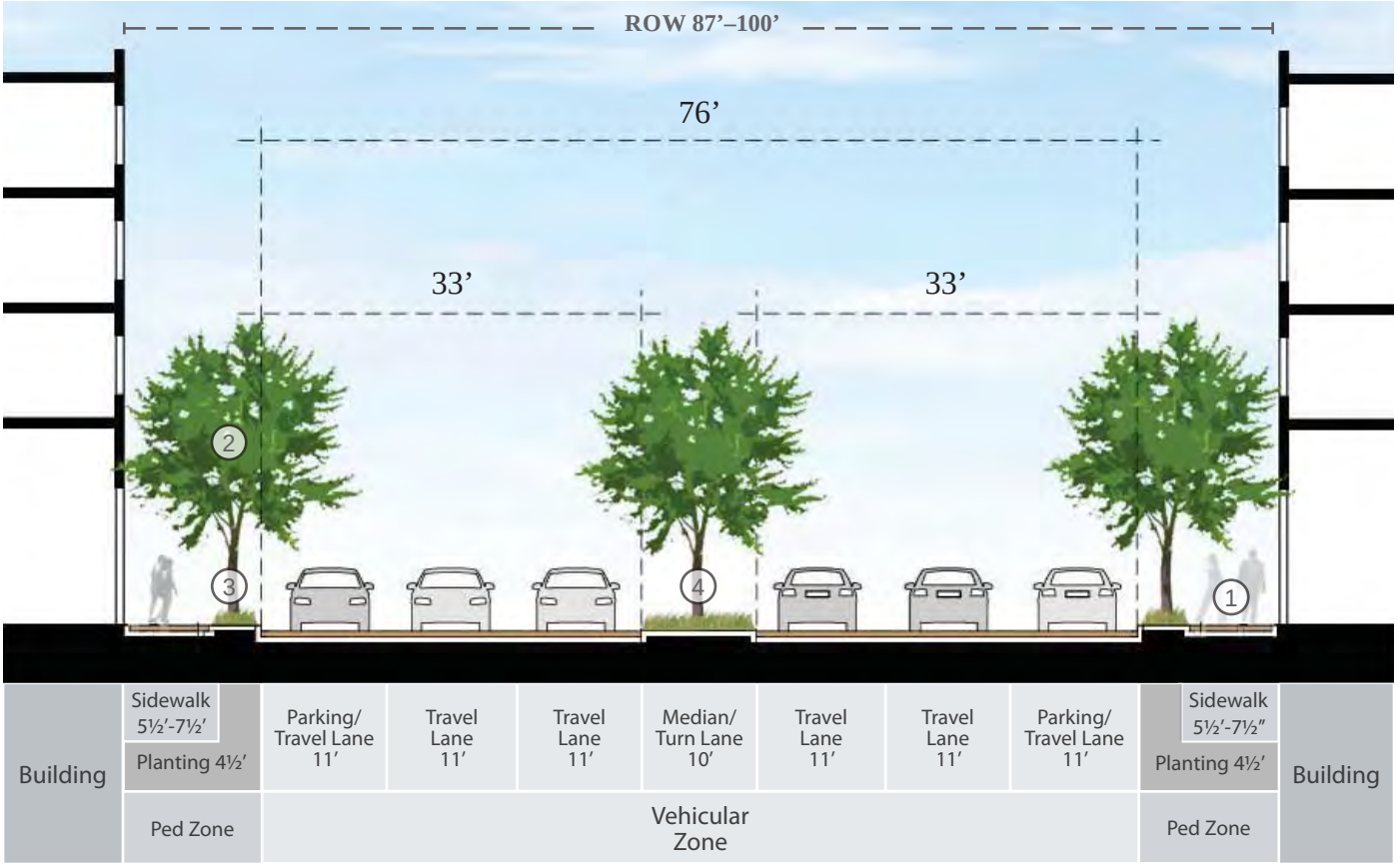
Streets
Pacific Coast Highway

Key Features and Enhancements

- A focus on the pedestrian experience
- Transit amenities
- Transit only and shared transit lanes
- Signal synchronization

Section Notes

1. Wider sidewalks
2. Additional canopy trees
3. Landscaping buffer zone
4. Planted center median



Note: Typical conditions for the streets shown; right-of-way may vary along the street. The portions of the public ROW that fall outside the Specific Plan boundary may not conform to the street sections shown in this figure.

FIGURE 4-8 MAJOR AVENUE (WITH BIKE LANE)

MAJOR AVENUE TYPICAL MIDBLOCK STREET SECTION (WITH BIKE LANES)

General Plan Mobility: Varies

Mobility Supported: Bus, Pedestrian, Bike, Vehicle

Key Features and Enhancements

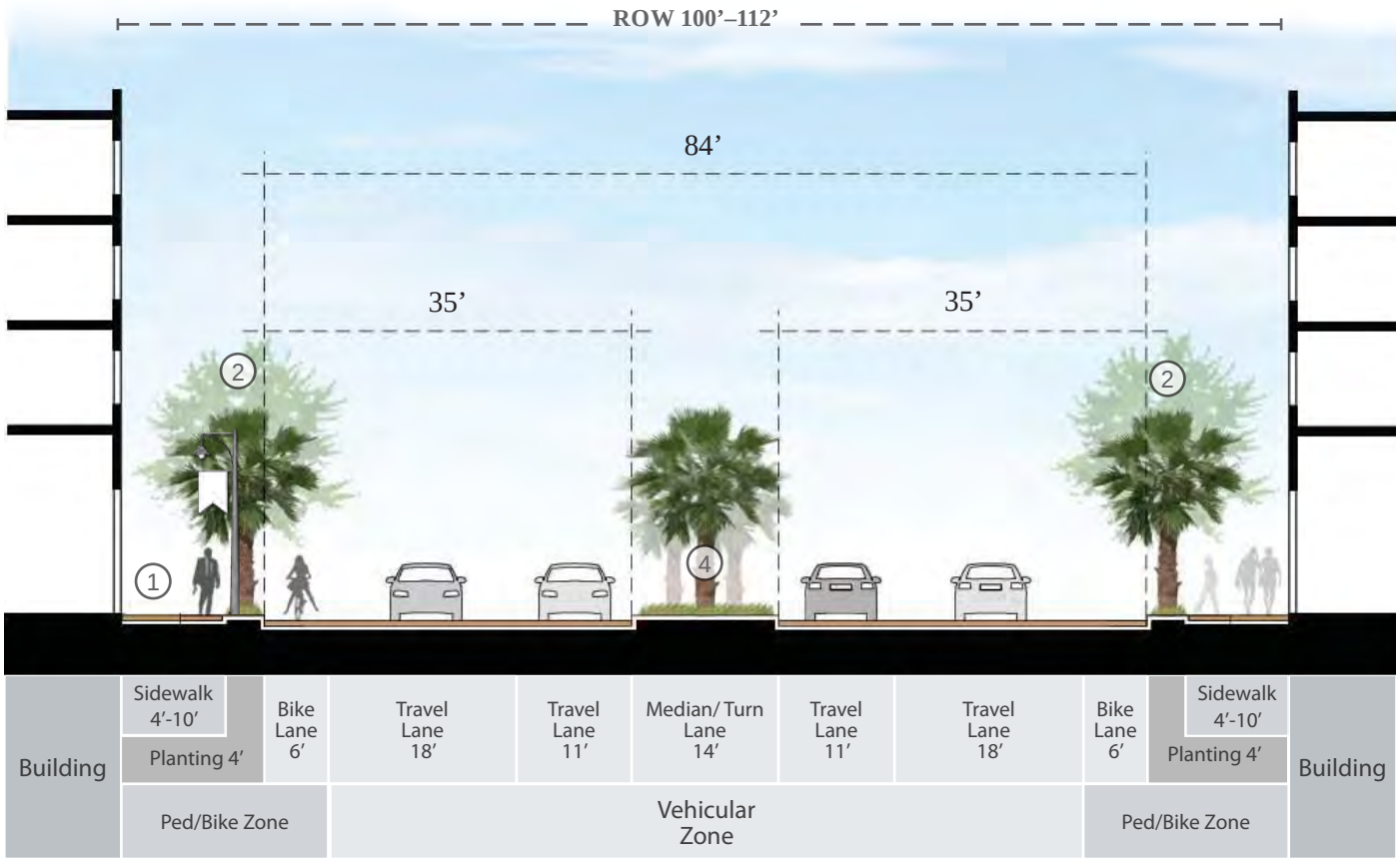
- A focus on the pedestrian experience
- Shade for sidewalks & bicycle lanes
- Incorporation of planting areas along curb

Section Notes

1. Wider sidewalks
2. Additional canopy trees
3. Landscaping buffer zone
4. Planted center median

Streets

Spring Street between Long Beach Boulevard & Atlantic Avenue



Note: Typical conditions for the streets shown; right-of-way may vary along the street. The portions of the public ROW that fall outside the Specific Plan boundary may not conform to the street sections shown in this figure.

FIGURE 4-9 MAJOR AVENUE (WITHOUT BIKE LANE)

MAJOR AVENUE TYPICAL MIDBLOCK STREET SECTION (WITHOUT BIKE LANE)

General Plan Mobility: Varies

Mobility Supported: Bus, Pedestrian, Vehicle

Key Features and Enhancements

- A focus on the pedestrian experience
- Bicycle Lanes
- Signal synchronization

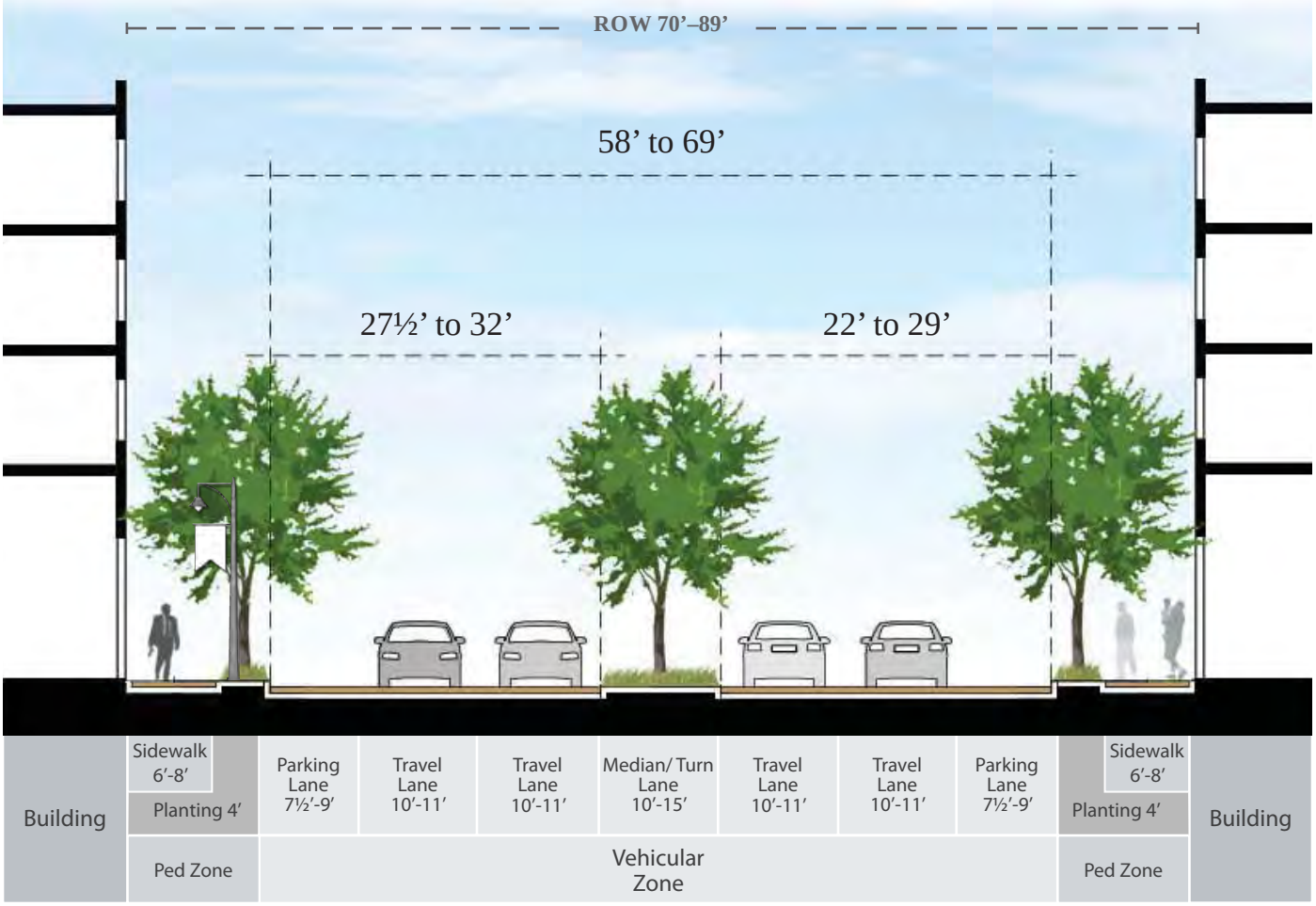
Section Notes

1. Wider sidewalks
2. Additional canopy trees
3. Landscaping buffer zone
4. Planted center median

Streets

Atlantic Avenue

Anaheim Street



Note: Typical conditions for the streets shown; right-of-way may vary along the street. The portions of the public ROW that fall outside the Specific Plan boundary may not conform to the street sections shown in this figure.

FIGURE 4-10 MINOR AVENUE

MINOR AVENUE TYPICAL MIDBLOCK STREET SECTION

General Plan Mobility: Not a Priority Street

Mobility Supported: Bus, Pedestrian, Vehicle

Key Features and Enhancements

- A focus on the pedestrian experience
- Signal synchronization

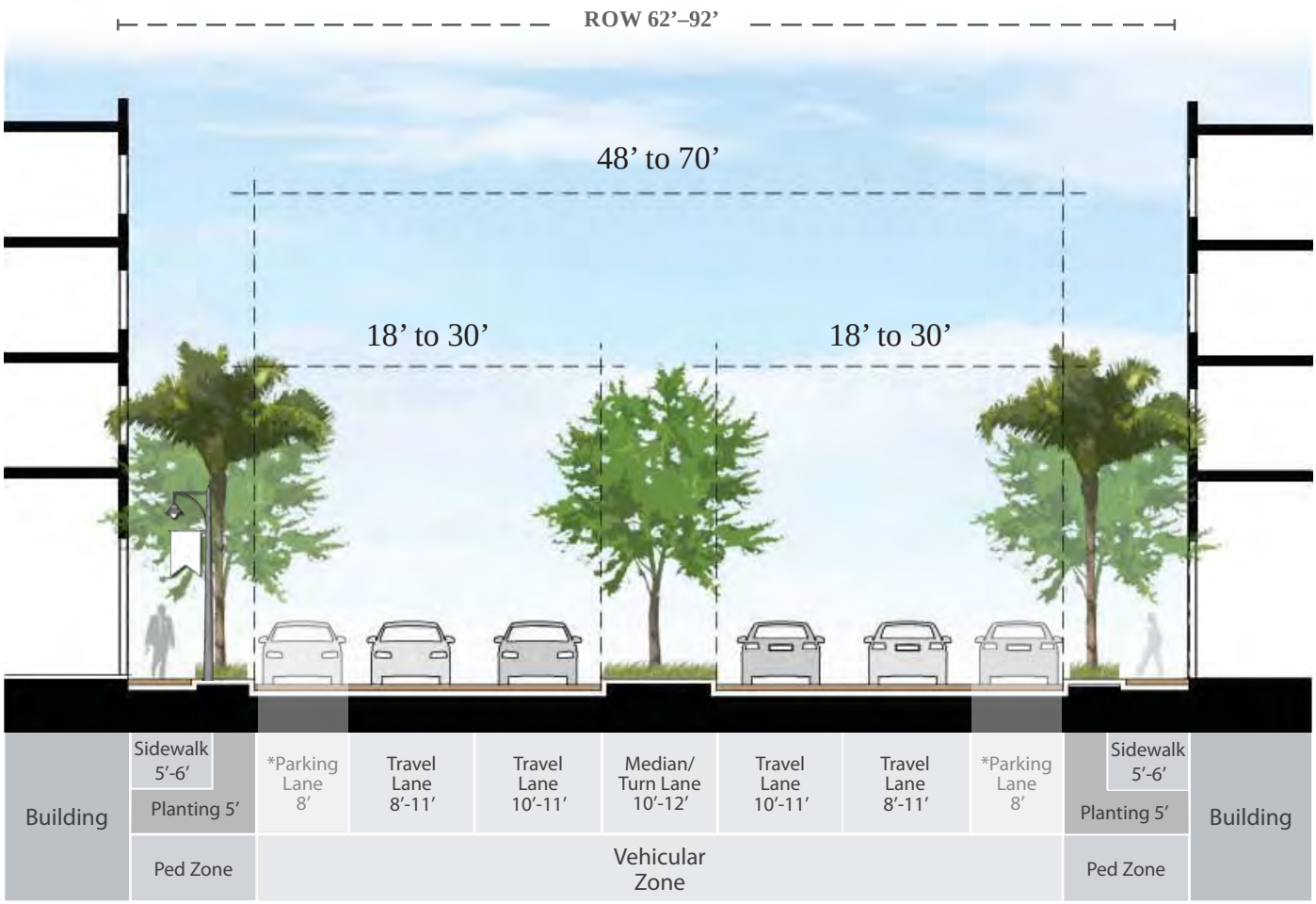
Section Notes

1. Additional canopy trees
2. Landscaping buffer zone
3. Planted center median

Streets

Pacific Avenue

Spring Street between Pacific Avenue & Long Beach Boulevard



Note: Typical conditions for the streets shown; right-of-way may vary along the street. The portions of the public ROW that fall outside the Specific Plan boundary may not conform to the street sections shown in this figure.
*Parking Lane applies to Pacific Avenue.

