

Envisioning East 7th Street Long Beach, California



City of Long Beach
Office of Vice Mayor
Suja Lowenthal
333 West Ocean Boulevard
Long Beach, California
90802





Dear Stakeholder:

Thank you for your interest in East 7th Street and the vibrant neighborhoods lining this historic corridor. Our small business corridors are critical arteries in our local economy branching out from the heart of our city – Downtown. Small business corridors offer community services and link neighborhoods together. In addition, they can foster public safety and community pride, serving as social gathering places for residents. In the case of East 7th Street, there is an added duty of being the City's primary entryway for thousands of visitors and workers from Orange County. As such, it should be the City's goal to make East 7th Street and the rest of this corridor as welcoming and informative as possible using its public spaces, rather than simply view it as an east-west connection moving cars expeditiously.

When I first came into office, I encouraged District 2 corridors to organize and develop visions for prosperity. Since then, East 7th Street has made great strides, but I want to make sure its progress extends beyond my terms in office.

To this end, I partnered with stakeholders to fund a vision study for the East 7th Street corridor that reflects the consensus of businesses and residents. The study addresses opportunities in our public spaces and will accomplish a few things: 1) inform City staff of the community's priorities for projects and funding; 2) enable the community to focus on long term goals through their own planning and grant writing; and 3) provide the basis for grant applications from the City to Metropolitan Transit Authority (MTA) and other entities at the state and federal levels.

Over the course of six months, community stakeholders and City staff discussed various planning concepts and priorities with RSAUD and UTILE, urban design architects retained by District 2. Online surveys were also used to gather input. Additionally, a stakeholder group called the East 7th Street Collaboration held an artist competition designed to re-envision various buildings and city infrastructure along the corridor.

Envisioning East 7th Street is the culmination of those discussions and ongoing efforts intended to revitalize this important and historic corridor. It is my sincere hope that stakeholders and City departments draw upon this document often and that it serves to inspire larger planning discussions involving the entire 7th Street corridor from the 710 to the 22 Freeway.

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

Warmly,

Dr. Suja Lowenthal DPD
Vice Mayor & Councilmember
District 2
City of Long Beach

**Vice-Mayor Suja Lowenthal,
Council District 2,
City of Long Beach**

Broc Coward, Chief of Staff
Mark Magdaleno, Field Deputy
Heather Blackmun,
Administrative Assistant

333 West Ocean Boulevard
Long Beach, California 90802
Telephone: (562) 570-6684
Fax: (562) 570-6882
Email: district2@longbeach.gov

Community Group:

Michelle Arend-Ekhoff
– CVHD
Tova Corman
Lee Gumbiner – MoLAA
Aaron Jackson – NABA
Mark Magdalena
Tim Scanlon
Mary Simmons
Emily Stevens
Gretchen Swanson – East
7th Street Collaborative
Allene Symons
AOC7
CVHD
First District Council
LBUSD

Technical Group:

David Roseman
Derek Wieske
Dionne Sanchez
Karissa Selvester
Nate Baird
Steve Gerhardt

Consultants:

Roger Sherman Architecture and
Urban Design, Los Angeles, CA
Utile, Inc., Boston, MA



Fig. 1: East 7th Street Study Area. East 7th Street, as it exists now, is an important east-west corridor in Long Beach. It has vibrant residential neighborhoods on both sides, and is lined with a mix of commercial and residential uses. It connects neighborhoods and communities to Downtown Long Beach and the 710. The western segment of 7th (west of Alamos) is an upcoming second project: it will be changed from one-way to two-way in the near future.

Envisioning East 7th Street

Long Beach,
California

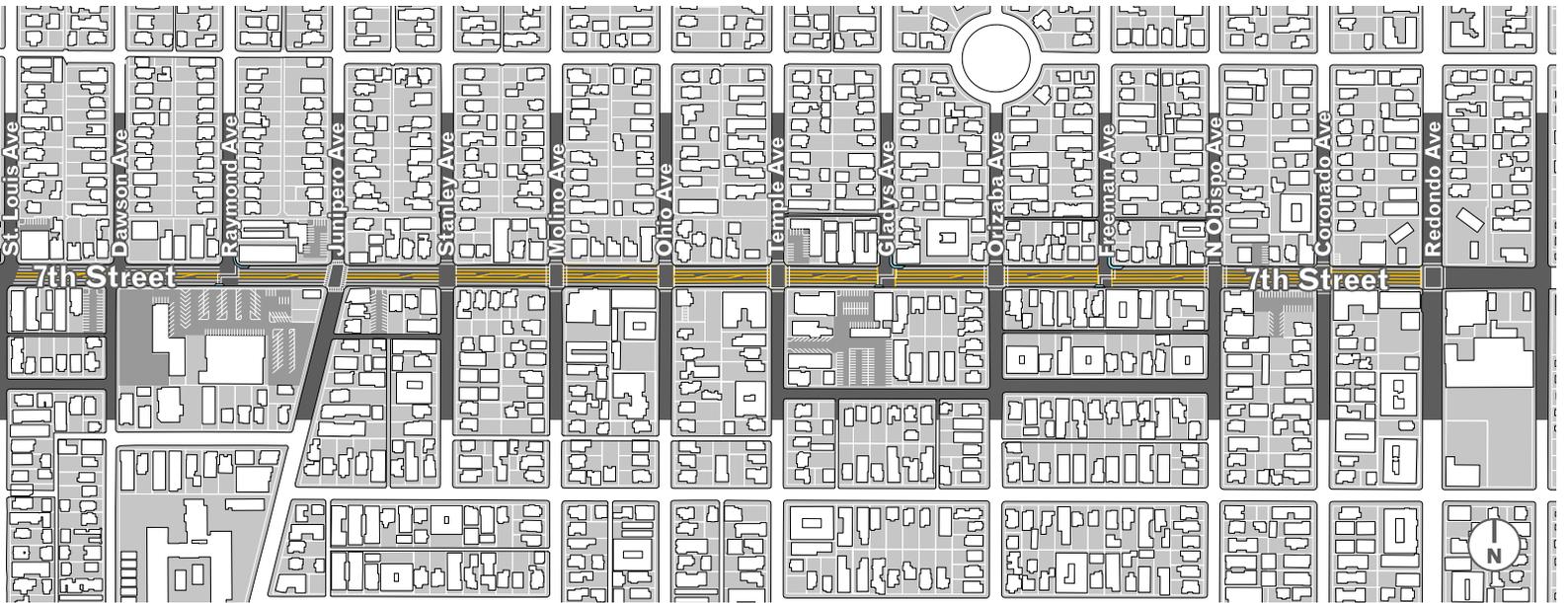




Fig. 2: East 7th Street existing conditions photos. East 7th Street, as it exists now, is an important east-west corridor in Long Beach. It has vibrant residential neighborhoods on both sides, and is lined with a mix of commercial and residential uses. It connects neighborhoods and communities to Downtown Long Beach and the 710.



Table of Contents

Executive Summary	8
Study Area	10
Process/Outreach	14
Community Goals	22
Vision	24
Funding Opportunities	30
Pilot Project or Study Area-wide Implementation?	31
Next Steps	32
Glossary	35

Executive Summary

The future identity of East 7th Street lies in recovering and capitalizing upon the significant amount of unused territory consumed by its center median. Doing so will open the door to providing numerous much-needed amenities for this active community. These amenities include more and safer pedestrian crossings without slowing traffic flow; the re-imaging of East 7th as a citywide gateway and wayfinding “directory”; and the reduction in apparent scale and width of the corridor so it is more pedestrian-friendly.

Through a robust community process, principles and goals for East 7th Street were identified. These are:

- East 7th Street should be considered as a boulevard, welcoming to people walking and driving, equally, and a key street for all in Long Beach.
- Capitalize upon unused portions of the median to break down the scale and width of the street. Install these spaces, within the median, with landscaping, wayfinding, public art, and decorative lighting.
- Increase number and quality of crosswalks, improving safety and convenience.
- Extend the median across the intersections in certain locations to provide pedestrian crossing “landing points” and improve safety. Eliminating lefthand turn lanes in these locations has the potential to compensate for the slowing of traffic that might occur with the introduction of crosswalks and traffic lights in others (this requires further study).
- Use East 7th Street as a gateway. It can function as a wayfinding directory for greater Long Beach.
- The identity of East 7th should be balanced between that of adjacent neighborhoods and the identity of Long Beach as a whole.

During the planning and community process, the possibility of conducting a pilot project was discussed. The general consensus from the community was that a pilot project, because of its scale and its budget limits, would have limited effect on East 7th. Rather, the preference is to seek greater funds so that wayfinding, new crosswalks, and other design interventions can be applied holistically throughout the study area. The design of these interventions is to-be-determined through a future process, and may include references to Long Beach’s history.

