Chapter Three: Design Guidelines for Atlantic Avenue

3.1 Subareas

In conformance with the Concept Plan, the Atlantic Avenue corridor is divided into following subareas:

3.2 Pedestrian-oriented retail subarea (San Antonio Drive to Bixby Road)
3.3 Transition (Mixed-use) subarea (Bixby Road to 37th Street)
3.4 Auto-related retail subarea (37th Street to Wardlow Road)

Detailed guidelines for these subareas are as follows:

3.2 Pedestrian-oriented Retail Subarea (San Antonio Drive to Bixby Road)

The design guidelines for this subarea are intended to encourage retail and pedestrian activities. Design guidelines for rehabilitating existing buildings as well as new infill buildings are included. The concept plan recommendations for adding streetscape amenities as well as other street enhancements will also contribute to the revitalization of this section of Atlantic Avenue.

3.2.1 Site Planning

A. Building Usage

All buildings along Atlantic Avenue within this subarea should have retail uses exclusively at the street level. If more than one story exists or is proposed, locate office uses on the upper level.

B. Height and Massing

This subarea falls within the Commercial Neighborhood Pedestrian (CNP) District. The City of Long Beach Development Code allows a maximum of two stories (28 feet) within the CNP District. Maintain this height limit for mid-block parcels. Locate new structures in a mid-block location at the front property line along the sidewalk to maintain street level continuity. No setbacks in the vertical plane are allowed to maintain a visible physical presence on the street.

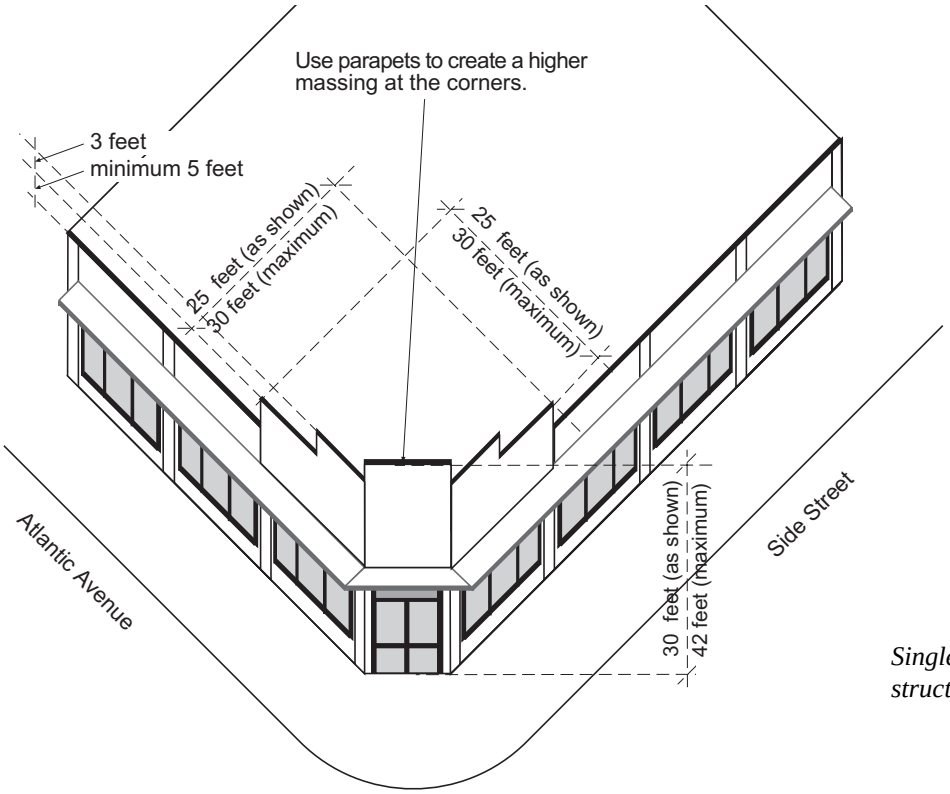
For corner buildings, the following options are permitted:

