DOUGLAS PARK

LONG BEACH

PD-32 DESIGN GUIDELINES

Draft

September 10, 2004

CITY OF LONG BEACH

BOEING REALTY CORPORATION

JOHNSON FAIN

THE COLLABORATIVE WEST
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The Vision

"Douglas Park" will turn an outdated and obsolete aircraft manufacturing facility into a vibrant mixed-use, pedestrian friendly community that combines the best elements of the older established planning traditions of Long Beach with the contemporary realities of business, retailing and modern lifestyles.

"Douglas Park" will be focused on the shared public environment; from walkable tree lined streets, to a human scaled mixed-use "Main Street" with shopping, dining and other services, a collection of high quality housing choices, along with a variety of neighborhood parks, open spaces, quality architecture, pedestrian parkways and bicycle trails. At the same time, "Douglas Park" will incorporate the workplace, including a balanced blend of office and other commercial opportunities to provide much needed employment. Service and recreational land uses will be located within comfortable walking distance of the residential and commercial areas to enhance the sense of community, offer unique lifestyle choices and reduce automobile dependence.

"Douglas Park" will celebrate the products, the events, and the people who made history on the site through the incorporation of this memory into everyday living. This legacy will be remembered through a Public Art Master Plan designed to "tell the story" of the site in public areas such as parks, trails, sidewalks, streets and parkways.

"Douglas Park" represents a deliberate effort to establish a strong sense of community rather than an isolated aggregation of projects, by emphasizing neighborhoods rather than subdivisions, a main street rather than a shopping center and a mixed-use commercial district rather than a business park.

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