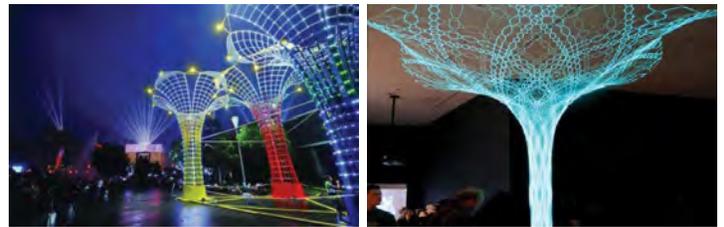
Boulevard



Planting



Lighting



Pedestrian Refuge



Wayfinding

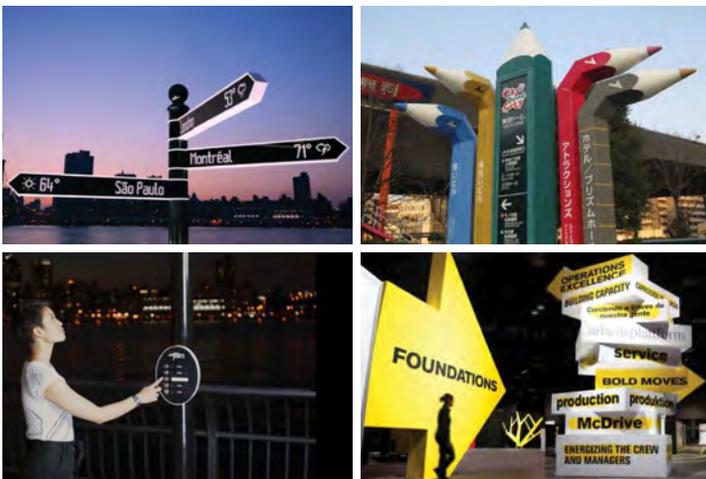


Fig. 3: Vision precedents. How can the center lane be used? How can this underutilized space give a clear identity to 7th? A number of features, deployed in the center lane, can achieve the community's goals. These are suggestive of the "toolkit" of features for the median, but are not a proposed design.

Study Area

The Study Area for East 7th Street extends from Alamitos Boulevard on the west to Redondo Avenue on the east. This part of East 7th Street is a densely packed corridor, lined with residential, institutional, and commercial properties, and bookended on its western edge by the Museum of Latin American Art (MOLAA). The corridor has a mix of architectural styles, ranging from Spanish Colonial-inspired residential buildings to late-twentieth-century commercial strip malls. East 7th Street connects residential neighborhoods and other communities to the freeway and is significant east-west arterial road. The street carries a high volume of vehicular traffic daily and has several transit (bus) stops.

Fig. 4: Map of East 7th Street Study Area. East 7th Street connects residential neighborhoods and nearby communities to the freeway. 7th and Alamitos, on the west end of the Study Area, is approximately 1.5 miles from the freeway entrance.



Fig. 5: Photos of East 7th Street, as it exists now. East 7th Street is lined with an electric mix of business, residences, and institutions. Some are in a Spanish Colonial style, others are bungalows or late-twentieth-century strip malls. The wide range of styles both contributes to the character of East 7th Street and makes it hard to define the identity of this important corridor.



East 7th Street is a wide street (five lanes with street parking on both sides) with few pedestrian crossings. The street width, number of lanes, and its direct access to the interstate, result in high vehicle traffic and speeds.

Its mix of styles is both a positive and a negative—it lacks a clear visual identity but also is a rich collage of Southern California building types and styles.

East 7th has the potential to become a great street that serves both the community at large as well as the adjacent neighborhoods. Balancing traffic speeds with pedestrian-friendly neighborhood features is the primary challenge.

Fig. 6: Typical street section. East 7th Street is wide, approximately 64 feet from curb-to-curb. It has four travel lanes (two in each direction), parking lanes on both sides, as well as a turn lane/median down its entire length in the Study Area.

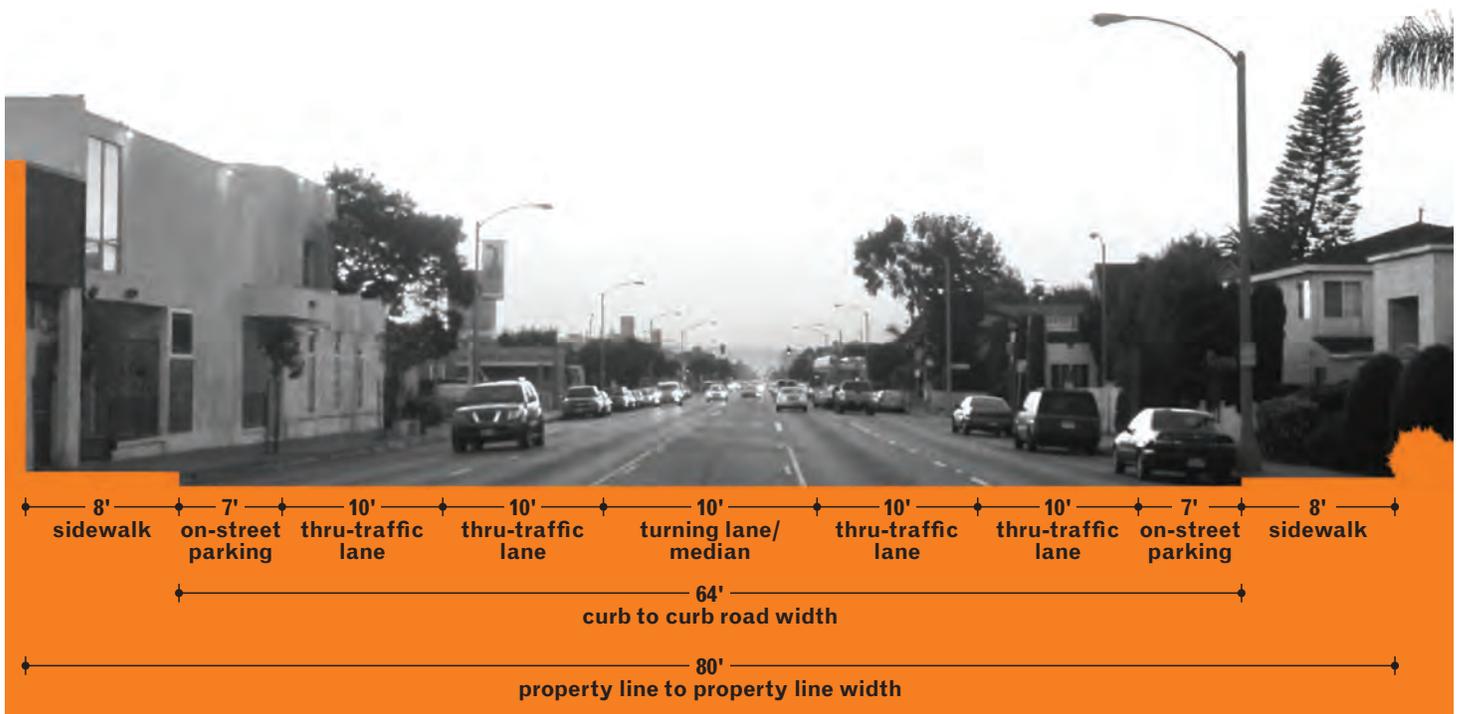


Fig. 7: Crosswalks and traffic lights. East 7th Street has sporadic crosswalks and traffic lights.



Fig. 8: Bus routes. Several bus routes travel on or through East 7th Street.



Fig. 9: Land use. The Study Area has a mix of residential, commercial, and mixed-use buildings, with a few institutional uses.



Outreach / Process

A robust public process was carried out for this project, with key stakeholder groups, city officials, and the general public participating. Ideas generated through the public process directed the visioning study and led to the vision for East 7th Street documented herein.

Meetings were conducted with three different groups of representatives: 1) a Community Task Force comprised of local community leaders residing in or with a business in the vicinity of Broadway; 2) a Technical Group consisting of City staff from the Public Works and Planning departments; and 3) the larger community.

These meetings occurred in three rounds, from September 2013 to March 2014. The first round was dedicated to the presentation of site analysis and observations by the consultant team, together with a process of

Fig. 10: Vice Mayor Suja Lowenthal speaking at community meeting.





Fig. 11: Approach to Community Process

“Voting” with stickers



Fig. 12: Community meeting feedback on different approaches and design features. At the community meetings, participants “voted” on their preferred design approaches for East 7th Street.