FIGURE 4-11 NEIGHBORHOOD CONNECTOR AND LOCAL STREET

NEIGHBORHOOD CONNECTOR AND LOCAL STREET TYPICAL MIDBLOCK STREET SECTION

General Plan Mobility: Not a Priority Street

Mobility Supported: Pedestrian, Bike, Vehicle

Key Features and Enhancements

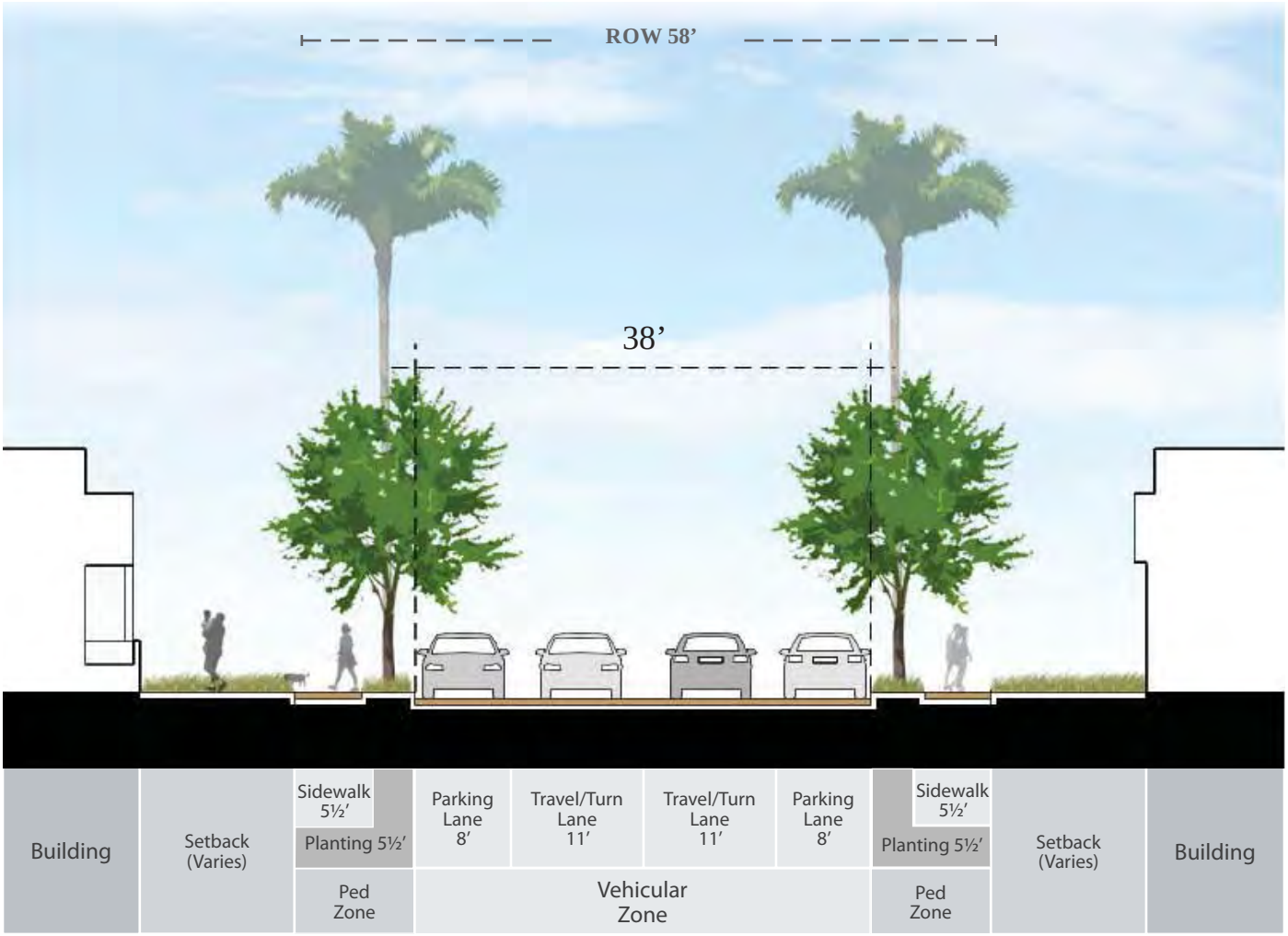
- A focus on the pedestrian experience

Section Notes

1. Wider sidewalks
2. Additional canopy trees
3. Landscaping buffer zone
4. Enhanced separated bike lane at curb level

Streets

Streets not otherwise noted



Note: Typical conditions for the streets shown; right-of-way may vary along the street. The portions of the public ROW that fall outside the Specific Plan boundary may not conform to the street sections shown in this figure.

5

DESIGN GUIDELINES

MIDTOWN SPECIFIC PLAN

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5.0 Design Guidelines

5.0.1 Purpose

The design guidelines are intended to promote quality design, consistent with overall vision, while providing a level of flexibility to encourage creative design. The guidelines direct the physical design of building sites, architecture, and landscape elements within the Specific Plan boundary. This comprehensive approach represents a more understandable and predictable role in shaping the physical future by emphasizing building form and landscape design that reinforce urban and transit-oriented development patterns.

Design Context
Building design should be compatible with or sensitive to structures within the block, especially when existing buildings are historically significant. Compatibility and or sensitivity can be expressed by architectural style, materials, floor heights, window placement, etc.

These design guidelines are established to create a distinct character for Long Beach Boulevard and to ensure that new development is designed with a pedestrian emphasis that will cultivate a vital and active street life while creating an overall positive architectural aesthetic.

Cultural Resources & Adaptive Reuse
Buildings approaching 50 years of age could be considered cultural resources. These and other buildings may also be suitable candidates for adaptive reuse—repurposing a building to accommodate a new use. For additional information on adaptive reuse see Chapter 3, Section 3.7 Adaptive Reuse. To verify if a property is of potential historical significance see Chapter 7, Section 7.3.2 Cultural Resources.

5.0.2 Applicability

The provisions of this chapter shall apply to all development within the Specific Plan boundary. Any addition, remodeling, relocation, or construction requiring a building permit that is subject to review by the Site Plan Review Committee shall adhere to these standards and guidelines where applicable.

5.0.3 Interpretation

Compliance with a design guideline written as a “shall” or “must” is required. A design guideline written as a “should” requires compliance unless a legitimate reason or acceptable design substitute is deemed acceptable through the design review process. A design guideline written with an action verb (e.g., provide, use, locate, create, establish, employ) is highly recommended.

A design guideline written as a “may” is permitted, but requires explanation of its necessity that is deemed acceptable through the design review process. Finally, a design guidelines written as “prohibited” or “not allowed” identifies an action or design that is not permitted.

Massing defines the scale and overall theme of a building.

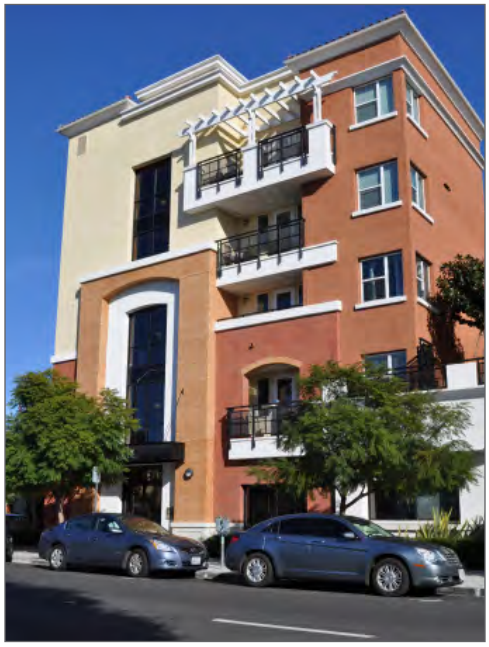
A large, mixed-use project should be designed as a collection of buildings.

5.1 BUILDING DESIGN

5.1.1 Massing and Scale

1. Quarter-block, half-block, and full-block development projects should all adhere to the character and objectives of the guidelines. Large and scaleless building masses should be avoided.

2. Substantial projects should be designed as a collection of suitably scaled buildings instead of a singular mass.



Architectural detailing should be used to create shadows and façade relief.

Special attention should be paid to corner features of buildings at prominent intersections.

The roof should enhance the style of the building and be in harmony with the building's architecture.

3. Buildings greater than three stories should provide variation by using balconies, fenestration, and sunshades to create an interesting pattern of projections and recesses, light, and shadow.

4. Building mass should be articulated to reflect a human scale, both horizontally and vertically. Examples of such building elements include articulated façades, corner elements, inset windows, highlighted entry features, and prominent cornices and rooflines.

5. Building mass should be placed towards the public realm, forming a distinctive street wall that outlines and characterizes the corridor.

6. When adjacent to existing single-family homes, buildings over four stories should be made less imposing by stepping back from the street level on elevations above the fourth floor.

7. Courtyards and atriums should be used to bring light and air into interior spaces, where appropriate.

5.1.2 Corner Treatment

1. Buildings with special architectural elements (examples listed below) should be positioned on corners of significant intersections, entries, or near the center of grouped buildings.

   a. Clock towers

   b. Diagonal walls at the corner

   c. A substantial art form or fountain

   d. A taller, prominent rooftop element

   e. Significant stepbacks on upper floors

2. Renovations to existing corner buildings with blank walls should include additional articulation and detail, display windows, and extended façade material, colors, and treatments.

3. Vertical focal elements, such as towers, spires, and domes become landmarks and serve as orientation points for the community. Vertical focal elements are encouraged, especially for buildings adjacent to intersections and transit nodes.

5.1.3 Roof Treatment

1. The style of the roof should be in accordance with the building's architectural character to enhance the value of the building design.

2. A variety of roof planes and ridge heights may be used.

3. Rooftop and other building mechanical equipment should be screened from public view and comply with the following:

a. The building mechanical equipment should be housed within the building or enclosed in a penthouse structure that is incorporated with the design of the building.

b. When mechanical equipment is placed on a rooftop, it should be located below the highest vertical element of the building wherever possible to avoid the use of penthouse structures or other special screening devices.

c. When mechanical equipment is added to an existing building, it should be screened in such a way as to match the architectural style and materials of the existing building without giving the appearance of being added on.

4. Roof drains should be designed as an integral part of the structure.

5. Roof access should be provided from the interior of the building. Exterior roof access ladders are not appropriate.

5.1.4 Building Colors and Materials

1. Buildings shall use durable, high quality materials to develop long-lasting buildings that can be adaptively reused over time.

   a. Brick, natural stone, precast concrete, and factory-finished metal panels (heavy gauge only, in corrugated or flat sections) are preferred.

   b. Alternatives to stucco are preferred. When stucco is used it should be applied with a smooth finish. Stucco seams should be used to create visual interest for the building's façade and form.

   c. The finish, texture, and color of materials should be compatible with the overall architectural theme.

2. Greater attention to detail and quality should be used at the lower levels of a building to contribute to an enhanced streetscape.

3. Encourage buildings to express a variety of architectural styles, but with full awareness of, and respect for, the height, mass, articulation, and materials of the high quality (desirable) older buildings that surround them.

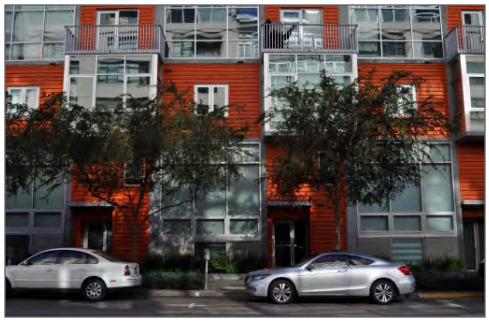
4. Architectural style and use of quality materials shall be consistent throughout an entire mixed-use project; however, variations in materials and details may be used to differentiate between the residential and commercial portions of the project.

5. Construction details should be authentic and applied with consistency. Faux architecture that mimics a past era is strongly discouraged.

High quality materials should be used and emphasis placed at the pedestrian level.

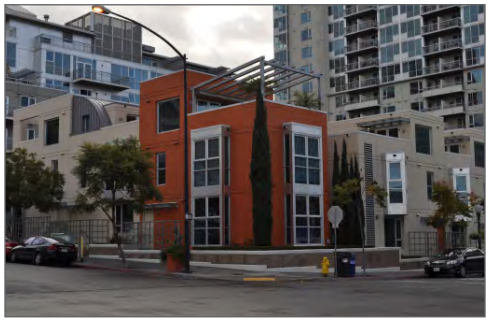
Variation in materials and color should be used to express form changes.

Stone, granite, precast concrete, and other high quality materials are encouraged.



The design and rhythm of windows is an important architectural element that should be used to enhance the building's visual appearance and should provide pedestrian interest.

Balconies may enhance a building's aesthetic by adding to the variety of building face articulation.



High quality materials are encouraged for residential buildings. Windows should allow for a shadow line and depth.

6. Materials and colors should be used to imply form changes, particularly for entrance lobbies, massing changes, and different uses or tenants.

7. Bright color palettes should be tested on-site to verify appropriateness for the site and block.

8. Garage openings, entrance canopies, scuppers, downspouts, and metal railings should follow the aesthetic of the building theme.

9. The use of concrete is allowed as long as it is part of an overall architectural composition and should have a finished architectural expression.

10. Façade elements constructed of foam or foam molding are prohibited on the ground floor of buildings and should be avoided overall. If used, they should be well proportioned and constructed to avoid appearing glued to the building.

11. Concrete masonry units should only be used if they are fundamental to the building design and have a suitable appearance at the ground floor.

5.1.5 Windows, Doors, Balconies, and Walls

1. The rhythm of windows and entrances should provide interest and engage pedestrians.

2. Clear glass should be used on the ground floor of façades with marginal obstruction from window signs, permanent shades, or interior displays.

3. Balconies and bay windows in upper stories are encouraged to enhance activity and provide "eyes on the street."

4. The design, size, type, and location of windows should enhance interior daylight and potentially decrease the size/type of required heating/cooling systems.

5. For nonresidential storefronts, curtain wall, metal panel, frameless glass porch wall systems, and high quality glass storefront wall systems should be used.

   a. Installation using a vertical cavity system and reinforced fiber cement panels is acceptable.

   b. Windows and glass curtain wall systems should be transparent. Highly reflective or very dark glass is not allowed.

6. For residential buildings, windows should be of high quality and afford a shadow line and depth. This may be achieved through inset windows with an integral frame or insetting the window into the exterior wall.

7. Walls should have breaks, recesses, and offsets, especially at entries and important intersections. Long walls shall be made more attractive and visually interesting through the incorporation of surface articulation, pilasters, and view fencing, where appropriate.

8. Murals, trellises, or vines and espaliers should be placed on large expanses of walls at the rear or sides of buildings to soften the wall and create interest.

5.1.6 Architectural Lighting

1. Lighting should enhance the building's architecture and augment the street and sidewalk experience at night.

2. Direct lamp glare from unshielded floodlights is not permitted.

3. Lighting that aims light directly into the night sky is prohibited.

4. Internal and external storefront lighting should be designed for ground floor retail and restaurant spaces to augment the pedestrian space and encourage window shopping even when stores are closed.

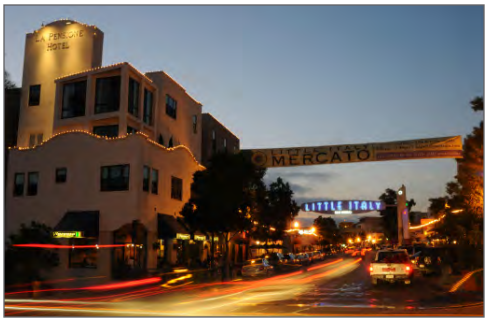
5. Special illumination should be used to highlight main building entrances and add interest to the building façade. Subtle lighting to accent the architecture and special architectural elements (such as distinctive building rooftops) is encouraged.

6. Secondary building entrances and parking/loading/service access points should have lighting compatible with the project's lighting to maintain a safe environment around the entire project, especially where pedestrians and other building tenants circulate.

7. Warm white light is encouraged. Blinking, flashing, and oscillating lights are prohibited. Colored lights are not encouraged unless they contribute to the theming of commercial areas or establishments. Overly bright or glaring lights should be avoided.

8. Automatic timers should be programmed to maximize personal safety at night while conserving energy. They should be reset seasonally to match the flux of dusk/dawn.

9. Exterior lighting should be designed and located to not project off-site or onto adjacent uses. This is especially critical with neighboring residential uses.



Illumination should augment the architecture of the building and add to the pedestrian experience.

Lighting should be used to highlight architectural features of a building.

Individual buildings along the street wall should be defined by providing differences in materials, colors, and embellishments.

5.2 FAÇADES AND STREETWALLS

5.2.1 Articulation and Details

1. Streetwalls should be consistent along Long Beach Boulevard, with articulation used primarily for entrances and outdoor dining areas.

Variety in fenestration, materials, texture, and color should be used to avoid a monolithic street face.

Entrances to storefronts should stand out from the store façade.

Storefront signage should be minimized so as not to obscure the transparency of the windows which adds to the liveliness of the streetscape.

Awnings are encouraged, as they augment the pedestrian experience.

2. Individual buildings along the streetwall should be delineated. Provide slight differences in materials, coloration, and embellishment while keeping consistent floor heights, structural bay patterns, and upper-story window placements.

3. The highest level of details should occur on the ground floor's front façade and façades visible from public streets. However, similar and complementary massing, materials, and details should be incorporated into side and rear façades.

4. Building façades should be articulated with a building base, body, and roof or parapet edge. This creates a shared point of reference that allows different buildings to relate to each other, regardless of individual architectural styles or approaches.

5. Monolithic building wall façades should be broken by horizontal and vertical articulation, including variation in the wall plane (projecting and recessing elements), variation in wall height, and roofs containing different forms and located at different levels.

6. Openings in the streetwall should be restricted to those needed to provide for pedestrian paseos, public plazas, entry forecourts, and permitted vehicular access driveways.

7. Building façades should include three-dimensional detailing such as cornices, belt courses, window moldings, bay windows, and reveals to create shadows and façade relief. Ample, articulated doors and windows create visual interest and allow one to see inside.