If the corner building is one story, the parapet shall be at least five feet higher at the corner than the adjacent parapet. (see examples shown with 3.2.2C: Corner elements on page 31) *See figure 3.1: Typical corner condition: heights and massing – single story structure at corner.*

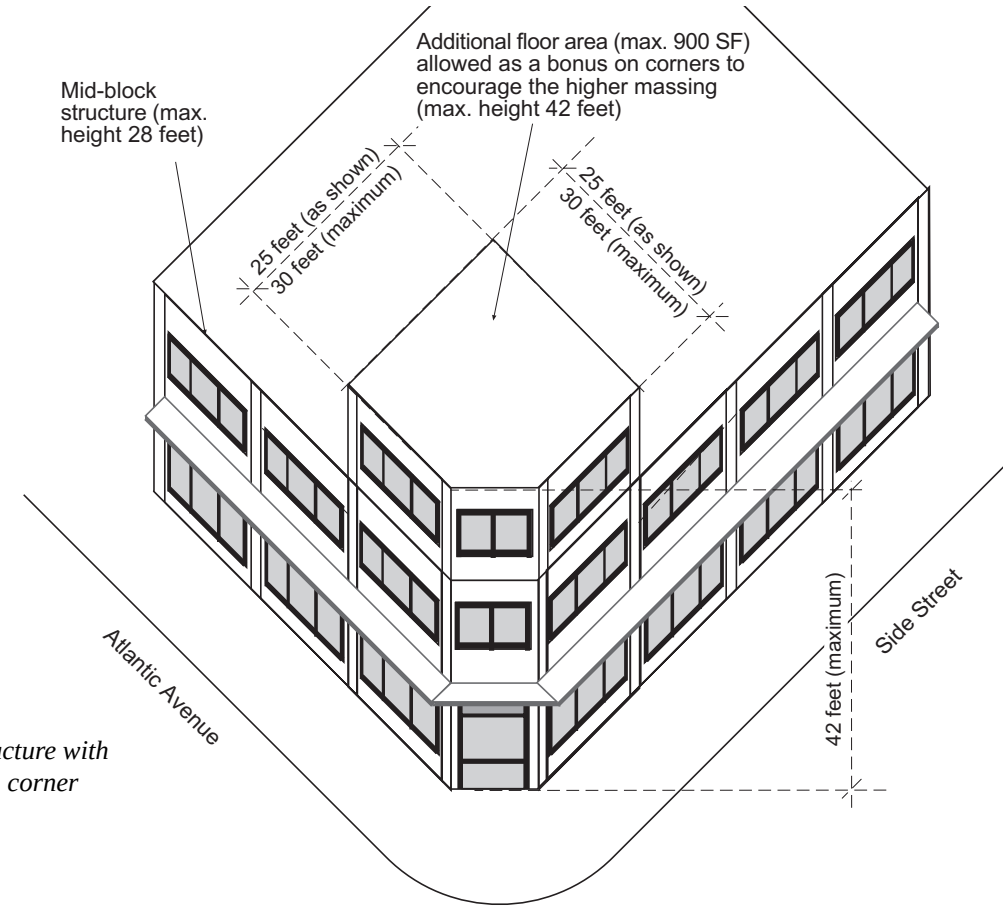
New corner buildings should have at least two stories. A taller architectural element such as a tower or high parapet that emphasizes the corners is strongly encouraged. The maximum height for this element shall be 42 feet and may be used to provide additional usable space up to a maximum of 900 SF. The maximum frontage of this element along Atlantic Avenue or the side street may be 30 feet in length. *See figure 3.1: Typical corner condition: heights and massing – three story structure on the corner.*

C. Setbacks

One of the critical elements of a successful retail area is continuous street frontage. The existing retail establishments are predominantly located at the front (street) property line. Locate new buildings with no setbacks from the front property lines. For the rehabilitation of existing buildings, the existing setback may be maintained. For setbacks for eating establishments with outdoor patio dining, please see section 3.2.2 I. *See Figure 3.2: Typical block plan.*