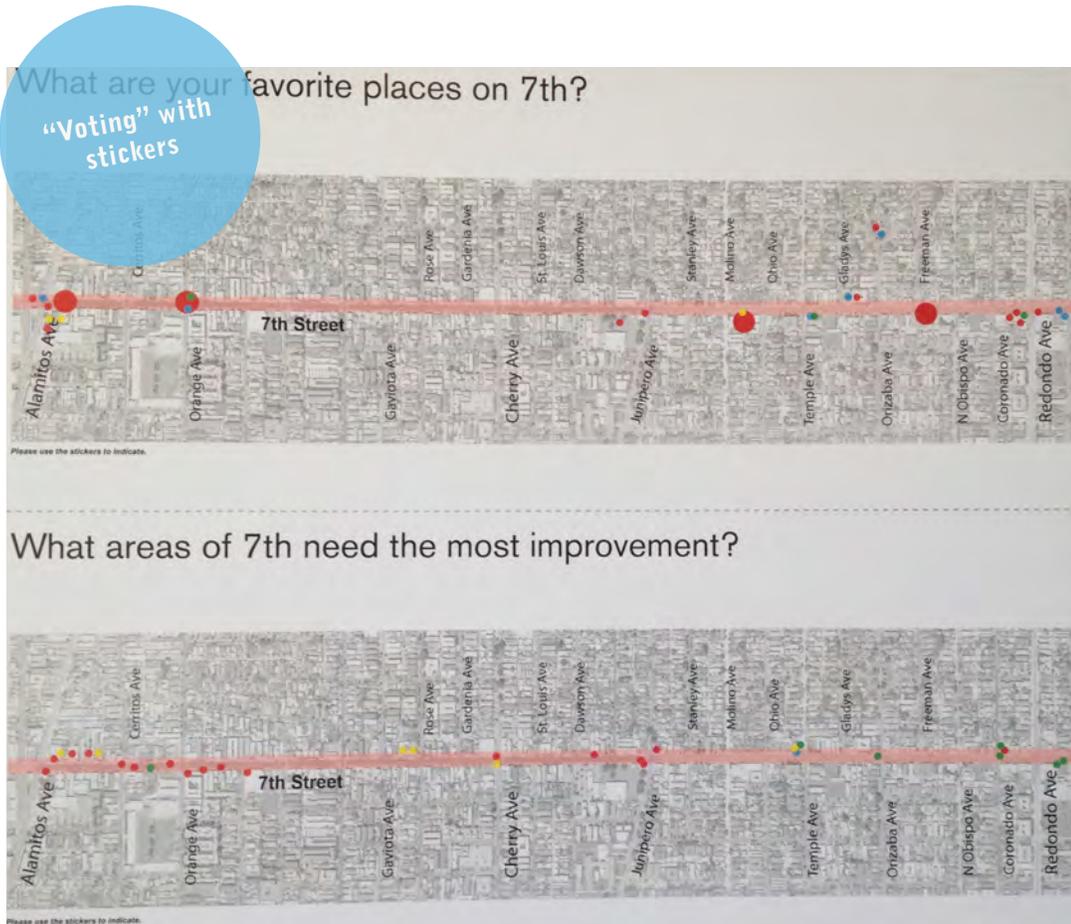


Fig. 13: Community meeting feedback, photo of map with community members' markings. At the first public meeting, community members "voted" with stickers on their favorite and least favorite parts of 7th.

gathering "sticker votes" from the community using large-size presentation boards soliciting feedback regarding favorite and problematic areas along the corridor. Other, "image" boards were presented to solicit community feedback as to which from a number of visuals seemed better suited to the look and feel for 7th. At the second set of meetings, preliminary ideas and options for reimagining 7th were presented, based upon the feedback provided at the previous round of meetings.

Review of and comment upon those proposals was provided by each of the above groups, along with direction regarding the best candidate sites for a first pilot project to both test and illustrate the larger vision in microcosm. There was widespread consensus that the best location for such a project is the roughly 1.5 block stretch of 7th centered on the "T"-intersection at Raymond Ave., between Dawson on the west and Junipero on the east. At the same time, a strong desire was expressed by some that the pilot not be conceived as an interim improvement, but the first phase of the permanent, longer-term design solution for the entire corridor. Other community comments ranged from increasing the number of crosswalks; to avoiding the inclusion of any elements that required regular maintenance, in the absence of a



Please circle the number that most accurately reflects your connection to 7th Street (you may circle more than one):

1 Merchant / Restaurateur / Operator
2 Tourist
3 Resident (neighborhood): Rose Park

4 Worker / Professional
5 Property Owner
6 Other

Please list three things to most like about and/or like to do on 7th Street.

(make space that says "Long Beach" as you enter/interact - M.S. Identity create sense of how " " at Home more culture/Arts in line of sight to bike lanes and ped

Please list three things you think would make 7th Street better:

*• Traffic slowing
• Medians
• Identity/Signage
• Buss - Flow*

Other comments:

*• parking lots
• Why should drivers stop for coffee?
• Lots answer for us.
• make access to goods.*

Please leave this card on your seat following the charette so it can be collected by staff.

Please circle the number that most accurately reflects your connection to 7th Street (you may circle more than one):

1 Merchant / Restaurateur / Operator
2 Tourist
3 Resident (neighborhood): Rose Park

4 Worker / Professional
5 Property Owner
6 Other

Please list three things to most like about and/or like to do on 7th Street.

*1. meet others
2. Travel to other places on E 7th or LB
3. Experience the historic feel of the city*

Please list three things you think would make 7th Street better:

*1. medians
2. Bus stop = solution vs bus stop = problem
3. Artful lighting & signage*

Other comments:

*Concept of "Welcome" Direction
Pavement Triangle
Use of Street Accessory & trash can free covers etc to enhance the street*

Please leave this card on your seat following the charette so it can be collected by staff.

Please circle the number that most accurately reflects your connection to 7th Street (you may circle more than one):

1 Merchant / Restaurateur / Operator
2 Tourist
3 Resident (neighborhood): Rose Park

4 Worker / Professional
5 Property Owner
6 Other

Please list three things to most like about and/or like to do on 7th Street.

*1. meet others
2. Travel to other places on E 7th or LB
3. Experience the historic feel of the city*

Please list three things you think would make 7th Street better:

*1. medians
2. Bus stop = solution vs bus stop = problem
3. Artful lighting & signage*

Other comments:

*Concept of "Welcome" Direction
Pavement Triangle
Use of Street Accessory & trash can free covers etc to enhance the street*

Please leave this card on your seat following the charette so it can be collected by staff.

Please circle the number that most accurately reflects your connection to 7th Street (you may circle more than one):

1 Merchant / Restaurateur / Operator
2 Tourist
3 Resident (neighborhood): Rose Park

4 Worker / Professional
5 Property Owner
6 Other: commuter

Please list three things to most like about and/or like to do on 7th Street.

*1. crossing to get to Rose Park or Petro Park
2. walking near Mariposa + 7th*

Please list three things you think would make 7th Street better:

*1. More parking w/ clear signs; lined spots
2. cross walk @ on 7th + 7th St.
3. more lighting + trash cans
4. greenway! trees grass spots, plants
5. Art installments
6. * bus turn-outs!*

Other comments:

Slower traffic, getting bus stops more out of the way + bringing in restaurants + stores ed actually want to patron.

Please leave this card on your seat following the charette so it can be collected by staff.

Please circle the number that most accurately reflects your connection to 7th Street (you may circle more than one):

1 Merchant / Restaurateur / Operator
2 Tourist
3 Resident (neighborhood): Rose Park

4 Worker / Professional
5 Property Owner
6 Other: in-out of city driving

Please list three things to most like about and/or like to do on 7th Street.

1 appreciate the traffic lights that let me cross the street as a pedestrian

Please list three things you think would make 7th Street better:

*1 better lighting
2 greenery
3 3rd space creation (coffee shop, bench, artistic attraction)*

Other comments:

Anything to adjust the run-down, abandoned, not valued, feel of the street and make it feel safer and more welcoming

Please leave this card on your seat following the charette so it can be collected by staff.

Please circle the number that most accurately reflects your connection to 7th Street (you may circle more than one):

1 Merchant / Restaurateur / Operator
2 Tourist
3 Resident (neighborhood): Resident in Long Beach since 1987

4 Worker / Professional
5 Property Owner
6 Other

Please list three things to most like about and/or like to do on 7th Street.

Ties the city together through the medians makes it easy to get to the freeway get walk to some places

Please list three things you think would make 7th Street better:

*Crosswalks through the medians to make it more pedestrian + Bike Friendly
come visit Weds or Thurs day The Garden Studio on the Campus of the Walkers Arts Center*

Other comments:

*#fabulous
parking structure with great art on it*

Please leave this card on your seat following the charette so it can be collected by staff.

Fig. 14: Comments were collected from participants during the first public meeting on June 14th, 2014. These comments directly informed the plan priorities.

BID or guarantee from the City that it would commit to the necessary upkeep; to making sure that even as a landscaped median was introduced, that sightlines would be maintained from one side of the street to the other.

Those suggestions resulted in a winnowing down and refinement of the initial design proposals, in order to re-present for final comment at the third and last round of meetings. A second set of changes and refinements were made to the vision coming out of those, which are in turn represented in this booklet.

In addition to meeting with the key stakeholder groups above, the outreach process also included the posting online (at the council office website) of each of the three public powerpoint presentations, with opportunity for response/comments by those unable to attend the public meetings in person. Constituents were invited to additionally voice their opinions via a series of online surveys (also on the council office website, using SurveyMonkey®) that were posted following each presentation, and whose results were collected and considered by the consultant team in their design work. (These were informative but drew a relatively small sample size.)

Fig. 15: Community meetings drew stakeholders and residents.