8. Materials, texture, patterns, colors, and details on building façades should vary to diminish the perceived mass of large buildings and to create the impression of smaller-scale buildings.

5.2.2 Entrances and Storefronts

1. Active uses along the streetwall should be focused at the sidewalk level with the greatest concentration at the intersection of two streets.

2. Entries to stores and ground-floor commercial uses should be visually distinct from the rest of the store façade, with inventive use of scale, materials, glazing, projecting or recessed forms, architectural details, color, and/or awnings. These entries should have direct at-grade access from the sidewalk.

3. Individual storefronts should be clearly defined by architectural elements, such as piers or changes in plane and/or materials.

4. Live-work or shopkeeper units should be designed to appear like a commercial storefront, gallery, or urban light industrial, compatible to the area it is most affiliated with in character.

5. Between 3 and 12 feet above the sidewalk, a minimum of 60 percent of the façade should contain windows of clear or lightly tinted vision glass that allows views of indoor space. Heavier tinted or mirrored glass should not be permitted.

6. Incorporate Crime Prevention Through Environmental Design (CPTED) design measures to design safer environments in all new development. Physically intimidating security measures such as window grills or spiked gates should be avoided; security concerns should be addressed by creating well-lit, well-used streets and active residential frontages.

7. The residential units must be designed to ensure the security of residents through the provision of secured entrances and exits that are separate from the non-residential uses and are directly accessible to resident parking areas.

Open space with pedestrian amenities such as seating, shade, landscaping, and water features are ideally located at intersections.

5.2.3 Awnings, Canopies, and Marquees

1. Awnings, canopies, and marquees enhance the pedestrian environment by providing visual interest and a human scale. Their use is encouraged, but care must be taken so they do not negatively impact the pedestrian zone.

2. Ground supports for encroachments are prohibited.

3. A continuous series of awnings, canopies, or other coverings is encouraged along all retail street frontages. Awnings and canopies should be designed to correspond to individual storefront structural bays and should convey the outline and proportion of storefront window openings.

5.3 OPEN SPACE

5.3.1 Public Space

1. Public open spaces, such as plazas, arcades, and paseos, should be incorporated into the public right-of-way.

2. Public open spaces should be surrounded by attractively designed buildings and landscape elements, as well as uses that promote pedestrian activity.

3. Outdoor dining areas are encouraged within plazas to encourage activation of the pedestrian realm.

4. Buildings, signs, landscaping, and outdoor furniture should work together to create a pleasant pedestrian environment. Trees that provide shade are especially important and should be incorporated within public outdoor spaces.

Outdoor dining areas are encouraged along pedestrian pathways and within plazas.

5. Site amenities, such as seating areas, drinking fountains, provisions for bicyclists, water features, and public art should be incorporated into the public right-of-way and should complement its architectural character.

6. A perimeter feature such as a low hedge or seat wall may be included along the edge of a park or plaza, but fencing is prohibited unless hours are restricted.

7. String lights (non-blinking), can be used to accent trees or trellises within public spaces to create a festive atmosphere at night.

Pedestrian paseos should be constructed when blocks are greater than 400 feet.

5.3.2 Pedestrian Pathways

1. Safe and convenient pedestrian connections should be provided between buildings, public open spaces, and parking areas. These areas should be visually emphasized through the use of landscaping, lighting, and/or distinctive paving.

2. Public paseos should be made available where blocks are greater than 400 feet in length or where a destination, view, or pedestrian path warrants a midblock pedestrian link.

3. The on-site pedestrian circulation system should be directly connected to off-site public sidewalks.

4. Pedestrian connectivity should be preserved and emphasized when transitioning between neighborhoods and differing land uses.

5. Walkways and paseos should be lit to ensure safe nighttime conditions.

6. Lighting should be scaled for pedestrians and of a style consistent with the surrounding architectural theme.

7. Where appropriate, pocket lighting may be incorporated into walls, stairs, or bollards.

Intersections and vehicle access should be designed to be attractive and efficient, but also safe for pedestrians and bicyclists.

5.4 CIRCULATION AND PARKING

5.4.1 Access

1. Vehicular access to each site must be designed to minimize conflicts between pedestrians, autos, and service vehicles. Sight lines, pedestrian walkways, and lighting are factors to consider in final site designs. Entrance and exit points should be well marked with streetscape and landscape features.

2. The number of site access points should be minimized. Curb cuts should be located on minor secondary streets, which assists in eliminating pedestrian and vehicular conflicts.

3. Parking lot access points should be located as far as possible from street intersections to allow adequate stacking room.

4. Dead end drive aisles should be avoided.

5. Colored, textured, and/or permeable paving treatments at entry drives are encouraged.

6. The main vehicular access into a multi-family development should be through an entry drive rather than a parking drive.

5.4.2 Service and Loading Areas

1. Service and loading access points and doors should be designed as integral components of the façade and should use materials fitting with other materials used throughout the building.

2. Service and loading areas should be carefully designed, located, and integrated into the site plan so they do not detract from the street scene or create a nuisance for adjacent property owners or vehicle traffic.

3. Service and loading areas should be behind the primary structure out of public view whenever possible. Otherwise, they shall be shielded with berms, landscaping, attractive walls, or decorative screening.

4. When commercial properties are adjacent to residential properties, loading and delivery facilities should be away from the residences or screened with vegetation.

5. The location of the service and loading areas should consider noise impacts to adjacent properties, which may necessitate enclosing the service or loading area.

6. Service and loading areas should be designed so that service vehicles have clear and convenient access and do not block adjacent vehicular or pedestrian circulation.

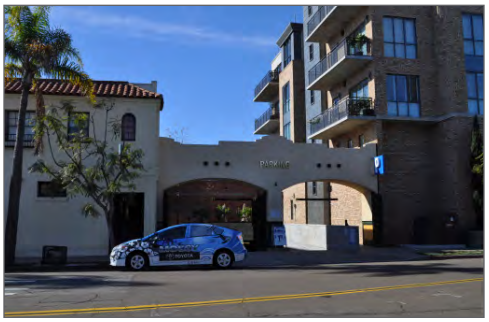
Service areas should be located behind the building, away from public view.

5.4.3 Parking

1. The site area adjacent to the street should not be dominated by parking. Surface parking lots shall not front Long Beach Boulevard. Vehicular parking is encouraged to be hidden from view.

   a. Parking should be concentrated in areas behind buildings and away from the street. Parking can be provided underground, in above-ground garages, or behind street-facing buildings in interior parking courts.

   b. Parking lots should be screened from adjacent street views but should not be hidden from the view of passersby and police. Headlight walls used to screen parking should provide breaks to allow pedestrian circulation. The walls should be low enough for safety and security purposes.



Parking structures should be screened so that they enhance the pedestrian environment.

Parking should be placed behind buildings and landscaped to help reduce the heat island effect.

Garage openings should adhere to the overall aesthetic of the building's architecture.

c. Parking structures and surface lots should be located or screened to enhance the pedestrian environment rather than detract from it and shall comply with landscaping standards in Chapter 21.42 of the Municipal Code.

2. Large projects should break up parking areas into a series of smaller connected parking areas to create visual interest.

3. Where parking structures are provided, shops, offices, or other commercial spaces should be incorporated on the ground level of the parking structure along street frontages to maintain a pleasant pedestrian experience.

4. Garages should be designed as an integral part of the architecture of the development. They should be of the same materials, color, and detail as the principal buildings of the development.

5. The functional façades of parking structures should be screened using architectural solutions and/or a landscaping that is be integrated and visually consistent with the existing or proposed streetscape.

6. Sufficient tree coverage should be provided within surface parking lots to mitigate the heat island effect and improve views from adjacent streets and buildings.

7. Landscape elements such as green screens or shrub massings at least five feet wide should be provided along parking lots adjacent to a street. Landscape planters should be provided adjacent to garage entries along drive aisles to help soften the built environment.

8. Shared access to parking courts with neighboring parcels is highly encouraged.

9. Short-term parking should be on-street when permitted by the street design.

10. Accessible, secure, and lockable bicycle parking should be provided at strategic locations throughout the development.

11. Parking area lighting should be designed using many small-scaled lights versus fewer, excessively tall lights.

12. Lighting fixtures should be a continuation of the theme of surrounding architectural styles and in keeping with the quality of surrounding buildings.

5.5 LANDSCAPING

1. Trees should be used to create an intimate scale, enclose spaces, and frame views, but placement should respect the long-range views of surrounding neighbors.

2. Seasonal shading from trees and shrubs on southern and western façades should be used when developing planting schemes for courtyards and required setback areas. Deciduous trees provide solar control during summer and winter while providing fall color, seasonal flowers, and other desired effects.

3. Vines and potted plants should be used to provide façade texture and color, as well as to accentuate entries, plazas, and paseos.

4. Accent planting should be used around entries and key activity hubs.

5. Formal planting designs are encouraged in courtyards, plazas, and tree wells along the street frontages. Water features should be used with landscaping and natural materials in courtyards and plazas.

6. Vines, espaliers, and potted plants should be used to provide wall, column, and texture and color and to accentuate entryways, plazas, and paseos.

7. Incorporate roof gardens where possible. Soil depths, roof drainage, and waterproof membranes should be considered during the structural design of the building.

8. Irrigation systems should be designed to apply water slowly, allowing plants to be deep watered and reducing runoff. Low-volume irrigation drip systems should be used in all areas except turf irrigation and small ornamental planting. Each street tree should be watered by at least two deep watering bubblers separate from all other irrigation.

9. Landscaping directly below the eaves or at a rain gutter outlet should be sturdy and able to tolerate heavy sheet flow and periodic saturation.

10. Landscaping should be used to screen trash enclosures, parking areas, storage areas, loading areas, and public utilities.

11. The selected plant species and design and placement of landscaping should provide for natural surveillance of pedestrian areas and should avoid the creation of hiding places.

12. Trees and shrubs should be located and spaced to allow for mature and long-term growth of canopies and root spaces.

Trees and landscaping should be used to enhance the pedestrian environment and buffer the setback.

Potted plants may be used to provide articulation and color to entryways, paseos, and plazas.

Formal planting designs and water features are encouraged in courtyards, plazas, and entry areas.

Residential signs should be compatible with the building's architecture.

Creative signs that relate to the architecture add to a building's appeal.

5.6 SIGNAGE

5.6.1 Overall

1. Signs should be compatible with or complementary to the building's character, including the architecture and landscape. Signs should enhance the overall theme of the site and building.
2. If multiple signs are on a single façade, the signs should be arranged in a hierarchical order and should be situated toward varying viewpoints.
3. A shared sign program should be used if multiple tenants are displayed on a single sign. Names should be of a consistent typeface, size, and color palette.
4. A joint sign program should be designed for multi-building sites or buildings that are part of corporate campuses.
5. Mixed-use projects with ground floor commercial should adhere to the standards for nonresidential signs.

5.6.2 Placement

1. Signs should typically be above the ground floor storefront and just below the second floor windows, or below the building cornice of one-story buildings.
2. Signs should be affixed so that they relate to the building design. If new bolt holes or brackets are needed, care should be taken that installation does not damage the building.
3. Signage attached to storefront windows should be kept to a minimum.

5.6.3 Design and Content

1. Signs should be cohesive with the building's architecture and landscape and express a well-defined hierarchy of information.
2. A sign's message should be as brief as possible.
3. Lettering on a sign should be legible and of an appropriate scale to be read by the intended user.
4. Typefaces, characters, and graphics for signage at the street level should be appropriately scaled for viewing by pedestrians.
5. Letters should be spaced an appropriate distance from one another to be easily readable. Letters spaced too close together or too far apart are difficult to read.
6. Lettering styles should be limited to three or less on a single sign to maximize legibility.

7. Symbols and logos may be used in place of words and are often a more efficient and effective way to display information.

8. A substantial contrast between the letters or symbols and the background will improve a sign's legibility.

9. A sign should typically include no more than three colors to be easily legible.

5.6.4 Structure and Materials

1. All raceway should be hidden from view. If this is not possible, then it should be finished to match the background wall.

2. Signage should be of a permanent type, neatly designed, well-constructed, and properly weather-proofed, and should incorporate original designs.

3. Signs should be constructed of durable materials.

   a. Metal: formed, etched, cast, and/or engraved and powder-coated or otherwise protected

   b. Wood: carved, sandblasted, or etched and properly sealed, primed, and painted or stained

   c. High density preformed foam or similar materials

4. Rectangular sign cabinets and plastic are not recommended.

5. Signs composed of individual letters and/or symbols are desirable. Cut-out or open three-dimensional letters are encouraged.

5.6.5 Illumination

1. Signs should be externally illuminated by ambient lighting, lights attached to the façade, or exposed neon on the top. External illumination should use focused, low-intensity equipment.

2. Additional illumination should be used when street lights or display window lights do not provide adequate illumination.

3. Channel letters that are individually illuminated are desirable, but internally illuminated plastic cabinets are discouraged.

4. Signs illuminated by downward directed, wall-mounted lights with fully shielded lamps are encouraged.

5. Projecting light fixtures used for externally illuminating signs should not obscure the graphics of the sign.

Symbols may be used instead of words and are often more effective.

Signage should be of a permanent type, neatly designed, well-constructed, and properly weather proofed, and should incorporate original designs. Channel letters that are individually illuminated are encouraged.

Signage that is internally illuminated is easy to read at night and strengthens the identity of the individual store and overall area. External lighting sources should be focused and low intensity. Additional creative elements can be added that serve during the day and night.

5.6.6 Temporary Signs

1. A banner sign attached to a building wall should be the only type of temporary sign allowed.

2. Banners should be understated and observe the design standards of all permanent signs. Banners should remain only for a time period necessary for a specified event.

3. Banners should comply with Section 21.44 of the Municipal Code. Banners should not be displayed in any other fashion. Balloons, flags, etc., are not permitted.

Walls may be made more visually interesting by incorporating art work or other surface articulation.

5.7 PUBLIC ART

1. Public art should be developed in the most accessible and visible places and considered in relation to other visual elements and cues (signage and other elements that may impede or heighten its enjoyment).

2. Public art should reflect Long Beach Boulevard's visual and cultural setting. New installations shall provide a contextual understanding of and be clearly related to the City's overall network of public art.

3. Artists should create sustainable, maintainable works of art that aspire to the highest standards of innovation and aesthetic quality.

4. Public art shall be integrated into the project's design at an early stage of development to ensure cohesiveness of site design, architecture, art, landscape, and public space.

5.8 UTILITY, TRASH, AND RECYCLING AREAS

Utilities should be outside of the public right-of-way and should be screened.

1. All utilities, such as backflow prevention devices, groupings of meters, etc., shall be located outside the public right-of-way within a building recess, utility room, or landscaped area and be fully screened from view of the public right-of-way.

2. The utility components of future commercial occupants (e.g., grease traps, exhaust chutes, air conditioning) should be thought of in advance, during the initial building design, to avoid problems when retrofitting buildings after construction.

3. A combination of elements should be used to screen utility, trash, and recycling areas, including solid masonry walls, berms, and landscaping.

4. Materials used on trash, recycling, utility, and mailbox enclosures and screens should be the same as or compatible with the primary building. Enclosures connected to or separate from buildings should have a solid, architecturally compatible roof structure.

5. Drainage from adjoining roof and pavement should be diverted around the trash and recycling area.

5.9 RESOURCE CONSERVATION

5.9.1 Energy Efficiency

1. Projects and buildings are encouraged to be more energy efficient than required by local and state codes.

2. Energy efficient building materials should be used whenever possible and appropriate.

3. EPA "Energy Star" labeled windows with low-e coatings are encouraged.

4. Energy-efficient and natural lighting should be used wherever possible. Maximize daylighting and views through window placement and design. Passive solar design can be used to reduce heating requirements by 30 percent to 50 percent, thus saving money and energy.

5. Materials that reduce the transfer of heat into and/or out of the building should be used. For example, the use of light-colored roofing materials to reflect heat and reduce cooling in buildings is encouraged.

6. South- and west-facing windows should be shaded with an overhang, deciduous trees, or awnings to reduce summer exposure.

7. Parking structures should integrate sustainable design features such as photovoltaic panels (especially on top parking deck), renewable materials with proven longevity, and stormwater treatment wherever possible.

8. Non-toxic, recycled-content materials should be used whenever possible.

Solar orientation of the building, overhangs, and other devices placed on the exterior of buildings reduce direct sunlight into interiors, lowering heat gain and the amount of energy needed for cooling.

5.9.2 Landscaping and Drainage

1. Projects are highly encouraged to use native and low-water-use plants consistent with the landscaping palettes recommended by the Long Beach Water Department.

2. Irrigation systems should incorporate water conserving methods and water efficient technologies such as drip emitters, evapotranspiration controllers, and moisture sensors. Explore opportunities to reuse rain water and/or gray water for irrigation.

3. Landscaping areas should use minimal water resources and impermeable surfaces. Drought-tolerant grasses should be used for lawn areas where possible, while lawn or turf shall be limited to areas that serve a functional purpose.

4. Drainage should be directed to permeable areas to minimize discharge to the storm drain system. Use pervious or open grid paving for parking areas whenever possible to reduce the negative effects of stormwater runoff and to facilitate groundwater recharge.

Native and drought-tolerant landscaping should be used in parkways and setbacks.

Active commercial uses should make up the majority of the building's ground floor, to serve residents, visitors, and transit users.

5.10 TRANSIT STATION AREAS

1. Transit amenities such as bus stops, seating, bike racks, bike storage, and showers should be integrated into new projects to promote the use of alternative transportation.

2. The ground floor of buildings should comprise mostly active commercial uses to enliven the pedestrian environment and provide retail experiences and services to transit users.

3. Enhanced pedestrian lighting should be incorporated into the design of new projects to augment the safety of the station areas.

4. The design of plazas, with seating and landscape elements, at the corners of buildings adjacent to transit station areas is encouraged to provide public open space for residents, visitors, and transit users.

5. The provision of publicly accessible restrooms as part of a new project in a transit station area is strongly encouraged.