Single story structure at corner



Three story structure with three story high corner

Figure 3.1: Typical corner condition: heights and massing

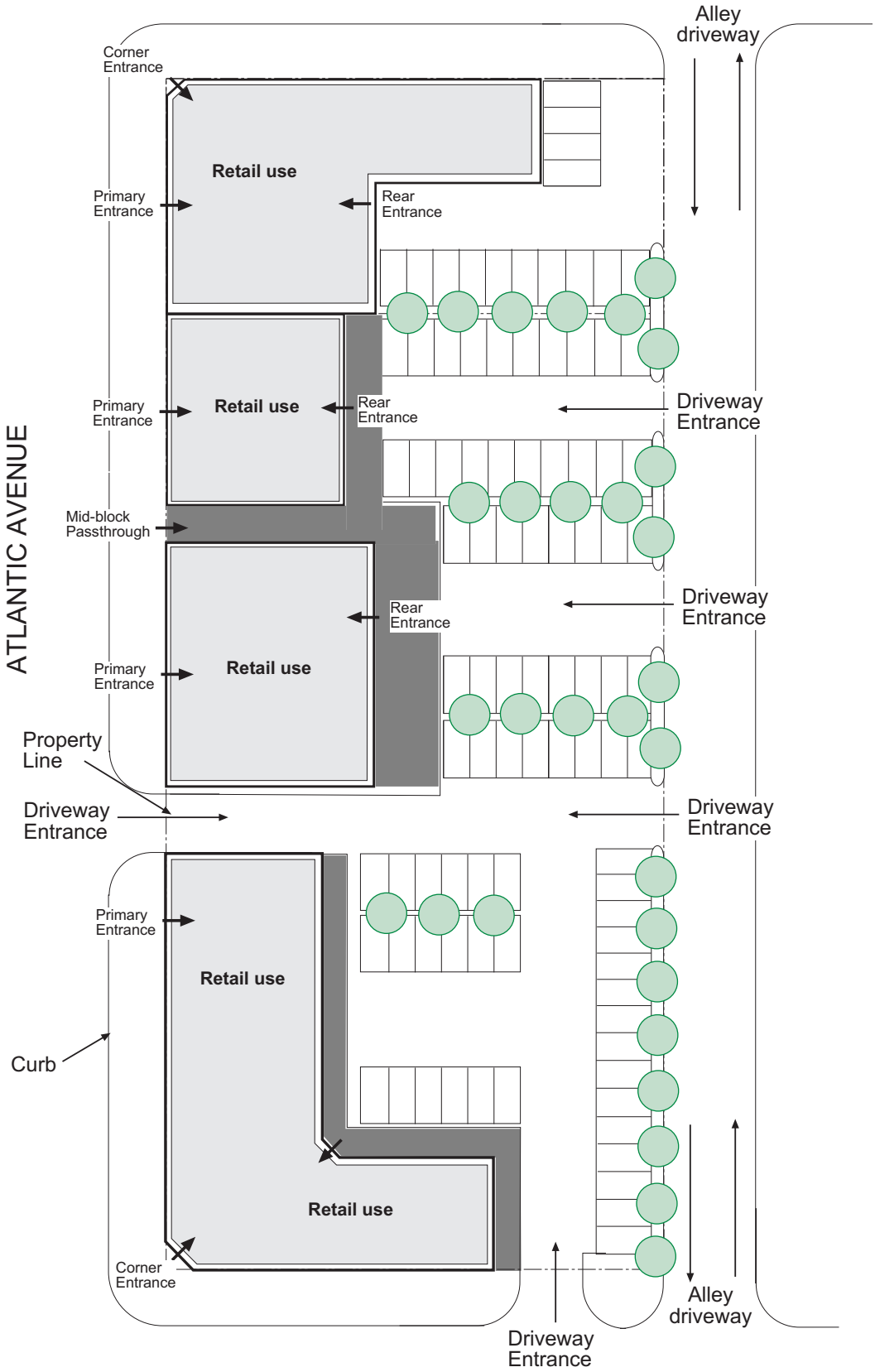


Figure 3.2: Typical block plan: Pedestrian-oriented subarea

Properties along the west side of Atlantic Avenue are required by City of Long Beach Public Works to dedicate ten feet for street widening purposes. This requirement shall remain unchanged and new buildings on the western side will be set back the required distance. This setback area shall be landscaped per guidelines included in Chapter 5.