Quality of public space: 55

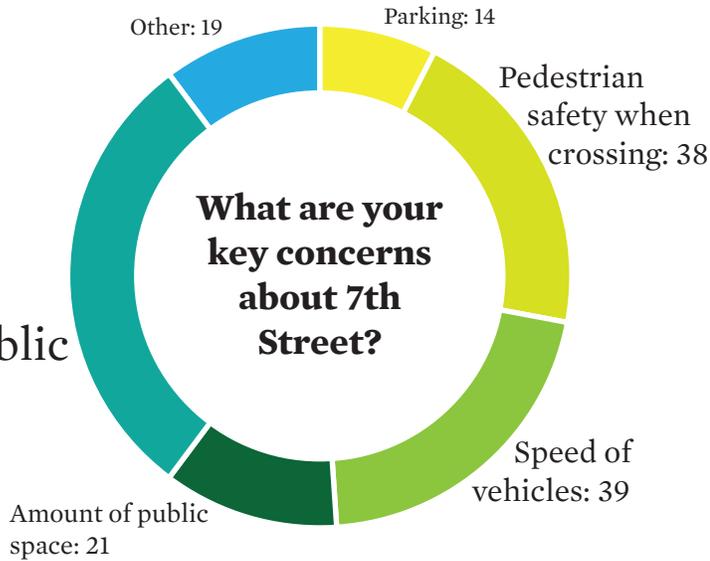
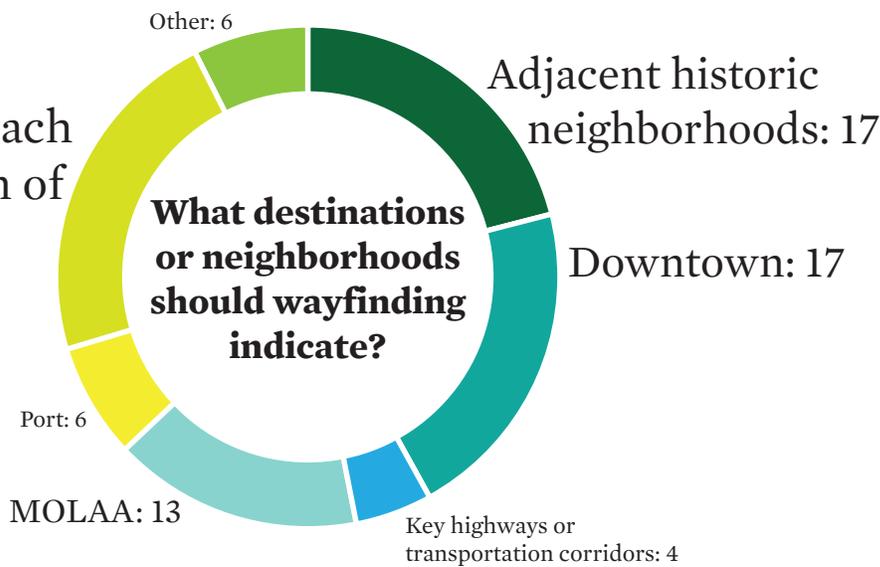
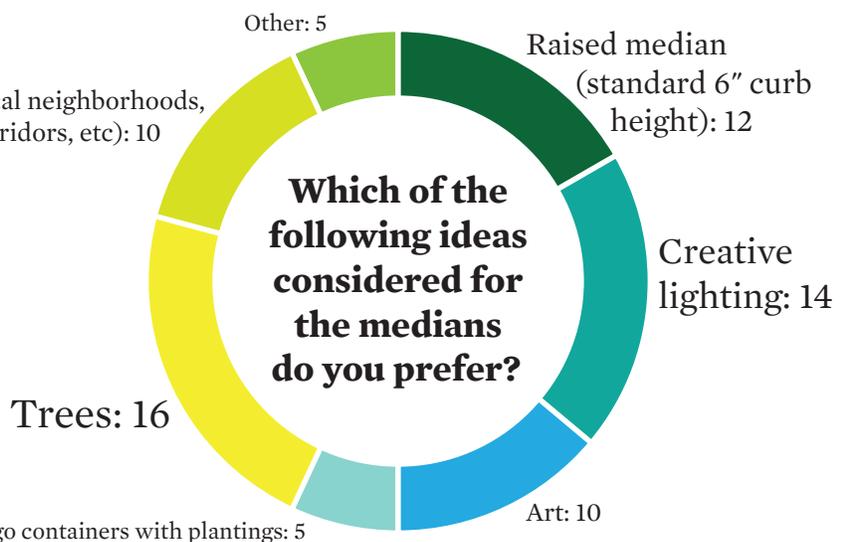


Fig. 17: Online survey results. The online surveys helped gauge public concerns. Twenty-five participants submitted answers to the online survey. Several of the questions allowed respondents to select more than one answer.

Long Beach Museum of Art: 18

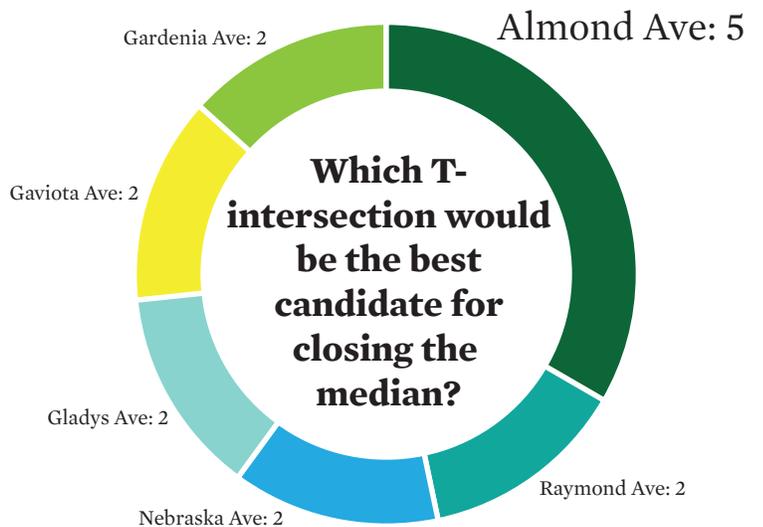
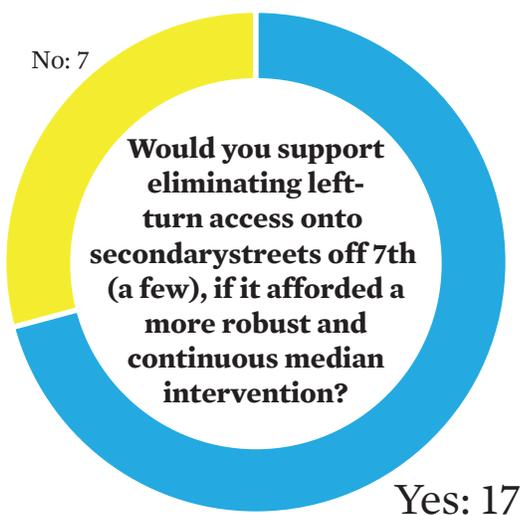
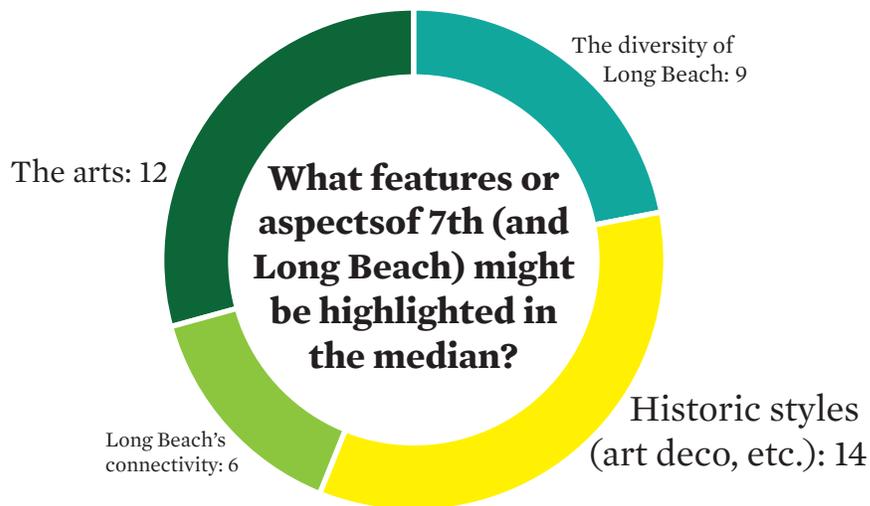
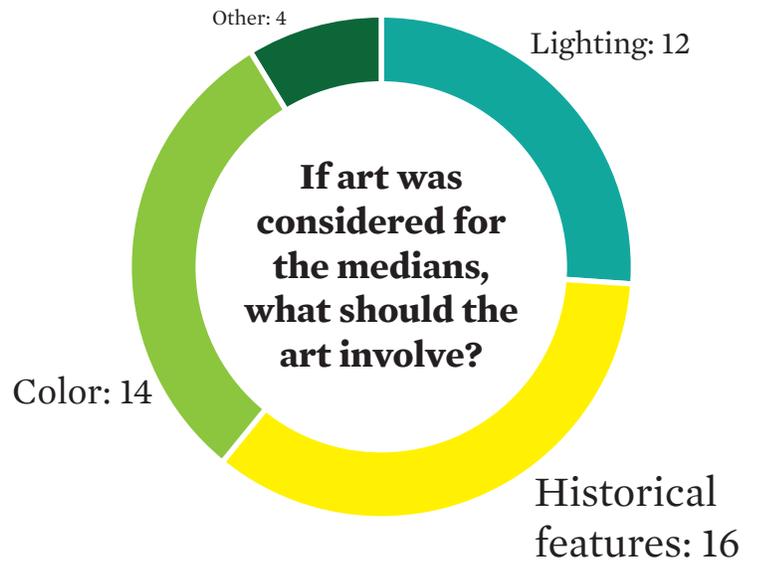


Wayfinding (historical neighborhoods, destinations, key corridors, etc): 10



Overall however, several general themes emerged from the multi-pronged outreach process, which was not always characterized by consensus. Upon further study, this appeared to reflect:

1. the need to achieve a balance between compatibility with local character (of the adjacent historic neighborhoods) and East 7th’s role as a citywide gateway;
2. balancing the need for more pedestrian safety and to encourage local shopping with the 7th Street’s role as a thoroughfare and major bus corridor; and,
3. the tension between using landscape to beautify while using signage to establish the right-of-way as a citywide wayfinding device.