6. Proposed projects within 100 feet of a Metro facility shall supply written notice to Metro upon filing of their Site Plan Review Application. Projects within 100 feet of a Metro facility shall be designed consistent with Metro policy and guidelines and shall offer the appropriate noise easement to the benefit of Metro.

Light poles should be out of the public right-of-way and should be a similar style with the architecture of surrounding buildings.

5.11 OUTDOOR LIGHTING

1. Lighting fixtures should be compatible with the architecture of surrounding buildings to maintain a consistent and cohesive theme.

2. Light fixtures shall be made of materials that have long life spans and are able to withstand constant use and exposure to the elements.

3. Pedestrian-scale lighting shall be provided at building entryways, vehicle and bicycle parking areas, seating areas, transit stops, common open space areas, and pedestrian paths. The type, style, and intensity of lighting should reflect the use and character of the area.

4. The height, brightness, and spacing of lighting elements should be appropriate to the scale and classification of the roadway.

5. Pedestrian lights shall be placed at consistent height and interval to sufficiently illuminate pedestrian path of travel.

6. Lighting levels shall be adequate for safety while minimizing light spillage and glare.

7. Light poles and freestanding fixtures shall be placed outside of pedestrian walkways.

8. Lighting shall not be directly aimed onto adjacent properties. Outdoor lighting adjacent to residential areas should be shielded and directed away from the surrounding residential use.

9. Lighting of surface parking areas and common open space areas should be aimed downward and/or shielded to minimize light pollution and preserve views of the night sky.

See Section 5.6.5 for guidelines pertaining to the Illumination of Signage.

Lighted bollards provide pedestrian-scale lighting by illuminating a safe path of travel.

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6

INFRASTRUCTURE

MIDTOWN SPECIFIC PLAN

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6.0 Infrastructure

6.1 WATER

The City of Long Beach provides water service and distribution to all of the City's residents and businesses. The Long Beach Water District (LBWD) receives water from three main sources: imported water from Metropolitan Water District (MWD), groundwater pumped and treated from municipal wells, and recycled water. The LBWD operates the largest groundwater treatment plant in the United States and has the capability to treat up to 62.6 million gallons of water per day (MGD). MWD is the City's wholesale supplier and the primary source of imported water originates from the Colorado River and the State Water Project.

The Midtown Specific Plan area is served by a variety of lines (from 2" to 30") located in the public streets, alley ways, parks, and parking lots. Using the existing hydraulic water model LBWD did not identify any existing deficiencies or fire flow issues in or around the Specific Plan area. Additionally, no major water infrastructure improvements are planned in the area beyond the standard maintenance and replacement program currently implemented through the LBWD's Capital Improvement Program. However, new development within the Specific Plan area may require the construction of new on-site water lines. Projections using the current water model identified that an existing 8″ line in Transit Node 6 may require upsizing dependent upon additional development in Corridor 3 and Transit Node 6. Additional fire flow and pressure tests are required for projects serviced by this 8″ line. Figure 6-1 illustrates the water system for Midtown and location of possible future pipe upsizing.

6.2 SEWER

Long Beach provides sewer/wastewater service to the area addressed by the Midtown Specific Plan. The majority of the sewer system in this area is within design capacity under both existing and potential buildout conditions. The findings of the analysis conducted for this Specific Plan are consistent with the City's 2013 Sewer Master Plan, which did not identify any deficiencies within the main sewer lines of the Specific Plan area.

While a few segments are currently flowing above the design capacity, replacement and upsizing are not immediately required and are instead identified as needing additional study. No segments are known to flow significantly above the design capacity. Transit Node Districts 5 and 6 contains lines suggested for further study (project specific flow monitoring and modeling) prior to the construction of new development projects. Figure 6-2 identifies existing lines and the areas requiring additional evaluation.

6.3 STORMWATER

The Midtown Specific Plan area is served by two primary flood control and drainage systems. The City of Long Beach operates and maintains a storm drain system of catch basins and pipes that range from 12" to 90", while the Los Angeles County Flood Control District (LACFCD) operates and maintains flood control facilities, including pipes ranging from 48" to 93". All runoff from the Specific Plan is ultimately discharged into the Los Angeles River via three separate pump stations: Cerritos, Hill Street, and Willow.

The City's 2005 Master Plan of Drainage identified four areas of deficiency in the Specific Plan area, including two City lines in the Medical District (District 4) and two LACFCD facilities within Corridor District 2. Implementing the improvements already identified in the 2005 Master Plan will adequately accommodate the potential buildout of the Specific Plan area. Figure 6-3 shows existing lines and recommended improvements.

6.4 RECLAIMED WATER, LOW IMPACT DEVELOPMENT, AND BEST MANAGEMENT PRACTICES

The City's 2010 Recycled Water master Plan identifies Veterans Park Community Center (within Veterans Park) and Memorial Medical Center as two large potential recycled water customers, along with about 20 other small potential recycled water customers in the Midtown Specific Plan area. There are no existing recycled water pipelines within the Specific Plan area. Since the area does not have capacity today major infrastructure projects and major private development projects may trigger the need to re-evaluate a connection to recycled water for Midtown.

The City's Low Impact Development (LID) Best Management Practices (BMP) Design Manual was developed in 2013, it includes land development policies pertaining impacts to water retention and runoff caused by changes in land use. LID and BMP are used to preserve a site's ability to retain water by minimizing the loss of natural water through conservation such as infiltration, evaporation, and runoff detention.

6.5 INFRASTRUCTURE IMPROVEMENTS

Improvements outlined in Chapter 4, Mobility and Streetscape, of this Plan also benefit water retention for the corridor through LID and BMP. The addition and/or retention of medians, street trees, parklets, and landscaping zones not only aesthetically improve the corridor and provide safety but they also provide areas for stormwater recharge through water infiltration and detention.

Infrastructure improvements that will increase safety include the possible creation of separated bike lanes, wider the sidewalks and pedestrian scale lighting. These improvements are also discussed in Chapter 4, Mobility and Streetscape as well as Chapter 7, Administration and Implementation.

FIGURE 6-1 WATER SYSTEMS

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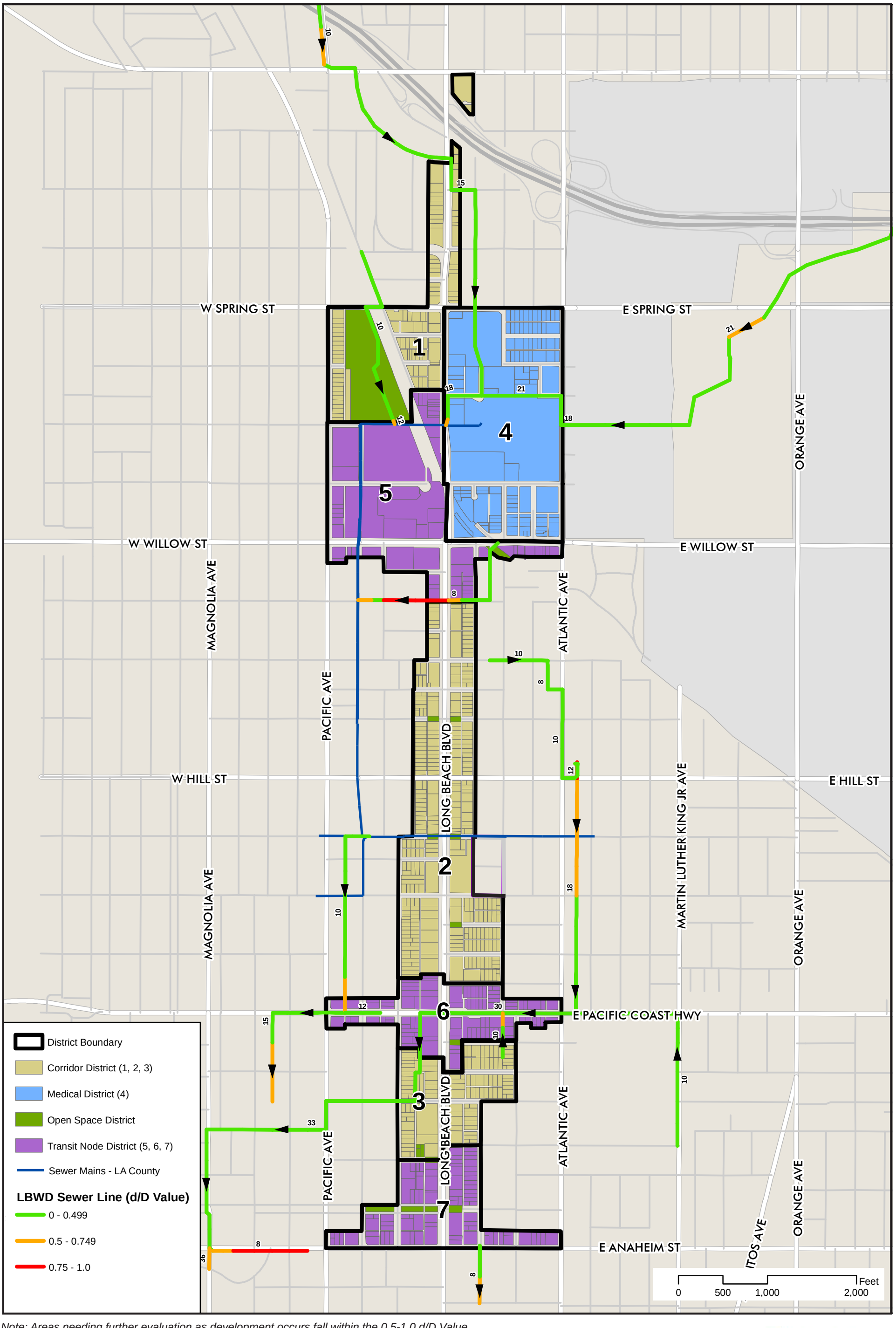
FIGURE 6-2 SEWER CAPACITY



Note: Areas needing further evaluation as development occurs fall within the 0.5-1.0 d/D Value

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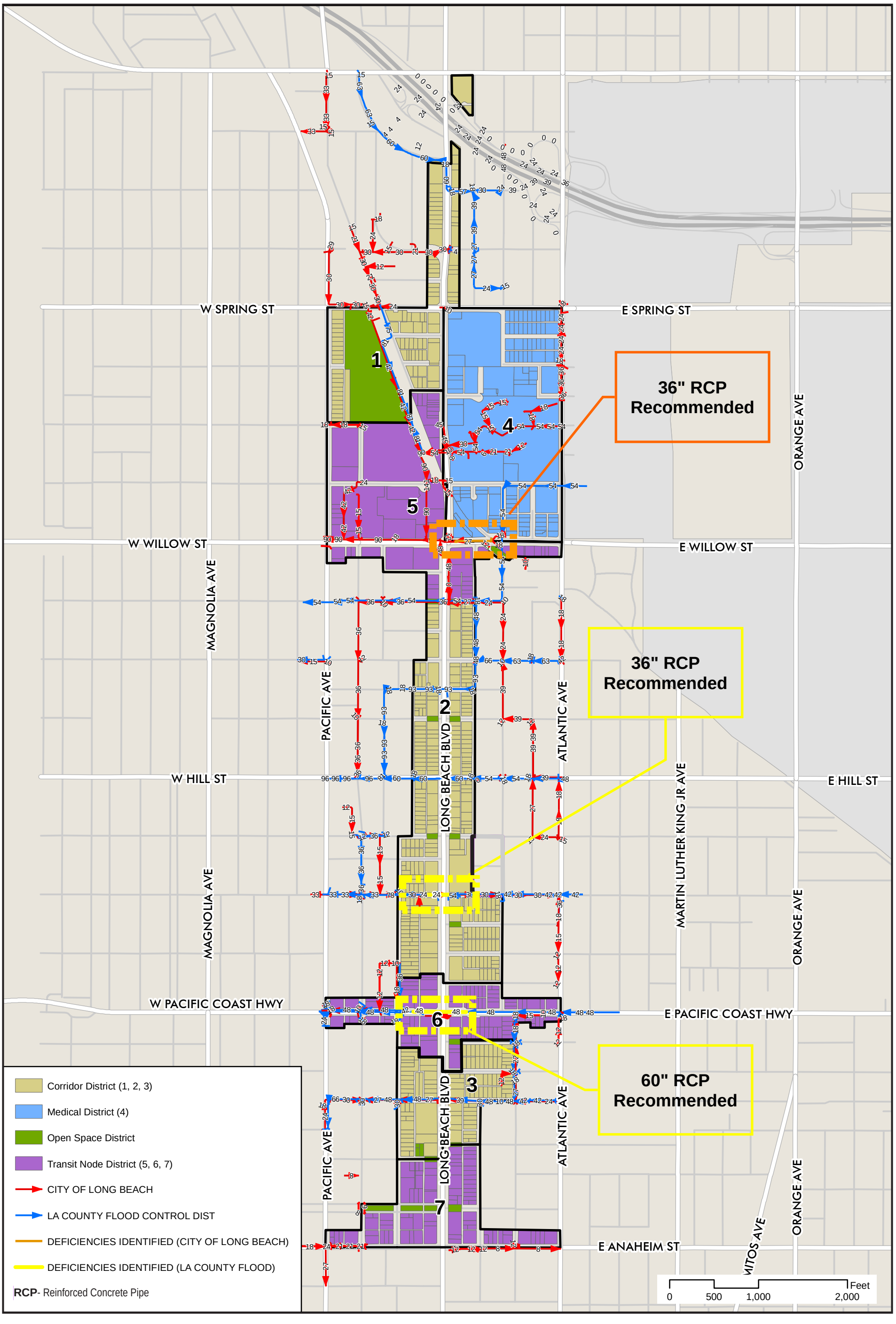
FIGURE 6-3 2005 MASTER PLAN OF DRAINAGE DEFICIENCY MAP



Note: The recommended improvements necessary for buildout of the Specific Plan area are already included in the City's 2005 Master Plan of Drainage.

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7

ADMINISTRATION & IMPLEMENTATION

MIDTOWN SPECIFIC PLAN

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7.0 Administration and Implementation

7.1 GENERAL ADMINISTRATION

7.1.1 Authority

The City of Long Beach initiated and prepared the Midtown Specific Plan pursuant to the provisions of California Government Code, Title 7, Division 1, Chapter 3, Article 8 (Sections 65450 through 65457). The law allows the preparation of specific plans as required for the implementation of the General Plan. Specific plans act as a bridge between the general plan and individual development proposals. They combine development standards and guidelines, capital improvement programs, and financing methods into a single document that is tailored to meet the needs of a specific area. Jurisdictions may adopt specific plans by resolution or ordinance.

The Midtown Specific Plan is the regulatory document guiding land use and development within the boundaries identified in this Specific Plan. Upon adoption by ordinance, this Specific Plan will serve as zoning for the properties involved. It establishes the necessary plans, development standards, regulations, infrastructure requirements, design guidelines, and implementation programs on which subsequent project-related development activities are to be based. It is intended that local public works projects, design review plans, detailed site plans, grading and building permits, or any other action requiring ministerial or discretionary approval applicable to this area be consistent with this Specific Plan.

7.1.2 Interpretation, Conflict, and Severability

Interpretation

In case of uncertainty or ambiguity to the meaning or intent of any provision of this Specific Plan, the Director of Development Services and/or the Zoning Administrator has the authority to interpret the intent of the provision.

The Director may, at his/her discretion, refer interpretations to the Planning Commission for consideration and action. Such a referral shall be accompanied by a written analysis of issues related to the interpretation. All interpretations made by the Director may be appealed to the Planning Commission in accordance with the appeal procedures in the Long Beach Municipal Code (LBMC).

Conflict

In the event of a conflict between the provisions of the Midtown Specific Plan and the provisions identified in the LBMC, the Specific Plan shall prevail. For any other topical issue, development standard or design guideline, and/or regulation not addressed or otherwise specified in the Midtown Specific Plan, regulation and approval shall be carried out

in accordance with the provisions of the LBMC, particularly Chapter 21 (Zoning Code). The particular section of code shall be based on the most appropriate or closely matching land use type or procedure, as determined by the Site Plan Review Committee or Zoning Administrator.

Severability

If any chapter, subsection, sentence, clause, or phrase of this Specific Plan, or future amendments or additions hereto, is for any reason held to be invalid or unconstitutional by the decision of any court, such decision shall not affect the validity of the remaining portions of the plan.

7.1.3 Environmental Clearance

The EIR is primarily a source of environmental information for the City of Long Beach, the lead agency for the project. The EIR describes the potential impacts from the adoption of the Midtown Specific Plan. Subsequent development projects within the Specific Plan are anticipated as it builds out. The EIR has been prepared as a Program EIR (PEIR), as defined by Section 15168 of the CEQA Guidelines, and subsequent projects that are within the scope of this EIR may be subject to a more limited environmental review process, as determined by the Planning Bureau of the City of Long Beach.

Use of a PEIR provides the City with the opportunity to consider broad policy alternatives and program-wide mitigation measures and provides the City with greater flexibility to address project-specific and cumulative environmental impacts on a comprehensive basis. Agencies generally prepare PEIRs for programs or a series of related actions that are linked geographically; are logical parts of a chain of contemplated events, rules, regulations, or plans that govern the conduct of a continuing program; or are individual activities carried out under the same authority and having generally similar environmental effects that can be mitigated in similar ways.

This approach is consistent with the tiering provision in California Public Resources Code Section 21083.3 and CEQA Guidelines Section 15183 for "Projects Consistent with a Community Plan or Zoning." This tiering opportunity is only available for plans (e.g., specific plan) for which an EIR has been prepared.

Note that tiering under these provisions will require environmental review and documentation to substantiate that a subsequent project does not result in any new potentially significant impacts. Such review (under 21083.3/15083) could be documented in the form of an Initial Study to ensure "topic by topic" review and substantiation. Once consistency has been substantiated and review shows that the project would not result in new significant impacts, neither a mitigated negative declaration nor an EIR would be required. Additionally, no formal public review would

Tiering for future projects consistent with the Midtown Specific Plan and EIR

2013 CEQA Guidelines § 15183 (excerpt):

(a) CEQA mandates that projects which are consistent with the development density established by existing zoning, community plan, or general plan policies for which an EIR was certified shall not require additional environmental review, except as might be necessary to examine whether there are project-specific significant effects which are peculiar to the project or its site. This streamlines the review of such projects and reduces the need to prepare repetitive environmental studies.