D. Parking access and curb-cuts

Minimize vehicular entrances to off-street parking lots along Atlantic Avenue in order to maintain retail facade and pedestrian continuity. No existing storefronts may be removed to provide vehicular access to parking. Encourage alley access to parking by implementing a district-wide parking information and signage system.

E. Service/Loading access

Limit service and loading access from the alley during business hours in this subarea. Limit service access from Atlantic Avenue to after-business hours from 10 PM to 11 AM to maintain retail and pedestrian continuity. Service access, including loading docks, should be located in a manner such that an unsightly condition is not created and the flow of pedestrians or user circulation when in use is not obstructed.

F. Mechanical Equipment

Screen roof-mounted mechanical equipment, electrical and plumbing equipment from the view of pedestrians and the users of adjacent buildings. The building parapet is the preferred element to screen roof equipment.

If the parapets do not provide adequate screening of the equipment, provide alternate adequate screening. Design the screening as an integral element of the overall architectural design. The screening shall be painted a color as to allow its blending with its visual background.

Owners of existing buildings in noncompliance with this guideline shall have one year *(City Attorney to suggest a reasonable amortization period)* from the date of adoption of these guidelines to bring their buildings into compliance.

3.2.2 Building and Architecture

A. Storefront Modulation and Articulation

A typical storefront module shall range from 30 to 45 feet and have a typical three-bay modulation with a centered entrance. Buildings wider than two modules (45-75 feet) shall have a different modulation. These buildings shall either repeat the basic three-bay module of 30 to 45 feet or increase the number of bays while keeping the individual bay width to 10-15 feet. Buildings wider that 75 feet shall be visually broken into two or more buildings (each with a maximum width of 75 feet) in terms of the façade treatments. The modules should be articulated in a manner consistent with the building style. The use of pilasters is one element commonly used to achieve this articulation. *See figure 3.3: Typical storefront modulation and figure 3.7: Atlantic Avenue Pedestrian-oriented subarea – Mid-block storefront.*