Community Goals

From the robust input process, the City and the community coalesced around key goals for East 7th Street:

- Think of East 7th as a boulevard. Stakeholders' desire to rebrand East 7th as a boulevard can be understood as a desire to transform its experience and singularity of identity through the introduction of landscaping and other features into the median, and introducing new crosswalks and traffic signals.
- Serve as a wayfinding device for greater Long Beach and have its own clear identity as a street and neighborhood.
- Visually strengthen medians as way to break down the scale and width of the corridor.
- Improve the experience of walking (e.g., higher-quality bus stops, less trash).
- Emphasize the historical character. A number of community stakeholders consider 7th from Alamitos to Redondo as a historic resource.

The East 7th Street community is very clear in its objectives: transforming East 7th into a corridor that supports more pedestrian-oriented itineraries, without compromising the corridor's role as an important citywide traffic thoroughfare and public transport (bus) route.

This translates to three specific issues:

1. Improving pedestrian safety (especially crossing East 7th Street);
2. Making parking more convenient to the many commercial destinations along the corridor; and
3. Enhancing the human scale and experience of the person walking East 7th Street, not driving it.

Increasing the number of crosswalks, signaled and un signaled, is believed by stakeholders to be the key to addressing the first two of these issues, while the median dividing the 5-lane corridor holds the key to accomplishing the third of these objectives. Combined, increasing pedestrian crossings and treatments within the median, will break down the scale of the street, give East 7th Street clear visual identity, and increase safety for all.

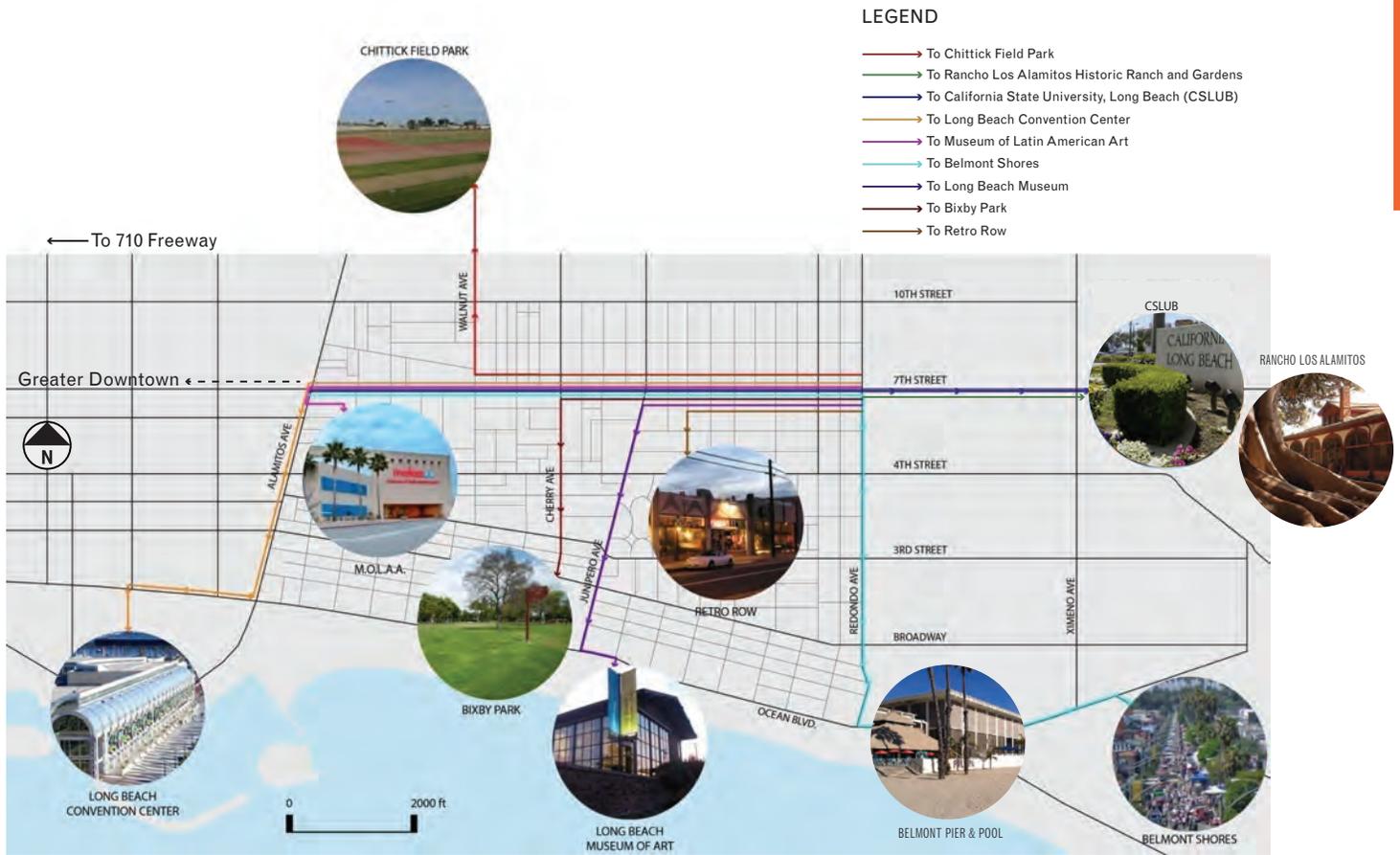


Fig. 18: East 7th Street and its relationship to Long Beach destinations. East 7th Street is a key corridor in Long Beach and can serve as a directory to the city.

The Vision

The vision for East 7th Street is to transform it from a busy thoroughfare to a boulevard or parkway. The East 7th Street [visioning study](#) balances stakeholder desires to pedestrianize the corridor with the role that 7th plays as a key east-west vehicular and transportation corridor for Long Beach as a whole.

The recommendations achieve this by beginning with a leveraging of the [underutilized real estate](#) that is the center lane of the 5-lane thoroughfare, when it is not dedicated to use as (or need not be used as) a left-turn lane.

The repurposed center lane, as envisioned, would serve several purposes:

1. As a [“landing point”](#) for additional [crosswalks](#), offering enhanced safety to pedestrians;
2. As a means of reducing the scale of 7th (its apparent width) to make more inviting to walk;
3. As a [wayfinding](#) device containing signage directing drivers to the various destinations throughout Long Beach that can be accessed by turning right or left off of 7th; and
4. As the site of a new [identity](#) program for the corridor, and Long Beach at large.

The proposed vision is intended to support changes in the pedestrian / vehicular balance at different times of day. Streets will work well during peak hours; crosswalks will work well during their peak hours. The intent is to promote efficient circulation during day and prevent speeding at night.

The community vision includes the addition of crosswalks at key intersections along 7th, of a specific design called the [“Danish Offset”](#), as suggested by Public Works staff. Used in various locations throughout the U.S., this type of innovative crosswalk is safe and particularly well-suited to wider corridors such as 7th, due to the fact that it includes a mid-point [“landing”](#) at the median, enabling both pedestrian and driver to better see one another, as well as for pedestrian to [“rest”](#) at the median in the event the crossing signal is about

Fig. 19: T-intersections, existing conditions. How to treat the T-intersections, and whether to close certain streets from left-turns, will depend on 1) traffic and transportation analysis, and 2) the desires of the adjacent community. *A further analysis and community process is necessary to determine the viability of this option.*

Fig. 20: Ways to improve pedestrian safety. Ensuring pedestrian safety by providing crosswalks and traffic lights and key junctions, is recommended by the community. This must be balanced with not adversely affecting traffic. Removing left turns at certain intersections, namely the “T-intersections,” might achieve this goal, balancing traffic speeds with pedestrian safety. *(See Fig. 21, 22, and 23 for options for how to address the T-intersections.)*