(b) In approving a project meeting the requirements of this section, a public agency shall limit its examination of environmental effects to those which the agency determines, in an initial study or other analysis:

(1) Are peculiar to the project or the parcel on which the project would be located,

(2) Were not analyzed as significant effects in a prior EIR on the zoning action, general plan, or community plan, with which the project is consistent,

(3) Are potentially significant off-site impacts and cumulative impacts which were not discussed in the prior EIR prepared for the general plan, community plan or zoning action, or

(4) Are previously identified significant effects which, as a result of substantial new information which was not known at the time the EIR was certified, are determined to have a more severe adverse impact than discussed in the prior EIR.

(c) If an impact is not peculiar to the parcel or to the project, has been addressed as a significant effect in the prior EIR, or can be substantially mitigated by the imposition of uniformly applied development policies or standards, as contemplated by subdivision (e) below, then an additional EIR need not be prepared for the project solely on the basis of that impact.

be required. Projects may also be exempt from CEQA review pursuant to other sections of CEQA (e.g., exemptions for residential infill projects, statutory exemptions, or categorical exemptions) depending on the size of the project and type of development. The type of CEQA review needed for each project will be determined by the City staff during their review of the type of project or development proposed.

In addition to a more limited review process, infill projects may qualify for streamlining. Streamlining for Infill Projects (Section 15183.3) allows eligible projects to streamline the environmental review process by limiting the topics subject to review at the project level.

7.2 REVIEW AND APPROVAL PROCESS

One of the primary goals of the Midtown Specific Plan is to enhance the area as a more vibrant, livable, and walkable area with well-designed, pedestrian-friendly streets. This will be achieved by allowing greater flexibility in the application of context-sensitve development standards oriented to a human scale rather than an automobile scale.

7.2.1 Consistency with Guiding Principles

Five guiding principles embody the vision of the Midtown Specific Plan. They were developed through extensive public input and are reflected throughout this document.

1. A Sustainable Future
2. Enhanced Mobility and Complete Streets
3. Supporting Infrastructure
4. Safety and Wellness
5. Working with and for the Community

7.2.2 Approval Authority

The responsibilities of the Director shall include administering, interpreting, and enforcing all requirements and standards of the Midtown Specific Plan, including the acceptance and processing of all land use permit applications.

The Director or designated representative may approve, conditionally approve, or deny applications that meet the requirements of this Specific Plan and do not require a conditional use permit. The Director holds final approval authority for and enforcement of building permits, certificates of occupancy, sign permits, and temporary use permits.

The Zoning Administrator shall have the authority to consider and act on requests for variances. The Zoning Administrator may approve,

conditionally approve, or deny a request, or refer the application to the Planning Commission in accordance with Chapter 21.25 of the LBMC. The Zoning Administrator's actions may be appealed to the Planning Commission.

The Site Plan Review Committee shall have the authority to consider alternative configurations and compliances with certain development standards in this Plan, as noted throughout the Plan document, provided that these alternatives meet the fundamental intent of this Plan and further the goals of this Plan.

The Planning Commission may recommend approval, conditional approval, or denial of conditional use permits, applications for variances, specific plan amendments, and appeals of the actions of the Director or Site Plan Review Committee to the City Council.

The City Council may approve, conditionally approve, or deny conditional use permits, applications for variances, specific plan amendments, and appeals of the actions of the Planning Commission or Site Plan Review Committee.

7.2.3 Site Plan Review

For all specific procedures not modified or otherwise specified within the Midtown Specific Plan, all planning entitlement and permitting processes for projects requiring said permits within the plan area shall be carried out in accordance with the procedures in Chapter 21.25 of the LBMC.

The Midtown Specific Plan establishes alternate thresholds for Site Plan Review, superseding the thresholds in Chapter 21.25 of the LBMC, as follows:

1. Nonresidential Development: 1,000 square feet or more of new building area.
2. Residential Development: Addition of one or more new dwelling units, including replacement of a dwelling unit demolished as defined in Section 21.15.750 of the LBMC.
3. Façade remodel: Any façade remodel consisting of 25 or more linear feet of façade. The 25 linear feet are counted cumulatively over the entire building frontage and need not be contiguous.
4. Thresholds for requiring Conceptual Site Plan Review and Site Plan Review approval by Planning Commission include projects of 50,000 square feet or more of new building area or projects of 50 or more new dwelling units.

7.2.4 Specific Plan Amendments

Approval of this Specific Plan indicates acceptance by the City Council of a general framework for community development. Part of that framework establishes specific development standards that constitute the zoning regulations for the Midtown Specific Plan. It is anticipated that certain modifications to the Specific Plan text, exhibits, and/or project may be necessary during the development of the project.

Any modifications to the Specific Plan shall occur in accordance with the specific plan amendment process and are required to be reviewed for approval by the Planning Commission and the City Council. In all cases, specific plan amendments must be found to be in conformance with the objectives and intent of the Midtown Specific Plan.

Amendments may be requested at any time pursuant to Section 65453(a) of the Government Code. Depending upon the nature of the proposed specific plan amendment, a supplemental environmental analysis may be required, pursuant to the California Environmental Quality Act (CEQA), Section 15162.

7.2.5 On-site Improvements

On-site improvements are intended to increase the value of a property and to provide public realm improvements as described in this Plan. They can occur within the parcel boundaries or within the ROW adjacent to the property. The City will require applicants to install or consent to on-site improvements through a development agreement or as a condition of approval, on subject property or in the ROW adjacent to the property bound by the centerline of the street.

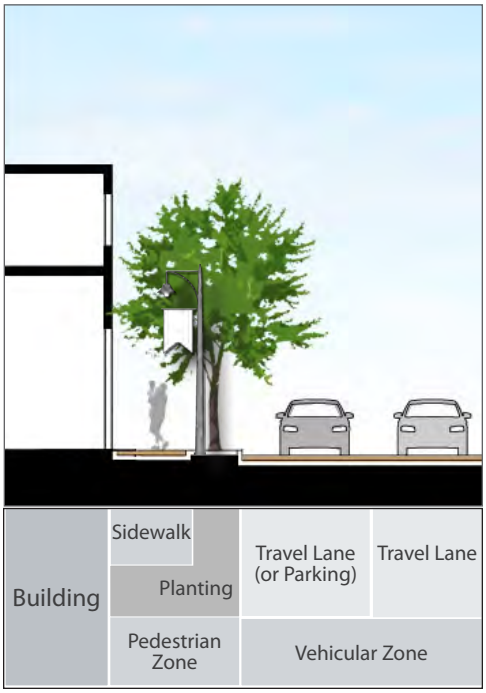
On-site ROW improvements could include but are not limited to:

- Street Furniture
- Landscaping
- Curb/gutter upgrades
- Expanded sidewalks
- Bicycle facilities (e.g. racks)
- Lighting
- Pavement enhancements

7.3 IMPLEMENTATION

Because the City has limited resources for public realm improvements, one of the most effective ways to create successful mixed-use environments along Long Beach Boulevard is to begin implementation in concentrated activity nodes to maximize both the speed and the impact of the improvements. The implementation strategy identifies specific geographies on the corridor for infrastructure investments in the shorter term, prioritizing the following types of places:

- Locations that have already exhibited some market strength or experienced recent development activity, such as the Anaheim and Long Beach Boulevard node (Transit Node 7).
- Locations that are receiving public investments in the short term (projects already identified in the City's Capital Improvements Program or other public works project).
- Locations that offer opportunities to partner with private developers, nonprofits, and/or institutions (schools, hospitals, and colleges).



Possible streetscape improvements include pedestrian scale lighting as well as a planting area to provide a buffer between vehicles on the street and people on the sidewalk.

7.3.1 Mobility, Streetscape and Infrastructure Enhancements

This two-mile corridor of Long Beach Boulevard has the opportunity to connect people with a multitude of uses through several forms of transportation. Enhancements to infrastructure for bicycles, pedestrians, and transit riders will provide improved access to Midtown, while still adequately accommodating automobiles.

Additionally, adding open space areas such as parklets will increase parkland while providing a place for the community to gather. Parklets will complement mobility enhancements by offering bicyclists and pedestrians a shady place to rest as well as safer crossings along the corridor. A summary of enhancements to improve mobility, the streetscape, and general infrastructure are provided below. More detailed information can be found in corresponding chapters of this Plan.

Parks and Parklets. Midtown's neighborhoods are in need of open space and park areas. Open space opportunities in Midtown include:

- Creating 11 new "parklets" (street parks about a quarter acre in size).
- Introducing more active programming in Veterans Park.
- New requirements for other off-site and on-site open space as development occurs.

Mobility and Streetscape. Proposed infrastructure enhancements will create safer environments for pedestrians and bicyclists while encouraging healthy alternative transportation options for people living and working in the area. Improvements include:

- Designating bikeways and boxes along Long Beach Boulevard.
- Adding curb extensions to create space for the new lanes by reducing on-street parking and right turn pockets.
- Planting new canopy trees in the landscaping zone between the existing palm trees to create a buffer along designated sections of the bike lane and in bulb-outs.
- Building a pedestrian bridge across Long Beach Boulevard connecting Long Beach Memorial Medical Center to Veterans Park and the Willow Transit Station.
- Adding new pedestrian scale lighting along the sidewalk of Long Beach Boulevard.

Transit. This Plan creates three Transit Node Districts to foster multi-modal transportation in Midtown. Transit-related improvements complement pedestrian and bicycle enhancements as well as station improvement plans that the City is already implementing, these include:

- Adding bicycle racks and lockers to existing Metro Blue Line Stations.
- Encouraging bike rental or sharing programs.
- Improving bicycle and pedestrian access at each station.

7.3.2 Cultural Resources

Cultural resources include places, objects, and settlements that reflect group or individual religious, archaeological, architectural, or paleontological activities. Such resources provide information on scientific progress, environmental adaptations, group ideology, or other human advancements. Since many buildings in the Midtown Specific Plan area are nearing 50 years of age and one building (the Packard Motors Building) has already been designated on the National Register of Historic Places a historic resources study was conducted as a part of the EIR for this Specific Plan.

66 Properties were identified in the Historic Resources Report for the EIR as "potential historical resources". These properties require further evaluation on a case by case basis if they are proposed to be altered or demolished as part of future development or redevelopment activities that would be accommodated under this Specific Plan. See Table 7-1 below for the list of buildings that require additional evaluation.

Evaluation of discretionary projects at any properties within the Midtown Specific Plan area not listed in the table below would be subject to evaluation by the Development Services Department based on the standards of the City's Cultural Heritage Ordinance and the criteria of the California Environmental Quality Act.

TABLE 7-1 LIST OF PROPERTIES RECOMMENDED FOR FUTURE EVALUATION

Reference Number	APN	Street Number	Street Name	Build Date
1	7209010002	00350	20th Street	1919
2	7209011014	00330	20th Street	1923
3	7209011017	00405	20th Street	1928
4	7209011012	00425	20th Street	1939
5	7206005901	00101	28th Street	1952
6	7269014009	00141	Anaheim Street	1930
7	7269015018	00233	Anaheim Street	1946
8	7269029022	00501	Anaheim Street	1927
9	7269029021	00535	Anaheim Street	1929
10	7207010041	02801	Atlantic Avenue	1959
11	7207009030	02865	Atlantic Avenue	1960
12	7206023025	00220	Canton Street	1913
13	7206023001	00208	Columbia Street	1908
14	7209008013	00407	Dayman Street	1933
15	7269027006	01331	Elm Avenue	1915
16	7269023013	01551	Elm Avenue	1910
17	7269023012	01561	Elm Avenue	1906
18	7269023011	01567	Elm Avenue	1910
19	7269023009	01585	Elm Avenue	1919
20	7208022021	02219	Elm Avenue	1912
21	7208022019	02225	Elm Avenue	1895
22	7208022016	02255	Elm Avenue	1915
23	7208022900	02295	Elm Avenue	c1930s
24	7208010015	02425	Elm Avenue	1922
25	7208010014	02433	Elm Avenue	1915
26	7208010013	02443	Elm Avenue	1922
27	7269021017	00324	Esther Street	1926
28	7269020021	00351	Esther Street	1910
29	7269021039	00400	Esther Street	1913
30	7269021026	01711	Linden Avenue	1923
31	7269021028	01723	Linden Avenue	1915
32	7269021029	01731	Linden Avenue	1916
33	7269021030	01741	Linden Avenue	1922
34	7269020031	01765	Linden Avenue	1912
35	7207009051	02898	Linden Avenue	1959
36	7269014004	01333	Locust Avenue	1925
37	7269014800	01331	Locust Avenue	c1920s
38	7269016147	01427	Long Beach Boulevard	1946
39	7209015009	01883	Long Beach Boulevard	1954
40	7209015003	01885	Long Beach Boulevard	1923
41	7209013009	02069	Long Beach Boulevard	1925
42	720901104	02070	Long Beach Boulevard	1925

TABLE 7-1 LIST OF PROPERTIES RECOMMENDED FOR FUTURE EVALUATION (CONTINUED)

Reference Number	APN	Street Number	Street Name	Build Date
43	7209013037	02073	Long Beach Boulevard	1923
44	7208027011	02160	Long Beach Boulevard	1948
45	7208023018	02247	Long Beach Boulevard	1907
46	7208022004	02268	Long Beach Boulevard	1964
47	7208014028	02301	Long Beach Boulevard	1958
48	7208003013	02500	Long Beach Boulevard	1959
49	7207019018	03012	Long Beach Boulevard	1967
50	7206011029	03069	Long Beach Boulevard	1948
51	7269005009	01320	Pacific Avenue	1928
52	7206025029	02632	Pacific Avenue	1960
53	7206025028	02650	Pacific Avenue	1952
54	7206025027	02654	Pacific Avenue	1953
55	7206024016	02776	Pacific Avenue	1955
56	7206005024	02800	Pacific Avenue	1956
57	7269020053	00304	Pacific Coast Highway	c1930s
58	7209007013	00401	Pacific Coast Highway	1911
59	7269035015	000550	Pacific Coast Highway	1931
60	7269005017	01301	Pine Avenue	1960
61	7209009007	00330	Rhea Street	1907
62	7209009008	00332	Rhea Street	1907
63	7209009012	00340	Rhea Street	1925
64	7209013016	00200	Willard Street	1923
65	7209013011	00237	Willard Street	1922
66	7206025032	00101	Willard Street	1967

Source: GPA Consulting 2015.

7.3.3 Implementation Tasks

The following six tasks are intended to guide the City through near-term implementation of the Midtown Specific Plan.

Task 1. General Plan Amendment

In order for the Midtown Specific Plan to be implemented, the City's General Plan may need to be amended for consistency.

Land Use Element Changes. If the current effort to update the City's General Plan Land Use Element has not been adopted within 12 months of adoption of the Midtown Specific Plan, the City shall initiate a General Plan Amendment. An amendment to the Land Use Element is required as some of the current General Plan land use designations do not allow for a mix or the density/intensity of uses as proposed in this Plan. The General Plan Land Use Map also needs to be amended to change the current land use designations for the area to the designation of Midtown Specific Plan.

Mobility Element Changes. If implementation of the parklets move forward an amendment to the City's General Plan Mobility Element will be necessary to memorialize the closures and update roadway classifications consistent with the mobility plan in Chapter 4 of this Specific Plan. There is not a time frame for completion of this task as a General Plan Amendment to the Mobility Element will only be necessary if and when parklet projects are implemented.

Task 2. Adopt Interim Development Agreement Policy

It is likely that property owners and developers will propose new developments after the Specific Plan is adopted, but before other components of the public realm improvement implementation program are completed. In such cases, the City should negotiate with those developers to provide on-site and off-site public realm improvements and/or pay fees commensurate with the expected level of development impact fees.

In no case shall a development agreement be used to alter or in any way vary from any of the regulatory standards, design guidelines, or other requirements of the Specific Plan. The City shall adopt the interim development agreement policy either in conjunction with the adoption of the Specific Plan or within approximately 36 months of its adoption.

Task 3. Prepare Development Impact Fee Nexus Studies and Adopt Impact Fee Ordinance

To assess the costs of public improvements to new development through impact fees, the City must conduct a nexus study to determine the proportion of improvement costs attributable to new development and then adopt an ordinance establishing the fees. Subsequent to the adoption of the Specific Plan, the City will prepare nexus studies for the implementation of parklets and other public realm improvements throughout the corridor.

Based on the outcome of these nexus studies, the City will adopt an ordinance establishing development impact fees for the Specific Plan area. The ordinance shall be submitted for public hearing by the City Council within six months of the completion of the nexus studies. In preparing the ordinance, the City will establish when the improvements will be made, how the City will pay the upfront costs, and how and when the City will be repaid through the collection of impact fees. The City shall determine whether or not a special fund is needed for the improvements paid through impact fees.

Task 4. Demonstration Project

Within a year of adoption of this Specific Plan the Planning Bureau should partner with the Public Works Department to include one or two demonstration projects from the Midtown Specific Plan in the City's Capital Improvement Program. Small sections of streetscape improvements to Long Beach Boulevard and/or a parklet could be implemented as a demonstration project to spur change along Long Beach Boulevard and within Midtown (see section 7.3.1 Mobility, Streetscape and Infrastructure Enhancements, for a complete list of proposed improvements).

As the lead for this task the Planning Bureau should also use this as an opportunity to develop relationships with the community to foster the creation of a contractual assessment district or sponsorship by the neighborhoods, local businesses or a community group to aid in maintenance and ongoing programming of these areas. This task can also help the City to test the implementation of designs from tasks 4 and 5 below.

Task 5. Prepare Ultimate Roadway Design and Specifications for Long Beach Boulevard in the Specific Plan area

The City shall prepare design and specifications for the ultimate roadway improvements, including on-street parking and/or bike lanes, sidewalk widening, and curb extensions. The design and specifications shall indicate which improvements are required as a condition of approval for new development. The City should also consider addressing other roadways at this time.