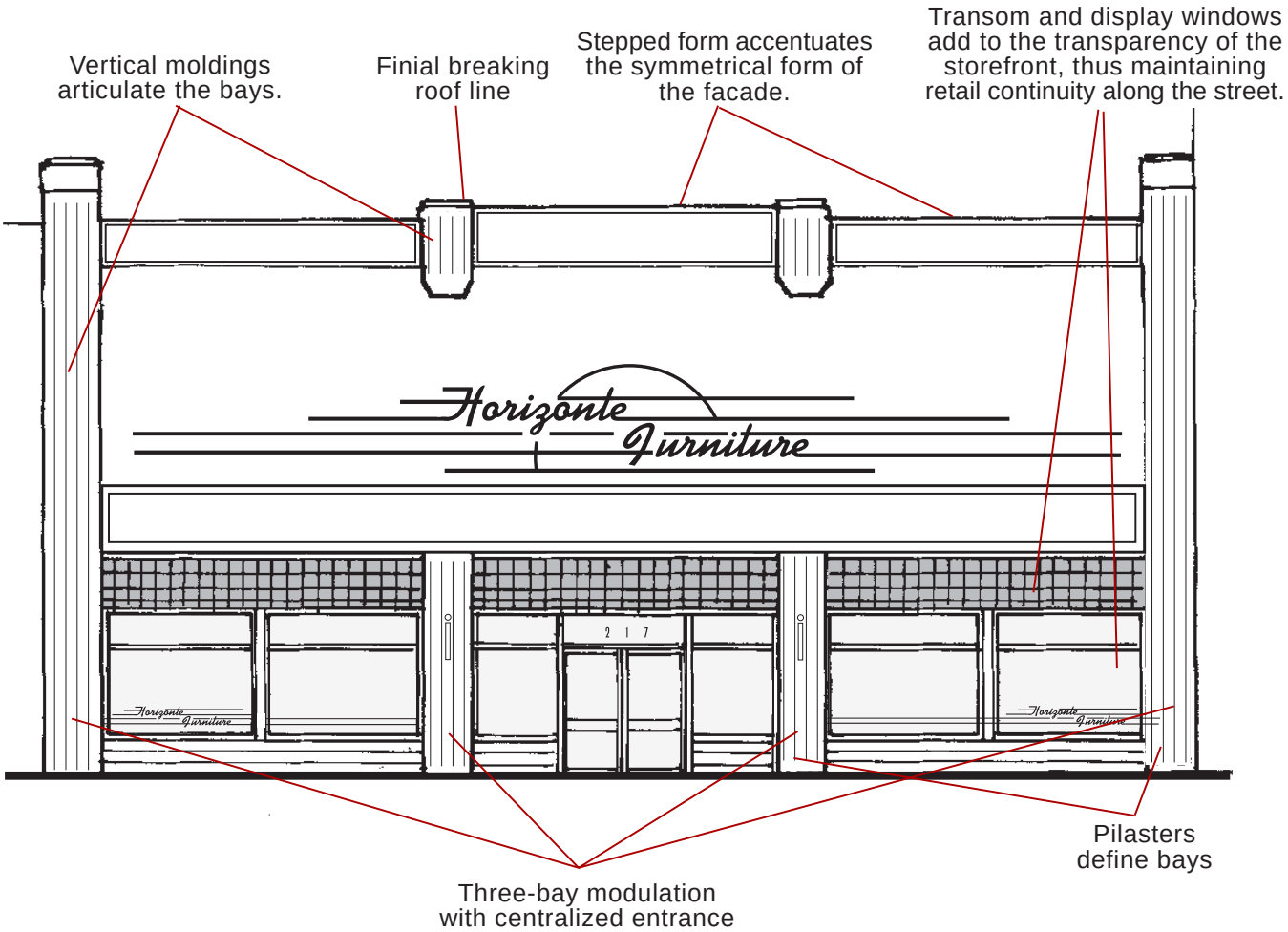


Figure 3.3: Typical storefront modulation

B. Entrances

Locate entrances centrally within the building façade. Entrances should comprise no more than a third of the ground floor façade. Entrances should not be recessed more than five feet in depth and should be located no more than fifty feet apart. For retail establishments with patio dining, guidelines as specified in 3.2.2 I apply with regard to entrance setbacks. Corner buildings shall have entrances at the corners. If parking is located behind the stores, provide additional well-lit and signed rear entrances to allow easy access.

Entrances for the second floor uses are encouraged from the rear, adjacent to the parking. If separate entrances for the upper floor(s) are provided from the front, the entrance width should be limited to 15 feet to maintain retail continuity.

C. Corner Treatments

A common characteristic of the corner buildings along Atlantic Avenue is chamfered or curved corners with canopies extended out over the sidewalk. This feature provides an opportunity for establishing a distinctive rhythm as one travels along the street. This element is required in the rehabilitation of existing buildings and the construction of new buildings. The chamfer or curve shall be at least 10 feet by 10 feet or 10 feet radius. The chamfer or curved element must extend the full height of the building. *See figure 3.4: Corner Element (plan) and figure 3.8: Atlantic Avenue Pedestrian-oriented subarea – Corner building rehabilitation.*