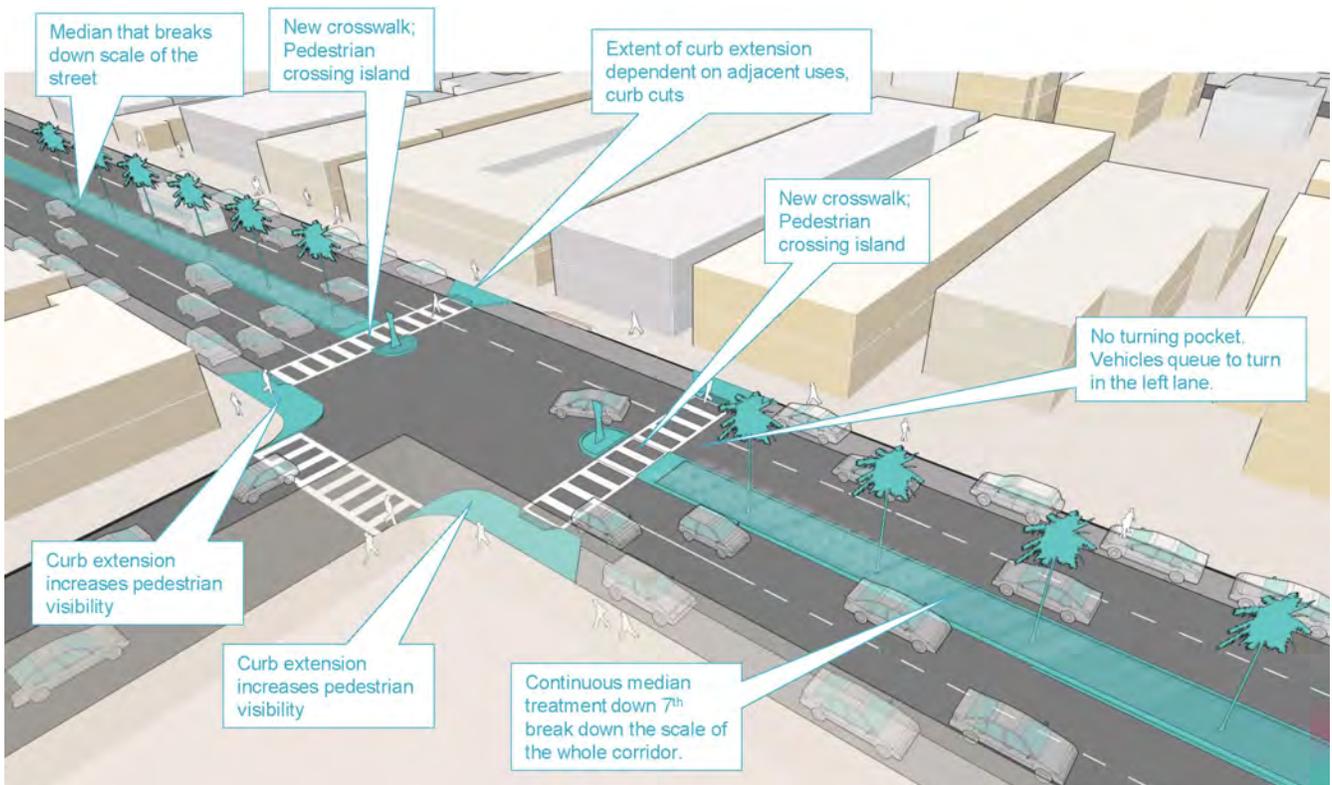
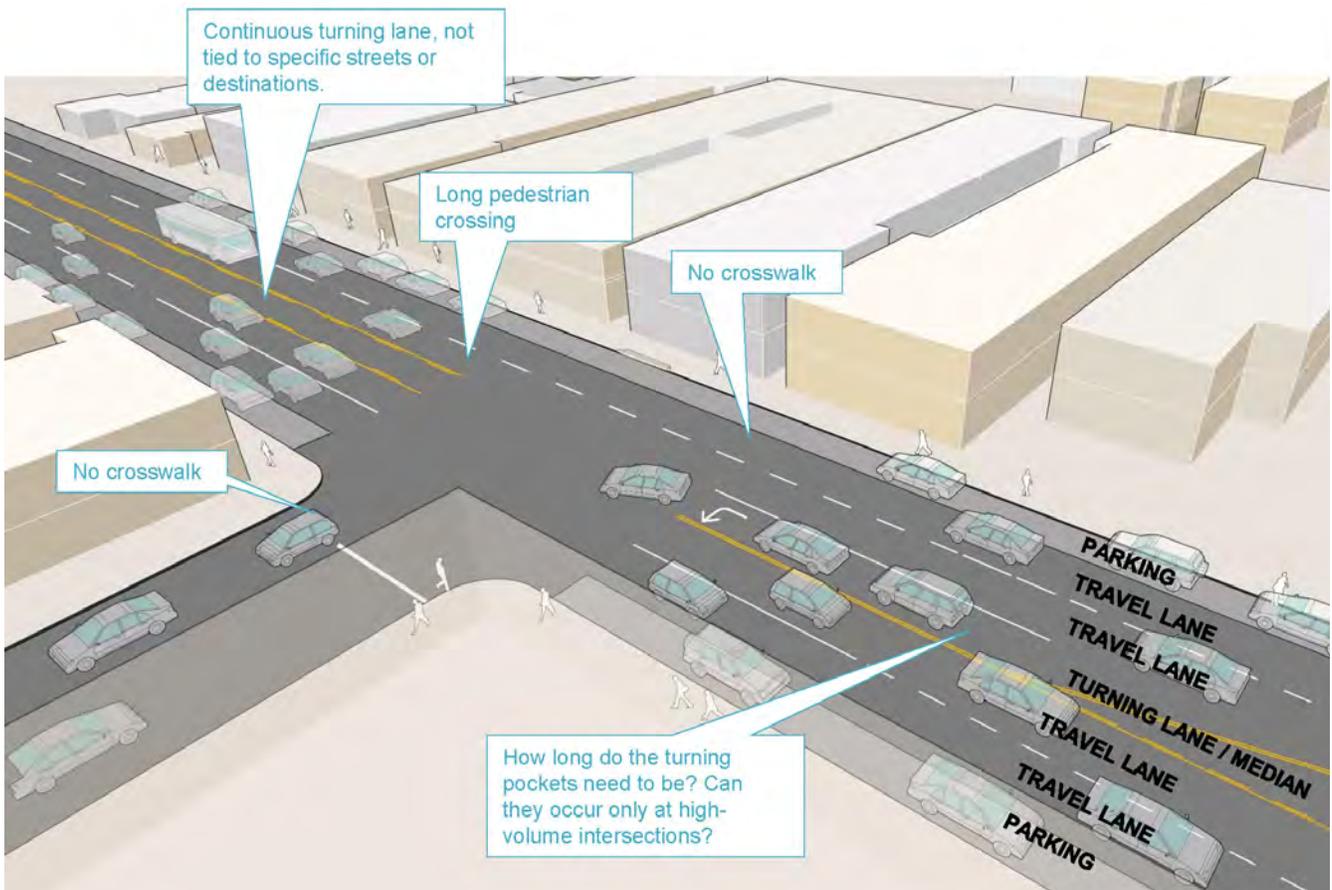


Fig. 21: Center turn lane - “Light” Approach: Median, curb extensions, turning pocket

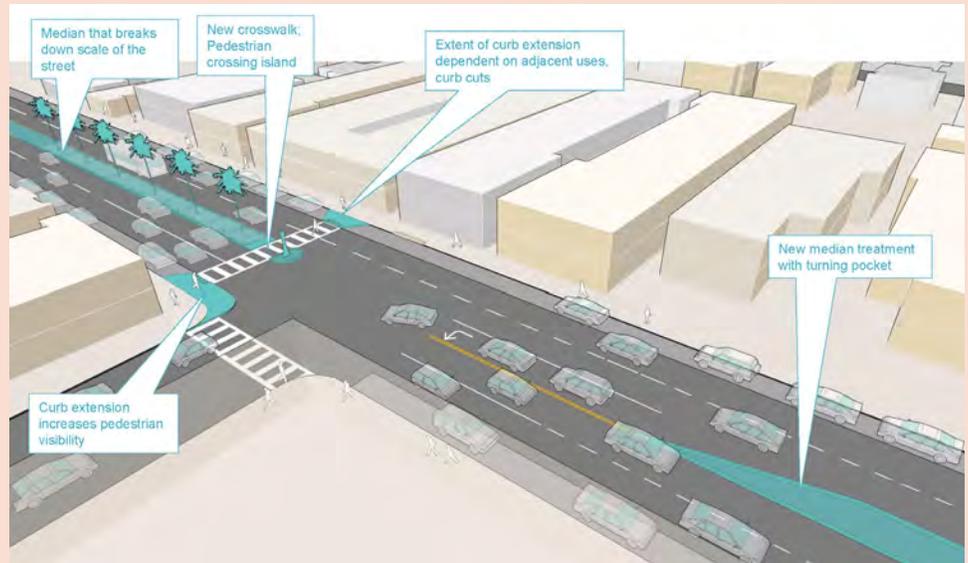


Fig. 22: Center turn lane - “Medium” Approach: Median, curb extensions, no vehicular turning pocket

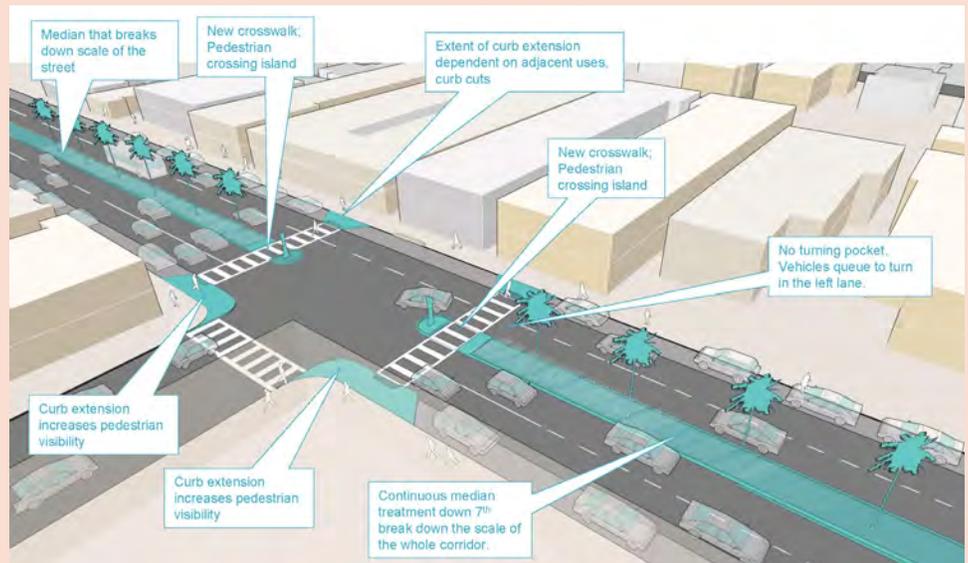


Fig. 23: Center turn lane - “Heavy” Approach: Continuous median, curb extensions, no turning pocket