The design and specifications shall also indicate which improvements may be provided through a contractual assessment district and which the City may construct or install on its own using City revenues. The City should complete the ultimate roadway design and specifications within one year of adoption of the Specific Plan, dependent on funding availability.

Task 6. Create a Streetscape Plan

The City shall prepare a streetscape plan, covering street lighting, pedestrian lighting, street furniture, and landscaping. The plan shall indicate the improvements are required as a condition of approval for new

development, which improvements may be provided through a contractual assessment district, and which the City may construct or install on its own using City revenues.

The City should identify funds for and complete the streetscape plan within one year of adoption of the Specific Plan, dependent on funding availability.

Task 7. Create a Contractual Assessment District(s)

The City should work with area businesses to create contractual assessment districts where appropriate along the corridor. See section 7.4.2 Funding and Financing Strategy for more information on property-based financing tools including contractual assessment districts such as business improvement district (BID) or other special assessment districts. The City could work with a consulting firm that specializes in creating community development tools such as BID. A third party firm could assist the City to facilitate a participatory process with property owners, merchants, residents and other stakeholders to determine priorities and develop an overall management plan for Midtown or select districts along the corridor.

7.3.4 Funding and Financing Strategy

The funding and financing strategy for Midtown prioritizes the mobility, open space, and infrastructure improvement projects in Table 7-2. These projects represent important initial steps that can be taken to encourage new development. In addition to improving the public realm on Long Beach Boulevard, these projects can also boost investors' confidence by demonstrating the City's ongoing commitment to the neighborhood and the infusion of new ideas and life along the corridor.

The funding for the infrastructure improvements associated with each project are challenging because the majority of them (excluding potentially the transit improvements) do not generate revenues to pay for construction, operations, or maintenance. Access is free and unrestricted, and the benefits are spread throughout the community. Furthermore, the City is fiscally constrained, and new development is limited in its ability to contribute toward these improvements. Given these challenges, the following text describes the funding and financing options available for the improvement projects in the Midtown Specific Plan.

There are two basic ways to approach paying for infrastructure: "pay-as-you-go" and debt financing. In a pay-as-you-go approach, an improvement is made only after sufficient revenue is collected to cover the entire cost of the improvement. In a debt financing approach, the improvement is paid for immediately, typically by borrowing against future revenues—in other words, issuing debt (usually in the form of bonds) that is paid

TABLE 7-2 IMPLEMENTATION STRATEGIES

Improvements and Funding				
Improvement	**Timing**	**Responsible Party**	**Funding Source**	**Notes**
Parks:				
Parklets	Identify 1 or 2 parklets to start with as demonstration projects	City and possible partnership with local community groups or business associations	In-lieu fees, PBID or BID, Developer Agreements	
New Parks	As development occurs	City, Developer	Impact fees, developer agreements	
Existing Park Enhancements	As development occurs	Possible partnership between the City and Long Beach Memorial Medical Center	Grants, Public-Private Partnership	Veterans Park Enhancements: In conjunction with the expansion of Memorial Medical Center Campus
Mobility and Streetscape:				
Short-Term Bicycle Network Enhancements	As funding becomes available	City and possible partnership with business improvement district	General Fund, CIP, Grants	Determine if bike paths should be designated along Long Beach Boulevard in the Bicycle Master Plan; Create temporary bike path as a demonstration project
Long-Term Bicycle Network Enhancements	As funding becomes available	City and possible partnership with business improvement district	General Fund, CIP, Grants	Implement bikeways within the Specific Plan area per the City's Bicycle Master Plan
Streetscape	As funding becomes available	Creation of a PBID or BID, Developer Agreements	PBID or BID, Developer Agreements	Refers to the addition of street furniture, landscaping, lighting, etc.
Pedestrian Enhancements	As funding becomes available	General Fund, Grants, Developer Agreements	General Fund, Grants	
Transit:				
Metro Station Upgrades	As funding becomes available		Metro, Grants	Includes improving bicycle facilities (bike lockers, rental stations, etc.)

back over time. Both approaches require a designated funding source (i.e., revenue), to pay for the cost of the improvement itself and, when a financing mechanism is used, to cover interest and other costs associated with issuing debt (these are known as "debt service costs"). Nearly all infrastructure projects rely on a combination of multiple funding sources for implementation.

Typical sources of funding for new or enhanced infrastructure (transit, bicycle, pedestrian, streetscape, and parks) include:

- Local revenues, including revenues from the City's general fund.
- User fees and rates, such as transit fares.
- Property-based financing tools, often known as "value capture" tools, take advantage of the property value appreciation and new development opportunities in a plan area to help pay for infrastructure investments.
- Development agreements and partnerships are negotiated on a case-by-case basis with key property owners, institutions, and developers.
- Grant programs, which typically require a competitive application process but do not need to be paid back.

Each of these funding sources and their potential use for projects in the Midtown Specific Plan area are described in more detail below.

Local Revenues

Many early projects in the Midtown Plan will require a contribution of local funds for capital improvements. These local funding sources include the City's general fund contributions, local oil production tax revenues, gasoline tax funds, and the City's share of county funds (particularly local return funding from Propositions A, C, and Measure R), state sources (such as non-competitive Transportation Development Act funds), and other federal tax proceeds.

User Fees

User fees are the fees charged for the use of public transit, roads, infrastructure, and utilities (e.g., fares, toll roads, water, wastewater). Such fees and rates are typically set to cover a system's operating and capital expenses each year, which can include debt service for improvements to the system. It may be possible to use some portion of user fee or rate revenue toward financing the costs of certain types of infrastructure upgrades that may be needed to accommodate higher density development in the Midtown planning area. The most applicable of these are the improvements to the Willow Transit Station; however, the ability to raise the revenues for those improvements can only be determined by the transit agency. While

user fees are unlikely to be a major source of funding for implementation of these projects, they may be a funding source for other projects.

Property-Based Financing Tools

In California, common property-based funding and financing tools include the formation of business improvement districts, benefit assessment districts, and community facilities districts (CFDs). Assessment tools and CFDs leverage the value of new real estate development to capture additional tax revenues to finance infrastructure. The assessments can either be used to pay for improvements over time as the funds are collected, or can be bonded to make larger, up-front investments. One of the advantages of these property-based tools is that they can be applied toward districtwide improvements and are designed to ensure that properties benefitting from improvements also contribute to those public investments.

- **Business Improvement District (BID) or Property Based Improvement District (PBID).** A BID or PBID essentially creates a neighborhood-level economic development organization accountable to its members and with its own funding stream to improve business performance by addressing local needs. Business owners (within a BID) or property owners (within a PBID) agree to provide funding for specified services in the district. The district is formed through an affirmative majority vote of the businesses or property owners. Services can vary widely, but frequently include ongoing maintenance and cleaning of public areas, security patrols, marketing, and advocacy. Long Beach currently has five BIDs or PBIDs, with budgets typically below $200,000.

- **Other Special Assessment Districts.** In an assessment district, property owners agree to pay an additional fee or tax to fund improvements in a specific geographic area. The amount that each property owner pays must be proportional to the benefit the property will receive from the proposed improvement. Assessment districts are established by an affirmative vote of property owners representing over 50 percent of the funding to be provided. A variety of assessment districts exist, and each features unique rules for formation and use; examples include sewer, utility, parking, and landscaping and lighting districts. Assessment districts are most useful for funding very specific categories of ongoing operations and maintenance costs.

- **Community Facilities Districts (CFDs).** Like assessment districts, Mello-Roos Community Facilities Districts are formed when the property owners in a geographical area agree to impose a tax on the land to fund infrastructure improvements. Unlike assessment districts, however, CFDs are most commonly formed in cases in which the geographic area encompasses a small number of property owners who intend to subdivide the land for sale. To be enacted, CFDs require a two-thirds vote of property owners, which is a difficult hurdle in Midtown given the

fragmented nature of property ownership in the area. The Mello-Roos Community Facilities District Act allows the taxes to be proportionally subdivided and passed on to the future landowners. The revenue can then be used either for pay-as-you-go funding or to pay off bonds issued against the anticipated revenue from the CFD.

An important consideration in the case of all district-based assessment tools is that there is a limit to the amount that property owners are typically willing to contribute in annual property tax assessments and fees. A commonly used rule of thumb for calculating the feasibility of implementing new assessments is that total property taxes, assessments, and obligations should not exceed a percentage of a given property's assessed value.

The property-based financing tools described above may be challenging to adopt in the early stages of implementation, since it will take time to attract development and build value in the Midtown. However, the City should maintain dialogue with property owners in anticipation of forming district-based funding tools as market activity increases.

Impact Fees, Development Agreements, and Partnerships

This section describes contributions and investment from the private sector that can be used to pay for new infrastructure and services. The funding obtained from development impact fees and agreements will be directly tied to the magnitude of development that occurs in Midtown; as a result, these sources may take time to unlock. In the shorter term, the City may have more success negotiating with major public and nonprofit institutions already in the area to obtain desired improvements in some locations along the corridor.

- **Impact Fees.** Development impact fees are a one-time charge imposed on new development. These fees are charged to mitigate impacts resulting from the development itself and cannot be used to pay for existing deficiencies. "In-lieu" fees are similar to impact fees, but are charges paid in lieu of developers providing required on-site community benefits. The City of Long Beach currently collects impact fees for park facilities, traffic mitigation, public safety facilities (fire and police), and sewers. These impact fees can be applied toward improvements in the Specific Plan area in accordance with the existing programs.

- **Development Agreements.** Structured negotiations between cities and developers can be conducted to obtain desired improvements in exchange for development rights. The extent to which a new project can contribute to the provision of infrastructure depends on a number of factors, including the anticipated project revenues, construction costs, project size, site characteristics, and other factors. Therefore,

the amount of public benefits that can be provided is unpredictable and must be negotiated on a case-by-case basis.

- **Partnerships.** The City should also pursue partnerships with local institutions, nonprofit organizations, and community or business organizations to implement projects and provide ongoing programmatic support. Examples of partners are LA Metro, Long Beach Memorial, Hancock University, and other area institutions. Institutional partnerships can often result in substantial new investments in infrastructure, such as a recent $100,000 contribution by the Long Beach Container Terminal to help construct Long Beach's Baker Street Park.

Grant Programs

A wide variety of regional, state, and federal competitive programs exist to distribute funds earmarked for specific types of projects. These programs vary in their availability from year to year. This list is not intended to be exhaustive, but provides guidance on several promising competitive grant programs that can fund early implementation of key capital cost components. The availability of some programs may vary, and therefore require vigilance in tracking and applying for grants. Long Beach has historically excelled in obtaining funding from such sources.

- **SCAG Regional Transportation Plan (RTP).** As required by law, SCAG assembles its RTP every four years to outline the distribution of transportation funds that it expects to receive from the federal government for the next 25 years. Inclusion in the RTP significantly enhances the potential for a project to receive funds and compete for other competitive grants. Projects proposed for inclusion must undergo a competitive evaluation process. The current RTP was approved in 2012, and the next plan will be adopted in 2016.

- **LA Metro Transportation Improvement Program (TIP).** LA Metro uses the TIP as its primary process for selecting transportation improvement projects for funding with discretionary federal, state, and local revenues. SCAG must also approve the projects and include them in the RTP. Relevant 2013 categories included bicycle, pedestrian, and transit improvements. A total of $186.5 million was made available in 2013, but funding has historically ranged from $120 to $800 million. The TIP is revised every two years, with amendments allowed monthly. The most recent full TIP revision occurred in 2013, and the next call for projects is likely to occur in late 2015.

- **Caltrans/SCAG Active Transportation Program (ATP).** This program funds "active transportation" pedestrian and bicycle improvements and planning, and will significantly streamline the process of applying for grants. ATP combines several preexisting competitive grant programs for funding pedestrian and bicycle improvements, including the Bicycle Transportation Account, Safe Routes to School

Private Funding Sources

Private Foundations. Numerous private non-profit foundations, such as the Knight and Annenberg Foundations, provide nation-wide funding for parks and civic spaces. These types of grants/private funding typically require an applicant to demonstrate how a project will expand cultural experiences, create a sense of place, enhance community identity and/or promote health and sustainability.

Emerging Funding Sources

New funding sources may become available during implementation of this Specific Plan. Two tools, described below and on the next page, may eventually be available to fund improvements in Midtown.

It should be noted that these tools are not currently a proven short-term source of funding as their uses and applications are limited and evolving.

Infrastructure Financing Districts (IFD). Recent legislation enabled the formation of IFDs in former redevelopment project areas, such as Midtown.

An IFD diverts new local property tax revenues to either pay directly for the construction of infrastructure and public facility improvements, or to issue bonds to finance those improvements.

However, IFDs cannot divert property tax increment revenues from schools and can only pay for public facilities like roads, sewer, water, libraries, and parks—not routine operations and maintenance or, except in limited cases, affordable housing or economic development projects.

However, onerous approval requirements may limit the formation of an IFD: two-thirds of property owners or voters must vote in favor of forming the district, and all affected taxing entities (e.g., counties, special districts) must approve the contribution of their portion of the tax increment to the IFD.

Programs, and a share of the Highway Safety Improvement Program funding. Forty percent of the funding will go to metropolitan planning organizations in urban areas. Small urban and rural regions will receive 10 percent, and the remaining 50 percent of the funds will be awarded to projects statewide. The Caltrans grants require a local funding match. The SCAG grant program will also release a call for projects upon approval of its guidelines by the California Transportation Commission.

Long Beach is historically competitive for funding under the programs absorbed into the ATP. Long Beach received $433,500 from the Bicycle Transportation Account in 2010-2011 for closing gaps in the bicycle lane network. The City received $450,000 from the 2010-2011 Safe Routes to School Program for construction of a Class III bikeway, partially located within Midtown on 15th St. between Long Beach Boulevard and Pacific Coast Highway. And Long Beach received funding from the Highway Safety Improvement Program in 2011 for intersection and road diet improvements on Martin Luther King Jr. Avenue between Seventh Street and Sixth Street and Alamitos Avenue at Seventh Street.

- **California HCD Housing-Related Parks Program.** The Housing-Related Park Program provides grants for the creation of new parks or rehabilitation or improvements to existing parks. The program criteria reward local governments that approve housing for low-income households and are in compliance with the state housing element law. Grant amounts are based on the number of bedrooms in very low and low income housing units in documented housing construction that starts within the 12 months preceding the notice of funding issuance. No local funding match is required. In 2013, a total of $25 million was awarded, with a minimum award of $75,000.

- **California HCD Infill Infrastructure Grant (IIG) Program.** The IIG provides grants to provide gap funding for new construction and rehabilitation of infrastructure that supports higher-density affordable and mixed-income housing in locations designated as infill. Eligible activities include new construction, rehabilitation, and acquisition of infrastructure required as a condition of or approved in connection with approval of Qualifying Infill Projects or Qualifying Infill Areas. The most recent release of funds was in May 2013 and provided $70 million. A city must apply as a co-applicant with the developer of a qualifying affordable housing project. The 2013 round provided a minimum of $500,000 and up to $4 million to grantees; local funding matches were not required but improved competitiveness.

- **California HCD TOD Housing Program.** Low-interest loans are available as gap financing for rental housing developments that include affordable units near transit, and as mortgage assistance for homeownership developments. Grants are also available to cities, counties, and transit agencies for infrastructure improvements necessary

for the development of specified housing developments or to facilitate connections between these developments and the transit station. The most recent notice of funding availability was issued in May 2013 and provided a total of $60 million; maximum grants were $4 million.

- **California Department of Parks and Recreation Land and Water Conservation Fund (LWCF) Competitive Program.** The state administers the competitive grant process for distributing federal Land and Water Conservation Fund resources. Grants are to be used for acquisition or development of parks. Up to $2 million can be awarded, but the award may not exceed half the total project cost; a 50 percent, or higher local match is required.

- **U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant (CDBG).** The CDBG entitlement program allocates annual grants to larger cities and urban counties to develop viable communities by providing decent housing, a suitable living environment, and opportunities to expand economic opportunities, principally for low- and moderate-income persons. Long Beach may be able to direct CDBG funds for implementation of project components relevant to Long Beach's CDBG priorities.

Other Potential Financing Tools

In addition to the financing tools described above, two emerging financing strategies that leverage multiple sources of funding could be used to make longer term and larger investments:

- **Structured Funds.** A "structured fund" is a loan fund that pools money from different investors with varying risk and return profiles. Structured funds have a very specific dedicated purpose, which is clearly defined prior to forming the fund, and they are managed by professionals with fund formation and loan underwriting experience. Because at least a proportion of the investors in a structured fund have an expectation of return on investment, the types of projects financed with these funds must be revenue generating. For example, many regions have begun forming structured funds to acquire and develop affordable housing near transit, which generates rental revenues that can be used to pay back investors. However, this tool is not well suited for infrastructure improvements, which are not revenue generating.

- **Revolving Loan Funds (RLF).** A "revolving loan fund" is a pool of money dedicated to specific kinds of investments. As the loans are repaid, the funding pool is reallocated and loaned out again. RLF initial funding sources are typically public or private "seed money"—such as a grant, other public funds, or the one-time proceeds from sale of an asset—and/or an ongoing stream of revenue like a dedicated portion of a new or existing tax. RLFs can provide low-interest loans and access to capital markets for projects that have poor risk profiles to meet

Emerging Funding Sources continued...

Cap-and-Trade Auction Proceeds. California established a cap-and-trade program to limit allowable greenhouse gas emissions. Beginning in late 2012, the state began regular auctions of greenhouse gas emission allowances.

The revenue produced by these allowance auctions may be available to fund transportation and sustainability improvements in Midtown.

However, the amounts, uses, and means of distributing the revenue are still evolving and will continue to change as state agencies finalize programs and rules for their use in the context of the state budget process.

economic development, environmental, or other public policy goals. In contrast to a structured fund, which is capitalized by investors with an expectation of return, the seed money used to start an RLF typically does not need to be paid back, so the funding can revolve indefinitely. If the City is able to identify a source for the seed money, an RLF may be a feasible financing tool for infrastructure in Midtown.