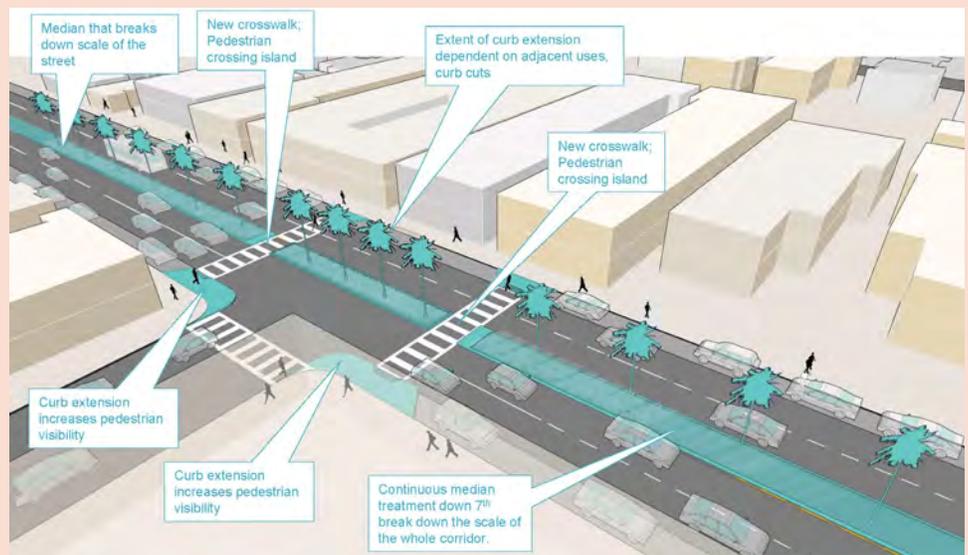




Fig. 24: Proposed new crosswalks. New crosswalks are proposed for Gaviota, Garden, Raymond, and Gladys. New traffic lights are proposed for Dawson, Molino, and Ortizaba. Existing traffic lights and crosswalks are at Alamos, Cerritos, Orange, Nebraska, Walnut, Cherry, Junipero, Temple, N. Obispo, and Redondo. A further analysis and community process is necessary to determine the viability of this option. In addition, the community has expressed interest in additional crosswalks and curb extensions (see Fig. 25).

to change to red. Crosswalks will be located and designed based on the following guidelines:

- Crosswalks at commercial or institutional nexuses
- Each point of crossing should be signaled to turn red upon pedestrian pressing button.
- Only at T intersections to facilitate offset design.

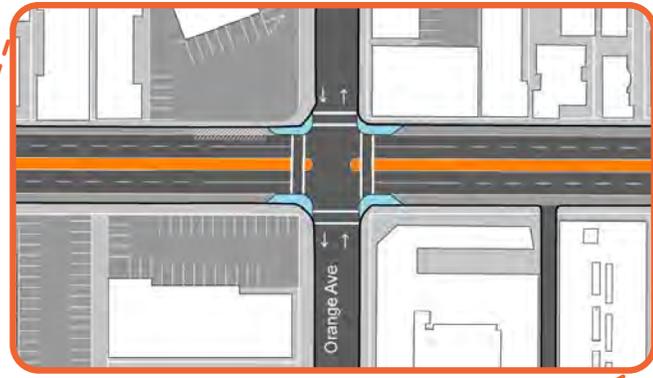
As a means of compensating for the effect that the additional crosswalks (at Gaviota, Garden, Raymond, and Gladys) and traffic lights (at Dawson, Molino and Ortizaba) will have on slowing traffic flow, the vision recommends that left-hand turn lanes be eliminated where possible at “T-intersections” and minor 4-way intersections, pending localized endorsement by those residents living on each of the cross-streets affected.

The four new crosswalks would be of the “Danish Offset” variety suggested by the City’s Public Works staff, enabling pedestrians to better see and be seen by drivers as they transition across the median from one direction of traffic to the other.

Regarding the re-imagined identity of the corridor, extreme drought tolerant trees such as palms or yuccas are

Fig. 25: Additional pedestrian crossings should be considered for these intersections. Community members expressed interest in crosswalks for Cerritos, Orange, Nebraska, Molino, Freeman, and N. Obispo; and curb extensions for several of these intersections as well. Reconciling these with the proposed Danish offset crosswalks and the traffic lights (see Fig. 24) requires a further analysis and community process to determine the viability of these desired outcomes.

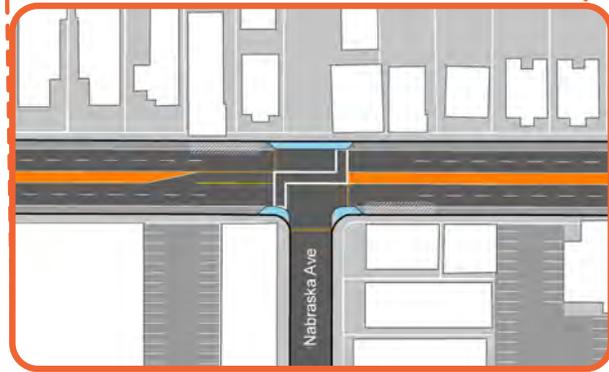
7th @ Orange Ave



7th Street



7th @ Cerritos Ave



7th @ Nebraska Ave



7th @ Cerritos Ave



7th @ Orange Ave



7th @ Nebraska Ave

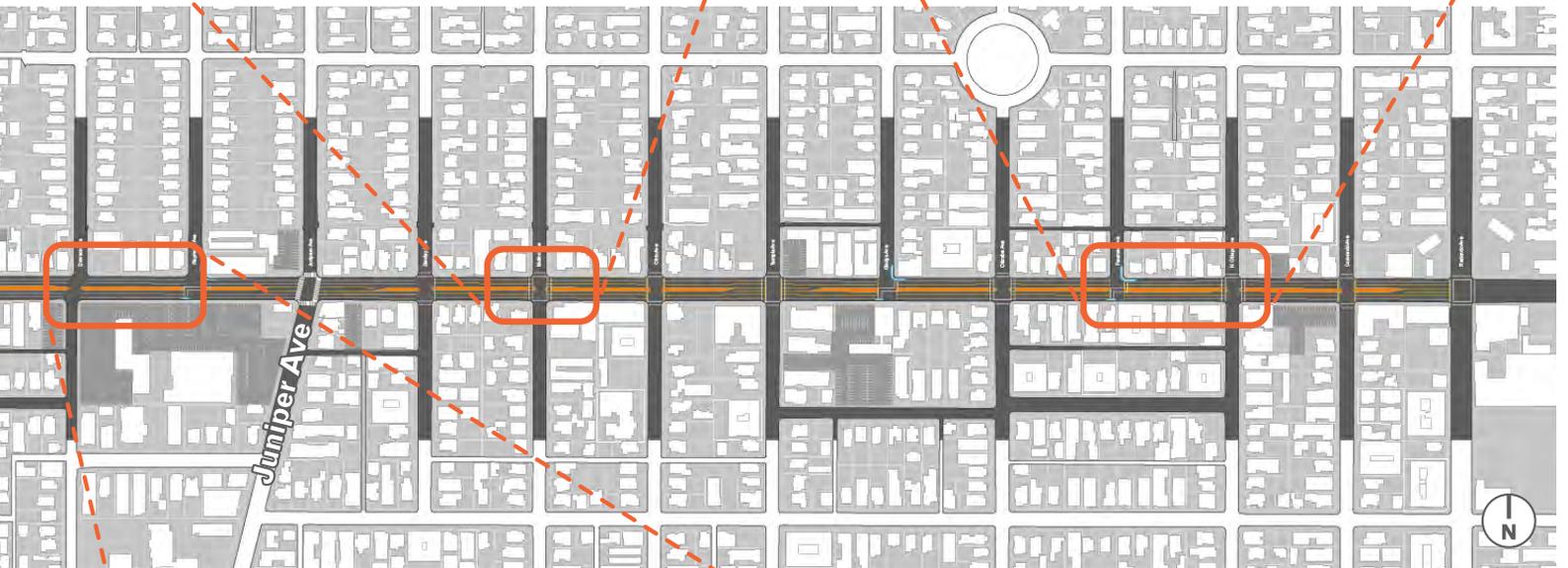


7th @ Molino Ave

7th @ Molino Ave

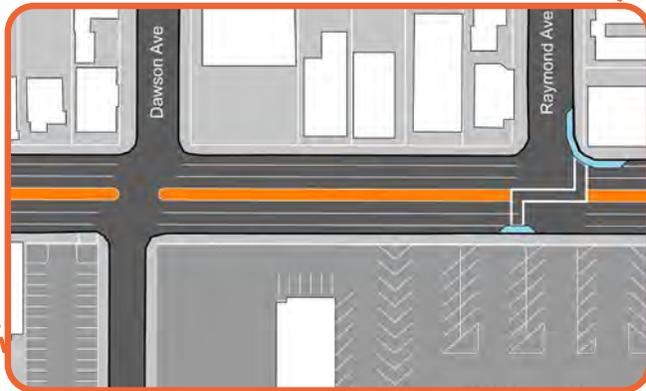


7th @ Freeman and N Obispo



25 Bulb-Outs

7th @ Dawson and Raymond Ave



7th @ Dawson Ave



7th @ Raymond Ave



7th @ Freeman Ave



7th @ N Obispo



Fig. 26: Danish offset crosswalk example, view from the street. Venice Blvd in Los Angeles

recommended for the corridor, addressing concerns regarding both the scale of the right-of-way and the cost and maintenance of irrigation by the City. Decorative lighting was a second major priority in the recommended design alternatives, both with respect to the definition of the corridor and its signage.

Funding Opportunities

There is the potential to use 1) matching funds for Metro grants, 2) supplemental funds once grant funding is in place, or 3) to apply for other grants such as the National Endowment for the Arts (NEA) “Our Town” program or from the Knight Foundation as a means of funding targeted wayfinding, public art, landscaping and other such place-making elements suggested in the visioning study. Given the view of many community members that a pilot project should not be initiated unless and until there is enough money to realize it as part of a more permanent, fully-developed streetscape plan, the above funding could make the difference in leveraging the seed money committed by the Vice Mayor toward the accumulation of sufficient funds necessary to enhance a more substantial segment of the corridor, in a more noticeable way.



Fig. 27: Danish offset crosswalk example.
Maryland Parkway in Las Vegas

Pilot Project or Study Area-wide implementation?

When discussing the potential pilot project, there was general agreement from community stakeholders that the block and a half of East 7th between Dawson and Raymond/Junipero was an area of special concern. This was for several reasons: a) the existence of vibrant commercial activity at the northeast corner of Raymond and 7th, that could use some support in the form of pedestrian amenities; b) because Raymond is a “T” intersection, it offers ideal conditions for a new crosswalk across 7th to be introduced, using the median as a “landing point”; c) there is a plethora of surplus parking space at the northern edge of the stripmall parking lot on the south side of East 7th, potentially utilizable by patrons wishing to visit the above-mentioned businesses across the street. During subsequent studies and design for East 7th, this stretch of the street might receive special consideration and help guide the design of the rest of the study area.

At the end of the process, community consensus was to seek greater funding to 1) further the vision with traffic analysis, crosswalk designs, and median designs that consider the historical aspects of the community, and 2) implement the project throughout the study area, rather than at a select intersection.

Next Steps

As mentioned, additional studies, analysis, and community process is required to test the viability of the options outlined in this report. This includes a traffic analysis that considers the volume and speeds of traffic at different times of day, and pedestrian counts. Additional community process will help refine the preferred features and design of the median interventions, the crosswalks, and possible curb extensions.

East 7th has an engaged community and future efforts should build on the community base in place. East 7th can become a great street that serves the adjacent community and the city at large.

Fig. 28: East 7th Street.



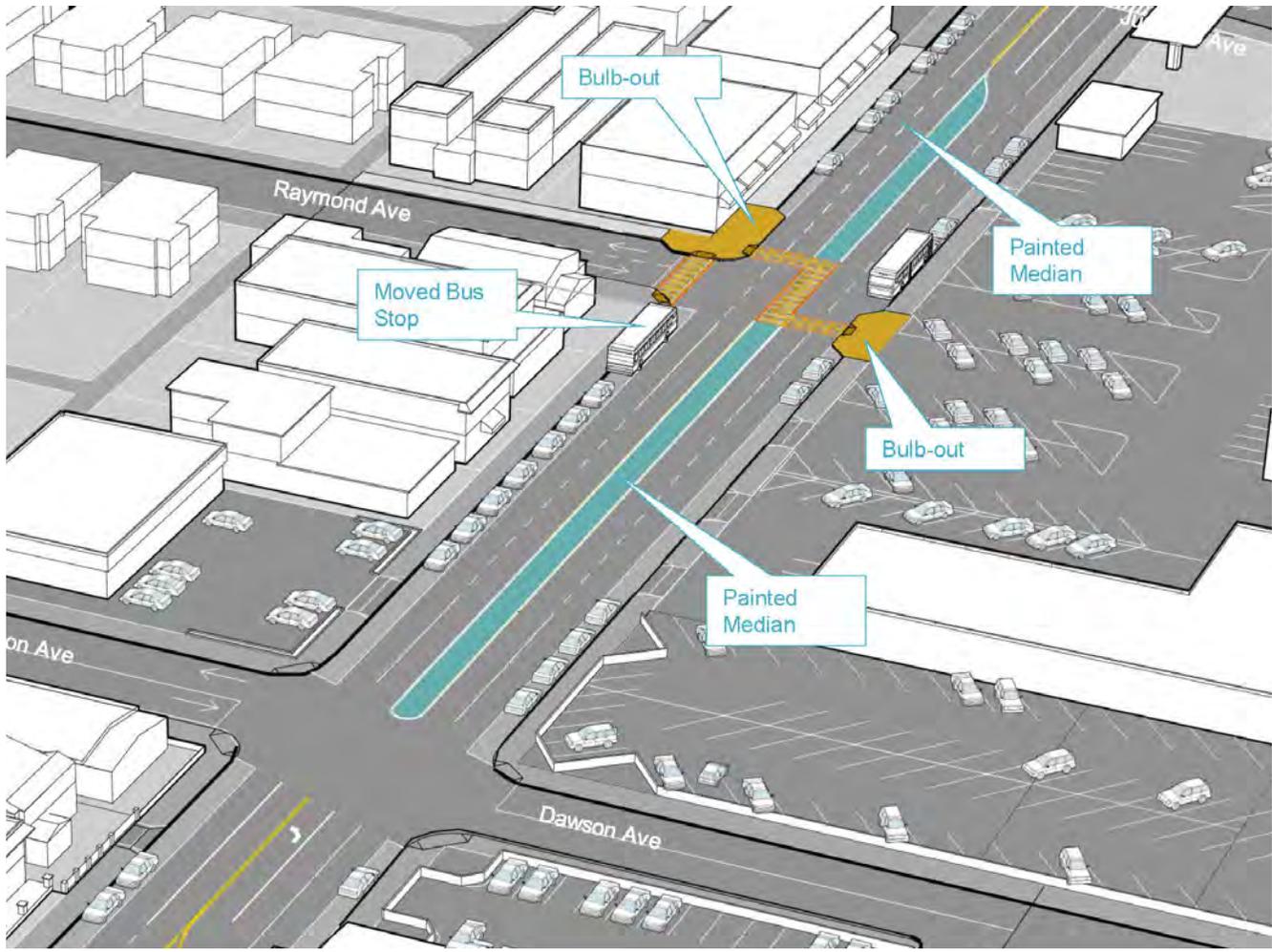


Fig. 29: Crosswalk and median proposal at East 7th @Raymond Avenue. This location on East 7th is host to a wide range of businesses and vast surface parking. Parking in one location and then walking to nearby businesses might ease traffic congestion in this area and increase mobility for residential neighbors.



Fig. 30: East 7th and Raymond, photo of existing conditions.

Fig. 31: East 7th and Raymond, proposed crosswalk with median intervention.





DVD WATER
TRIAL CHARCOAL PIT
SQUIRE LIQUOR

7th
ROSE PARK

Raym

NO PARKING
EXCEPT FOR
LOADING AND UNLOADING
PASSENGERS

2
PARKING
NOVEMBER 15, 2011

Glossary

center median The median is the area that separates opposing lanes of traffic on divided roadways. Medians are often on highways, as well as major streets in urban or suburban areas. They may simply be asphalt with paint markings, but can be adapted to other functions such as landscaping, trees, a median barrier, wayfinding, or lighting.

crosswalks Crosswalks are designed to keep pedestrians together where they can be seen by drivers, and where they can cross streets most safely. Marked (with paint or other features) pedestrian crossings are often found at intersections, but may also be at other points on busy roads that would otherwise be too unsafe to cross without assistance.

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

Danish offset crosswalk A Danish offset crosswalk uses a center median as both a pedestrian safety island and a means of directing pedestrians to face oncoming traffic before crossing the second half of the street.

gateway A gateway can be a physical or perceptual entry to a neighborhood, plaza, corridor, or other place. It can be a literal gate, or it can be a more subtle approach, such as two buildings or trees framing an entrance.

identity Identity is similar to the character of a place or neighborhood. It refers to the "look and feel" of an area.

"landing point" Crosswalks need a "landing point" where pedestrians wait for safe crossing, or where they reach after crossing the street. These should be located near logical pedestrian crossing points, such as street intersections or corners, on commercial corridors, or near institutions such as schools.

median, see *center median*

pedestrian-oriented itineraries As neighborhoods are being redesigned as pedestrian-friendly places, it is critical to think about pedestrian-oriented itineraries. This can be "park once" models, whereby drivers park in a convenient location and then can walk to multiple destinations, or where residents can walk from their houses to stores and schools and other needs easily. How one walks from shop to shop, or car to store, is critical for businesses to thrive.

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

placemaking Placemaking is a multifaceted approach to the planning, design and programming of the public realm. Placemaking capitalizes on a local community's assets, desires, and potential, with the intention of creating inspirational, inclusive, and active public spaces. The goal is public spaces that promote social cohesion and a community's vibrancy and well being.

public art Public art can be in any media; it is art that is in the public realm and is accessible to all.

"T"-intersection A "T"-intersection occurs when one street dead-ends into another. Without a through-connection, cars and pedestrians have to turn right or left. This slows down traffic and offers the opportunity for placemaking.

underutilized real estate Parcels that are vacant or blighted can be considered underutilized real estate.

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

wayfinding Wayfinding is knowing where you are in a building or on the street, knowing where your desired location is, and knowing how to get there from your present location. Signs can provide wayfinding, or perceptual clues, such as paving patterns or plants or color, can signal directionality and connectivity.

Fig. 32: 7th Street has the potential to be a great east-west corridor within Long Beach.



City of Long Beach
Office of Vice Mayor
Suja Lowenthal
333 West Ocean Boulevard
Long Beach, California
90802

Envisioning East 7th Street Long Beach, California