Table 7-3 provides a summary of the applicable funding sources by infrastructure improvement category for the improvement projects.

TABLE 7-3 FUNDING SOURCES FOR INFRASTRUCTURE IMPROVEMENTS

Funding Source Category	Funding Source	Improvement Category				
		Bicycle Network & Facilities	Pedestrian Enhancements	Streetscape	Park & Recreation	Transit Facilities
Local Revenues & Fees	Local Revenues	X	X	X	X	X
	User Fees					X
Property-Based Financing Tools	BID/PBID	X	X	X	X	X
	Assessment District	X	X	X	X	X
	Community Facilities District	X	X	X	X	X
Development	Impact and In-Lieu Fees	X	X	X	X	X
	Development Agreements	X	X	X	X	X
	Local Partnerships		X	X	X	X
Grant Programs	SCAG RTP	X	X	X		X
	LA Metro TIP	X	X	X		X
	SCAG ATP	X	X	X		
	Caltrans ATP	X	X	X		
	HCD Housing-Related Parks				X	
	HCD IIG		X	X		
	HCD TOD Housing	X	X	X		X
	California Parks and Rec LWCF				X	
	HUD CDBG	X	X	X	X	X
Other Tools	Structured Funds					
	Revolving Loan Funds	X	X	X	X	X

7.4 RELATIONSHIP TO OTHER PLANS, PROGRAMS, AGENCIES, AND REGULATIONS

The Midtown area is an integral part of the overall fabric of Long Beach, and implementation of this Specific Plan will affect and be affected by activity and plans in the City and region. Although this Specific Plan serves as the new development or zoning plan for the area, several other City and regional plans influence the Midtown area. The following is a list of the most relevant plans, programs, agencies, and regulations that should be referenced in the future.

7.4.1 Local Plans, Programs, and Regulations

Long Beach Municipal Code

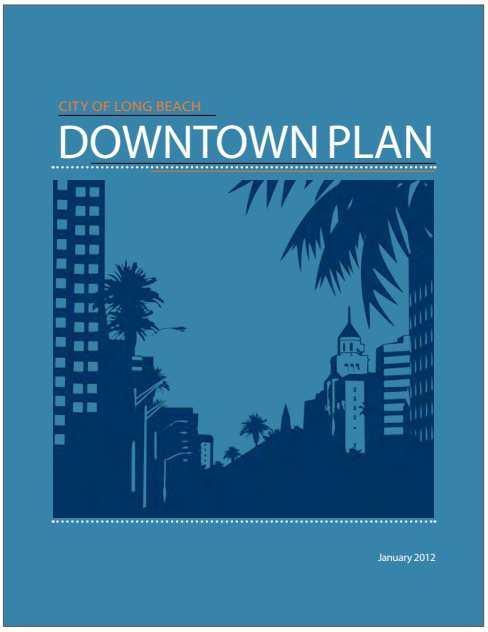
The Zoning Regulations (Title 21 of the Long Beach Municipal Code), in conformance with the General Plan, regulate land use development in the City of Long Beach. In each zoning district, the zoning regulations specify the permitted and prohibited uses, as well as the development standards, including setbacks, height, parking, and design standards, among others.

When a specific plan is adopted by ordinance, the specific plan effectively replaces portions or all of the current zoning regulations for specified parcels and becomes an independent set of zoning regulations that provide specific direction to the type and intensity of uses permitted or define other types of design and permitting criteria. The Midtown Specific Plan is adopted by ordinance and serves as the zoning for the project area. Where this Specific Plan is silent, the relevant sections and requirements of the zoning regulations shall still apply.

The City of Long Beach Downtown Plan

The Downtown Plan, also known as PD-30, seeks to guide how new private and public development can capitalize on existing strengths and enhance the Downtown area overall—making it a more complete place. This plan draws on form-based elements to emphasize the role of building design and character in defining and activating the nearby public realm.

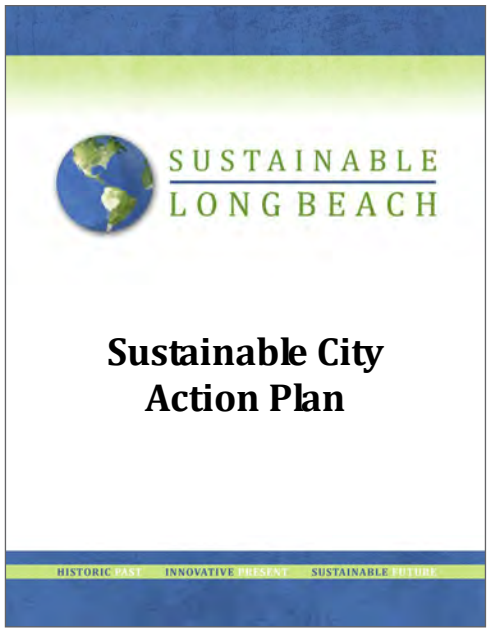
Long Beach Boulevard is a main thoroughfare connecting Downtown to the subregion, I-405, and many Long Beach neighborhoods. This Specific Plan draws from many of the design principles, multi-modal strategies, and mixed-use development standards in the Downtown Plan to create consistency with and connectedness between the two planning areas.



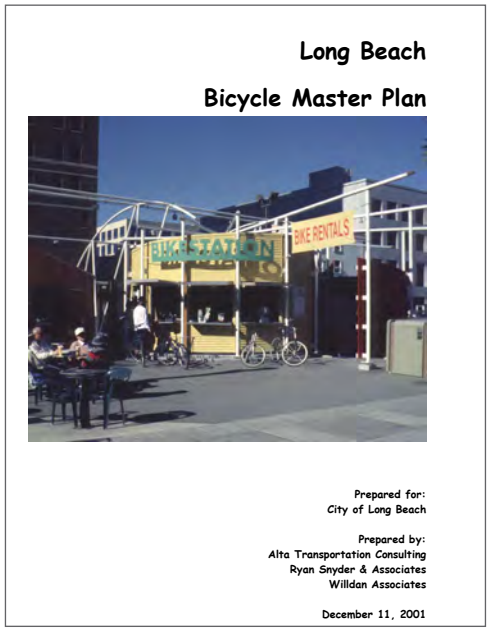
City of Long Beach Downtown Plan, 2012

Central Long Beach Redevelopment Project Area

Prior to the statewide elimination of redevelopment in 2012, the project was in the Central Long Beach Redevelopment Area. The overall vision for the redevelopment area was to redirect and concentrate commercial facilities within significant centers along major corridors while accommodating residential needs and preserving and rehabilitating existing neighborhoods.



City of Long Beach Sustainable City Action Plan, 2010



Long Beach Bicycle Master Plan, 2001

The vision for this Specific Plan carries over these vision elements, along with other more focused project objectives and principles. The loss of redevelopment means the City will need to evaluate a number of funding sources and partnerships to implement this Specific Plan.

Sustainable City Action Plan

The Sustainable City Action Plan includes focused initiatives, goals, and actions to guide Long Beach toward becoming a sustainable city. The plan emphasizes more natural processes and products, reduced consumption, and less waste to maximize benefits while imparting the smallest negative impacts. Improving quality of life, economic development, culture, and public and environmental health are just a few of the expected outcomes.

In concert with the Sustainable City Action Plan, the Midtown Specific Plan seeks to incorporate more sustainable housing, transit, and lifestyle options. Providing opportunities for transit-oriented, mixed-use housing and a multi-modal approach to circulation will increase pedestrian, bicycle, and mass-transit activity. Less reliance on automobiles and increased tree canopy, green space, and landscaping may assist in decreasing greenhouse gas emissions. The design guidelines and development standards in this Specific Plan also establish sustainable standards for energy efficiency, green building, landscaping, and drainage for the planning area.

Long Beach Bicycle Master Plan

The Bicycle Master Plan guides the development and maintenance of bicycle-friendly roads, bikeways, support facilities, and programs for the City. This policy document aims to reduce traffic congestion by providing better facilities for biking and enhancing alternatives to commuting by car. The City's commitment to being the nation's most bicycle-friendly city relies on implementation and integration of all of the City's mobility and transit-related plans.

With the integration of complete streets and enhanced mobility, this Specific Plan prescribes improved crossings and reevaluates the right-of-way design for Long Beach Boulevard to better accommodate bicycles along the corridor. Improvements to Long Beach Boulevard corridor include a new bicycle path along the boulevard, intersecting with bicycle parking at three transit stations and bicycle routes on cross streets. The City anticipates updating the Bicycle Master Plan in 2016.

Planned Development District 29 (PD-29)

Some areas of the City are zoned as special districts, called Planned Development Districts, which are more comprehensive than conventional zoning and are intended to achieve a specific outcome in a geographic area. In 2011, Planned Development District 29 (PD 29) regulated 311 acres along Long Beach Boulevard from Wardlow Road to 7th Street (including sphere areas and public right-of-way). In 2012, the City adopted

the Downtown Plan which assumed regulatory control of the portion of PD 29, south of Anaheim Street along Long Beach Boulevard. With the adoption of this Specific Plan PD-29 is rescinded and land use for the remaining areas are now regulated either by conventional zoning or this Specific Plan.

Metro Blue Line Bicycle and Pedestrian Access Improvement Plan

The Blue Line Bicycle and Pedestrian Access Plan assesses and recommends physical infrastructure and safety improvements to increase bicycling and walking to nine Metro Blue Line light rail transit stations. The improvement plan includes new crosswalks and countdown signals, a wayfinding plan, resurfacing of designated bikeways, improved lighting, and more bike parking.

The Willow, Pacific Coast Highway (PCH), and Anaheim stations are included in this improvement plan and in this Specific Plan.

Recommended improvements for the Anaheim and PCH stations include:

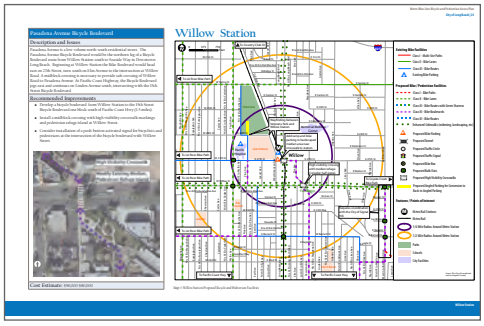
- Enhanced access at the southern end of the station.
- Widening sidewalks and installing buffers, such as bike lanes and landscaping, to protect pedestrians.
- Intersection improvements, including high-visibility crosswalks and bicycle loop detectors.
- Development of bicycle boulevards along 12th, 15th, and 20th streets.

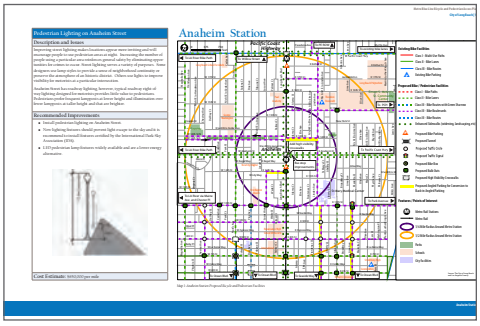
Recommendations for the Willow Station include:

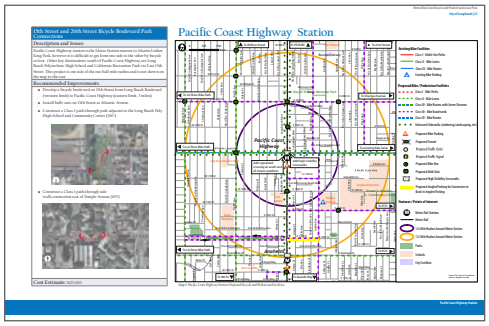
- Adding trees, street furniture, and increased lighting to create a buffer zone between pedestrians and street traffic.
- Repaving sidewalks and installing curb ramps with truncated domes at all intersections.
- Installing high-visibility crosswalks and increasing pedestrian crossing time.
- Increasing the link between the station and Veteran's Park by installing wayfinding signs and converting the existing sidewalk into a Class I shared use path.
- Development of a bicycle boulevard along Pasadena Avenue.
- Installation of bike parking in the plaza adjacent to the station.

The recommendations for intersection, pedestrian, and bike improvements in the improvement plan are consistent with the vision of the Midtown Specific Plan. The design guidelines and development standards of this Specific Plan should be used for implementing signage, landscaping,

Metro Blue Line Bicycle and Pedestrian Access Improvement Plan, 2011







Recommended improvements to Willow (top), Anaheim (middle), and PCH (bottom) stations.

street furniture, and access to the transit stations. The implementation of improvements from both plans support the City's goal to become the most bike-friendly city in America.

Willow Station Bike Transit Hub Access Plan

The Willow Station Bike Transit Hub Access Plan identifies improvements for Willow Station along Long Beach Boulevard. The assessment of the station found that it is underserved, with poor access and inadequate bike lockers and racks. Recommended improvements include new bike lanes, restriping, and intersection improvements such as bicycle signal detectors, modifications to signal timing, and reconfigured crosswalks.

The Midtown Specific Plan recognizes the importance of Willow Station as a multi-modal transit hub along the corridor. The goals and vision for the planning area are consistent with the access and onsite improvements in and leading to the transit station. The design guidelines and development standards of this plan should be used for improving signage, landscaping, bike racks, and other furnishings.

Long Beach 2030-2035 General Plan

The Long Beach General Plan is a comprehensive, long-term plan that creates a vision for the future of the City.

The General Plan sets forth the goals, policies, and directions the City will take in managing its future. It is the blueprint for development and a guide to achieving the long-term, citywide vision. The General Plan sets seven interrelated goals:

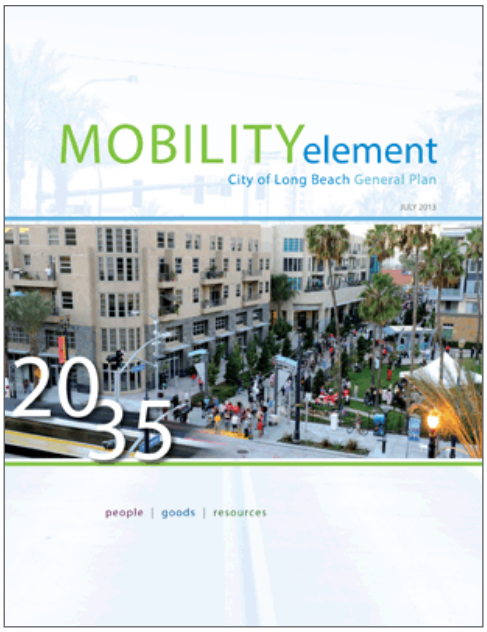
- Increased mobility
- Reduction in greenhouse gas emissions
- Compact & transit-oriented development
- Walkable neighborhoods & districts
- Affordable housing
- Enhanced quality of life
- Improved water quality

These goals are integrated with the Midtown Specific Plan and are discussed in relation to the two elements—mobility and housing—that have the greatest influence in guiding the vision and goals of the Midtown Specific Plan. The General Plan also introduces the concept of place types and identifies strategies to improve Long Beach neighborhoods. Additionally, the land use element identifies Long Beach Boulevard as one of the targeted change areas.

Mobility Element

The 2035 Mobility Element outlines the vision, goals, policies, and implementation measures required to improve and enhance the City of Long Beach's local and regional transportation system. The future vision of the City's transportation system includes a community which:

- Offers flexible, convenient, affordable, and energy efficient transportation options.
- Follows mobility practices that maintain and enhance safety while strengthening community, sense of place, urban design, and the natural environment.
- Encourages the use of the most efficient and convenient mode of travel for any particular trip.
- Embraces innovation and appropriate transportation technology.
- Maintains professional standards in transportation planning and traffic engineering, with safety as the highest priority.
- Integrates land use planning with a multi-modal mobility network, providing people with options to choose various forms of convenient transportation.
- Plans, maintains, and operates mobility systems consistent with the principles of complete streets, active living, and sustainable community design.



Long Beach General Plan Mobility Element, adopted 2013

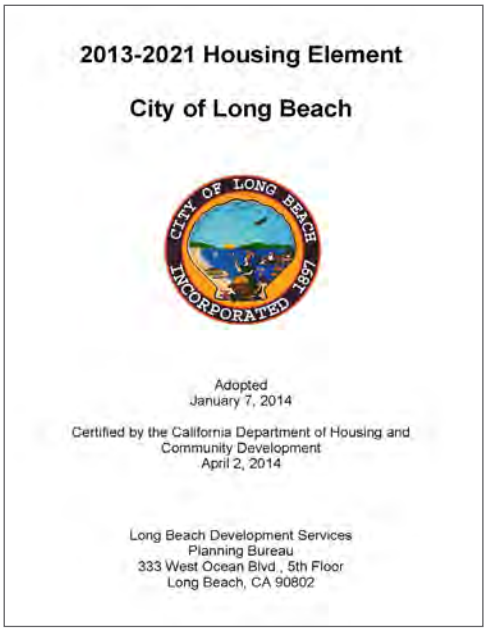
The Mobility Element also discusses the possible extension of Metro's Green Line. Options for expansion include extending the line through South Bay to Torrance and future connections across the Harbor Gateway into the Metro Blue Line Willow Station.

The Midtown Specific Plan and Mobility Element are consistent in their values and vision relative to circulation. Enhancing multi-modal transportation is a key strategy of both of these documents. The Mobility Element details improvements throughout the planning area—including synchronized traffic signals and reconfigured streets and freeway ramps to reduce congestion—as well as applying a context-sensitive approach to balance the mobility system throughout the City.

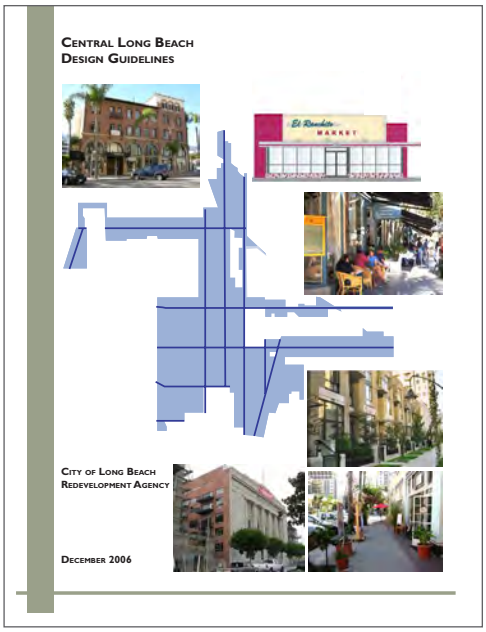
Housing Element

The Housing Element is a tool to guide the City in planning for present and future housing needs, including strategies and programs to improve development regulations and accommodate future growth targets for housing affordable to all household incomes.

The Midtown Specific Plan promotes the economic and aesthetic revitalization of Long Beach Boulevard, including residential infill projects. It promotes a mix of uses and levels of residential intensity that benefit from existing and future mobility options. Higher density residential uses in this planning area could also be used to address lower income housing needs.



Long Beach General Plan Housing Element, 2013-2021



Central Long Beach Design Guidelines, 2006

Central Long Beach Design Guidelines

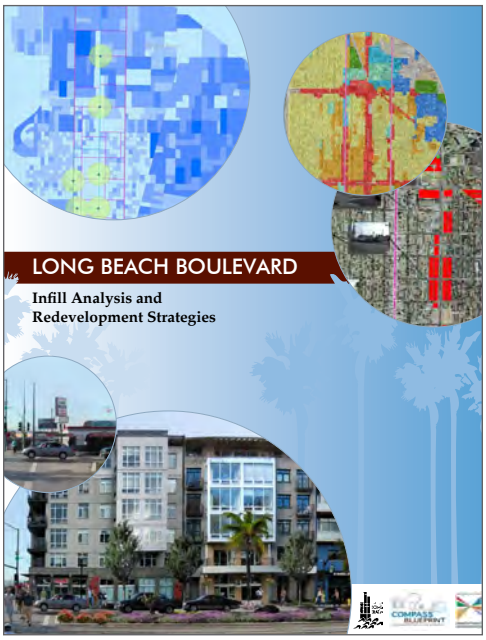
The Central Long Beach Design Guidelines (CLBDG) are intended to implement the goals, design standards, and guidelines of the Central Long Beach Strategic Guide for Development. The guidelines strongly influenced and in some cases are directly reflected in the design guidelines in this specific plan. Design principles that are carried throughout both documents include placemaking, green building, human-scale development, and auto/transit-oriented considerations.

The Midtown Specific Plan strives to create a lively corridor through the physical environment—to produce quality design that enhances the experience of those living, working, and visiting the planning area. Like the CLBDG, this plan takes a comprehensive approach to shaping physical features by emphasizing building form and landscape design to reinforce urban and transit-oriented development patterns.

Long Beach Boulevard Infill Analysis and Redevelopment Strategies

This SCAG Compass Blueprint Corridor Study analyzes leveraging recent investments to the Metro Blue Line to spur redevelopment along Long Beach Boulevard. The analysis found that PD-29 zoning regulations at the time were inhibiting private investment. The report recommends updating development and parking standards, establishing a Tax Increment Financing District, increasing the mix of land uses, and improving the streetscape.

Ultimately, this report resulted in the Long Beach Boulevard Midtown Specific Plan. The Midtown plan incorporates the analysis of the infill analysis and strategies into new development standards, design guidelines, mobility plan, and streetscape improvements.



The 2007 SCAG Demonstration Project highlighted key issues and strategies for improving the corridor.

7.4.2 Regional and State Programs, Agencies, and Regulations

Statewide Transportation Improvement Program

The California Transportation Commission administers transportation programming, which is the public decision-making process that sets priorities and funds projects envisioned in long-range transportation plans. It commits expected revenues over a multiyear period to transportation projects. The Statewide Transportation Improvement Program (STIP) is a multiyear capital improvement program of transportation projects on and off the state highway system, funded with revenues from the state highway account and other funding sources. The California Department of Transportation manages the operation of state highways, including Pacific Coast Highway (State Route 1) and the freeways passing through Long Beach.

Southern California Association of Governments

The metropolitan planning organization (MPO) for each region must develop a sustainable communities strategy (SCS) that integrates transportation, land-use, and housing policies to plan for achievement of the emissions target for their region. Every four years, the Southern California Association of Governments (SCAG) updates the Regional Transportation Plan/ Sustainable Communities Strategy (RTP/SCS) for the six-county region: Los Angeles, San Bernardino, Riverside, Orange, Ventura, and Imperial counties. The 2012–2035 RTP/SCS vision encompasses three principles that collectively work as the key to the region's future: mobility, economy, and sustainability. It includes a strong commitment to reduce emissions from transportation sources to comply with California Senate Bill 375 (SB 375; the Sustainable Communities Act), improve public health, and meet the National Ambient Air Quality Standards set by the federal Clean Air Act. The 2012–2035 RTP/SCS provides a blueprint for improving quality of life for residents by providing more choices for where they will live, work, and play and how they will move around. The Midtown Specific Plan is consistent with several of the RTP/SCS goals:

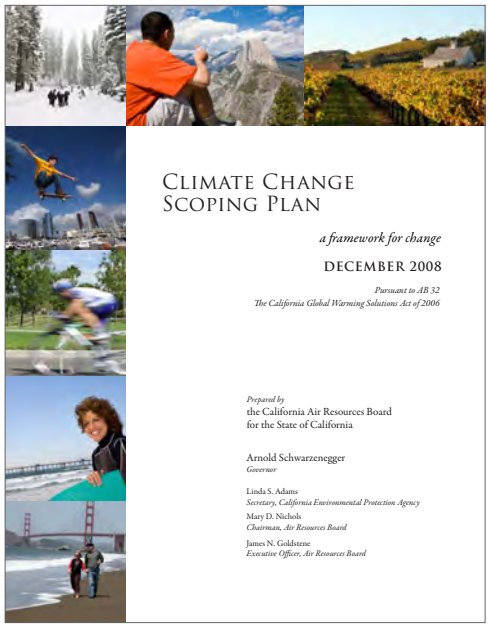
- Maximize mobility and accessibility for all people and goods in the region.
- Ensure travel safety and reliability for all people and goods in the region.
- Preserve and ensure a sustainable regional transportation system.
- Maximize the productivity of our transportation system.
- Protect the environment and health of our residents by improving air quality and encouraging active transportation (non-motorized transportation, such as bicycling and walking).
- Encourage land use and growth patterns that facilitate transit and non-motorized transportation.

Though many projects are scheduled through the 2012-2035 RT/SCS throughout Long Beach, none of them are specifically within the Midtown area. Every four years, SCAG updates the Regional Transportation Plan (RTP/SCS). Planning is currently underway for the 2016–2040 Regional Transportation Plan and Sustainable Communities Strategy.

Additionally, SCAG started a visioning process in 2001 that culminated in a regional strategy to accommodate the coming growth. This strategy, called "Compass Blueprint," is integrated with the RTP/SCS and promotes a stronger link between regionwide transportation and land use planning. The strategy also encourages creative, forward-thinking, and sustainable development solutions that fit local needs and support shared regional values, based on the following four key Compass Principles. This program is now known as the Sustainability Planning Grant Program which supports

COMPASS BLUEPRINT
building partnerships. serving communities.

SCAG's Regional Transportation Plan (2012) and the Compass Blueprint logo



AB 32's Climate Change Scoping Plan provides the framework for helping California meet its greenhouse gas reduction goals.

exemplary projects that illustrate the value effective growth planning can bring to the region. The program provides assistance to local jurisdictions to test planning tools by providing technical assistance to complete planning and policy efforts that enable implementation for the regional SCS. Grants of this nature may be a resource for implementation of this Specific Plan.

Global Warming Solutions Act

The Global Warming Solutions Act (AB 32) of 2006 established a comprehensive program to reduce greenhouse gas emissions to combat climate change. This bill requires the California Air Resources Board (CARB) to develop regulations to reduce greenhouse gas emissions to 1990 levels by 2020. As of January 1, 2012, the greenhouse gas rules and market mechanisms adopted by CARB took effect and are legally enforceable.

The reduction goal for 2020 is to reduce greenhouse gas emissions by 25 percent of the current rate in order to meet 1990 level, and a reduction of 80 percent of current rates by 2050. The AB 32 Scoping Plan contains the main strategies California will use to reduce the greenhouse gases. The scoping plan has a range of greenhouse gas reduction actions that include direct regulations, alternative compliance mechanisms, monetary and nonmonetary incentives, voluntary actions, market-based mechanisms such as a cap-and-trade system, and an AB 32 program implementation regulation to fund the program.

Sustainable Communities and Climate Protection Act

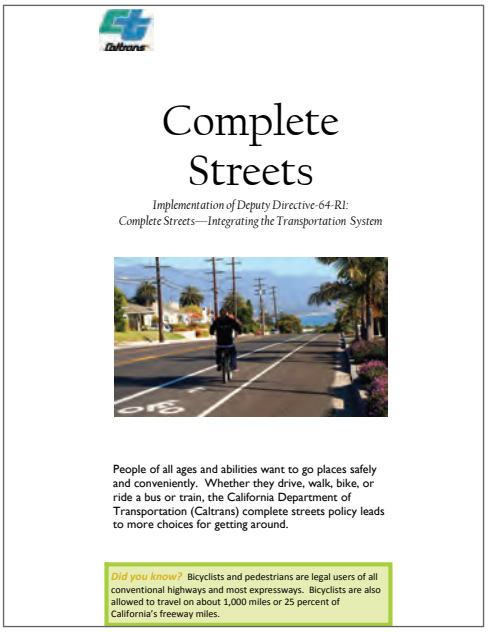
The Sustainable Communities and Climate Protection Act (SB 375) of 2008 provides incentives for cities and developers to bring housing and jobs closer together and improve public transit. The goal behind SB 375 is to reduce automobile commuting trips and thus help meet the statewide targets for reducing greenhouse gas emissions set by AB 32.

SB 375 requires each MPO to add a broader vision for growth—the sustainable communities strategy (SCS)—to its transportation plan. The SCS must lay out a plan to meet the region's transportation, housing, economic, and environmental needs in a way that enables the area to lower greenhouse gas emissions.

California Complete Streets Act

The California Complete Streets Act (AB 1358) of 2008 requires circulation elements updated in 2011 or later to address the transportation system from a multi-modal perspective. The bill states that streets, roads, and highways must "meet the needs of all users in a manner suitable to the rural, suburban, or urban context of the General Plan." Essentially, this bill requires a circulation element to plan for all modes of transportation where appropriate, including walking, biking, car travel, and transit.

The Complete Streets Act also requires circulation elements to consider the multiple users of the transportation system, including children, adults, seniors, and the disabled.



California Complete Streets Act, 2008

Los Angeles County Congestion Management Program

The County of Los Angeles and its transportation agency, Metro, updated the Congestion Management Program (CMP) in 2010 to assess the overall performance of the highway system and provide decision makers with quantitative input for funding improvements and programs. The CMP covers approximately 500 miles of freeway facilities that are divided into 81 key segment pairs. The traffic operations at each segment are evaluated every two years by Caltrans and published in the CMP for Los Angeles County. The CMP for Los Angeles County designated certain arterial roadways and freeway segments as CMP facilities:

Roadways: Pacific Coast Highway, 7th Street, Alamitos Avenue, Orange Avenue

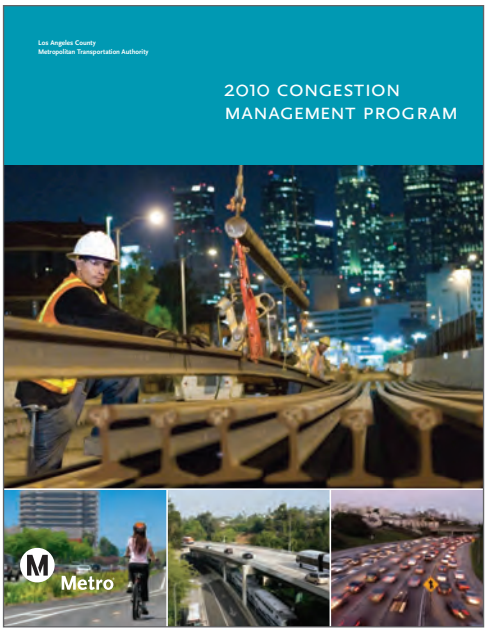
Freeways: I-710, I-605, I-405, SR-91

The County's traffic congestion management policy is intended to determine appropriate transportation planning actions in response to a particular level of service (LOS). As a result, an intersection with a poor LOS does not necessarily preclude new development at or around that intersection. Instead, the local agency will need to respond to intersection LOS with a three-tiered approach:

1. Manage speeds and motorist behavior at intersections with high LOS.

2. Review traffic growth patterns when congestion begins to appear and planning for appropriate ways to address additional congestion.

3. Take steps to manage congestion, including moving from intersection-specific metrics to LOS for an entire corridor.



Los Angeles Metropolitan Transportation Authority County Congestion Management Program, 2010

Los Angeles Metropolitan Transportation Authority Long Range Transportation Plan, 2009

Los Angeles County Metropolitan Transportation Authority

Metro is the planning, coordinating, designing, building, and operating transportation agency for Los Angeles County. The agency's 2009 Long Range Transportation Plan (LRTP) lays out a 30-year vision for the Los Angeles County transportation system. The LRTP focuses on connecting highways and arterials with bus, urban, and regional rail systems while reducing greenhouse gas emissions through the following goals:

- Expand the Metro fixed guideway/busway network to over 177 stations covering nearly 230 miles.
- Expand the Metro Rapid network to provide over 400 miles of service through 35 cities and the County of Los Angeles.
- Continue the commitment to operate and expand the Metrolink commuter rail system.
- Continue the commitment to operate the paratransit bus system.
- Expand and improve bus and rail transit services throughout the county.
- Fill in critical gaps along the carpool network.
- Build freeway interchanges and carpool lane connectors.
- Expand the Metro Freeway Service Patrol.
- Fund enhancements to arterial, signal synchronization, transportation demand management, bikeway, pedestrian, transit capital, and transportation through the Call for Projects.
- Promote rideshare and other Transportation Demand Management strategies that provide alternatives to driving alone.

The Blue Line light rail train system along Long Beach Boulevard is operated and maintained by Metro. This regional line connects Downtown Long Beach with Downtown Los Angeles and is one of the busiest urban railway systems in the nation. While the LRTP does not identify funded improvements for this regional connector, the Midtown Specific Plan provides guidance on median and street improvements to buffer the train and street activity with increased landscaping.

Gateway Cities Strategic Transportation Plan Active Transportation Element

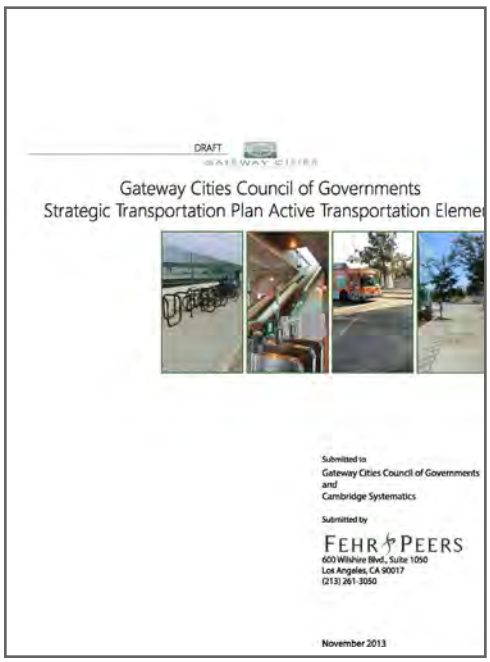
In 2013, the Gateway Cities Council of Government's (GCCOG) released a Draft Strategic Transportation Plan to promote strategies to reduce traffic and energy consumption while enhancing the quality of life and personal health of the people in its communities. This plan focuses on walking and cycling as alternatives to motorized transportation methods. The Active Transportation Element (ATP) of the Draft Strategic Plan recognizes the importance of bicycling and pedestrian infrastructure as a critical element in reducing the long-standing local and regional traffic concerns. These documents contain policy and action items toward making the GCCOG

region a great place to bike and walk. These include developing regional bicycle routes; access to schools, transit, and open space; and identifying support programs. The most important purposes of GCCOG ATP are to:

- Inventory policies and action being taken at the local level to support active transportation.
- Identify broader programs and policies that can/should be supported at the COG level regarding funding, education, and safety.
- Illustrate how the bike facilities proposed by local agencies form the framework for a COG-level system.
- Identify regionally significant bicycle projects that will help "stitch together" the individual jurisdiction plans and connect key activity centers.
- Identify (graphically) the issues and potential improvements related to bicycle and pedestrian access at the major transit stations in the GCCOG.

The goal of the GCCOG is not to implement the strategies of the plan for each jurisdiction, but to participate in projects at a regional scale, and it can help cities to implement individual plans by assisting in finding funding, advocating for resources from agencies such as Caltrans or Metro, and/or with project vetting to stakeholders.

GATEWAY CITIES
COUNCIL OF GOVERNMENTS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Gateway Cities Council of Governments
Strategic Transportation Plan Active Transportation Eleme

Submitted to
Gateway Cities Council of Governments
and
Cambridge Systematics

Submitted by
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November 2013

Gateway Cities Council of Governments Strategic Transportation Plan Active Transportation Element, November 2013 Draft (latest available document)

SB 226 CEQA Streamlining

In 2011, Governor Jerry Brown signed into legislation SB 226, which became effective in 2013. This bill streamlined the environmental review process for eligible infill projects by limiting the topics subject to review at the project level where the effects of infill development have been addressed in a planning level decision or by uniformly applicable development policies.

Under CEQA Guidelines Section 15183.3, a project may be eligible for streamlining if it is:

- Be located in an urban area on a previously developed site or surrounded by urban uses (75 percent of perimeter);
- Satisfy performance standards in CEQA Guidelines Appendix M; and
- Be consistent with the general use designation, density, building intensity, and applicable policies in the Southern California Association of Governments Sustainable Communities Strategy.

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