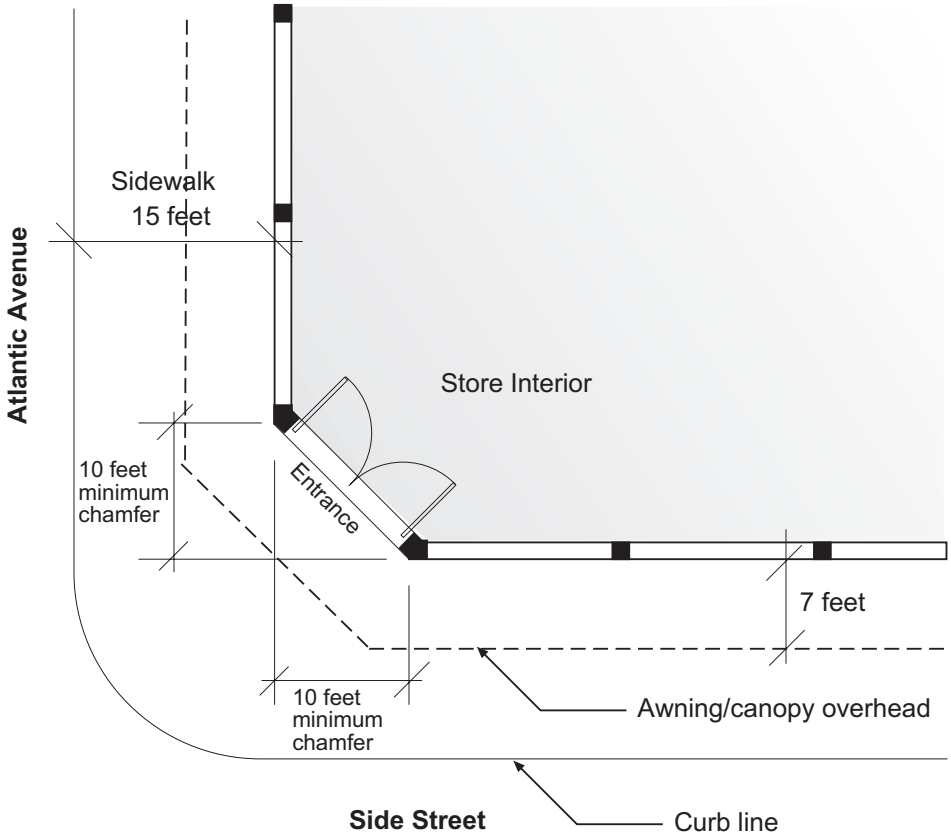


Figure 3.4: Corner element (plan)

Corner tower elements and vertical moldings accentuate verticality in this theater building in Old Pasadena, California

Example of a corner building within the subarea that should be redesigned to incorporate the desirable elements mentioned.

Example of a corner building with chamfered corners, emphasized height, corner entry within the subarea

D. Roof Design

Visible sloped roofs are not permitted in this subarea. If a building has a sloped roof, provide an extended parapet to conceal the roof. The parapet shall also screen rooftop equipment (see 3.2.1F)

E. Architectural Styles

Several impulses merged in Art Deco architecture, most notably the urge to be modern without completely abandoning traditional forms or the integration of decorative elements into design. In a similar phase, sometimes referred to as "Zig Zag Moderne", a pronounced verticality, articulated by uninterrupted stepped piers and cornices, endless variations on triangular and chevron motifs, and the frequent use of tall marquees to catch the eye of the motorized passerby, can be observed. This style, also known as 'Streamline Moderne,' includes features such as tripartite (three divisions) facades with centralized entrances, large glass panels, façade moldings, curved surfaces, vertical and horizontal moldings, and projecting slab canopies.

In the thirties, the skyward thrust was tempered by a horizontal thrust suggestive of the streamlined, aerodynamic forms of the ocean liner, the locomotive, and the airplane. Raised bands of horizontal moldings often doubled or tripled, canopies, and pipe railings appeared, along with rounded corners, porthole windows, and opening glazed with glass brick. Metal elements were popular, for example, metal casement windows, decorative panels, and stainless steel storefront trim. Signage in this style includes projecting roof signs, vertical fin signs, freestanding letters, blade signs, stylized lettering, neon usage, etc. Other buildings along Atlantic Avenue display typical retail facades with large expanses of glass windows, slab canopies or awnings.

The further development of these styles can help in creating a cohesive character within this subarea. The architectural elements specifically related to **Art Deco and Zig Zag or Streamline Moderne** styles are:

- Tripartite division of the façade with the central façade being the most prominent (both width and height).
- Articulation of the tripartite façade with pilasters. Verticality emphasized with vertical flutings.
- Flat roofs with parapet walls, often stepped to raise the central façade.
- Cantilevered or suspended integral horizontal canopy slabs, no awnings.

Example of Art Moderne building in Pasadena, California

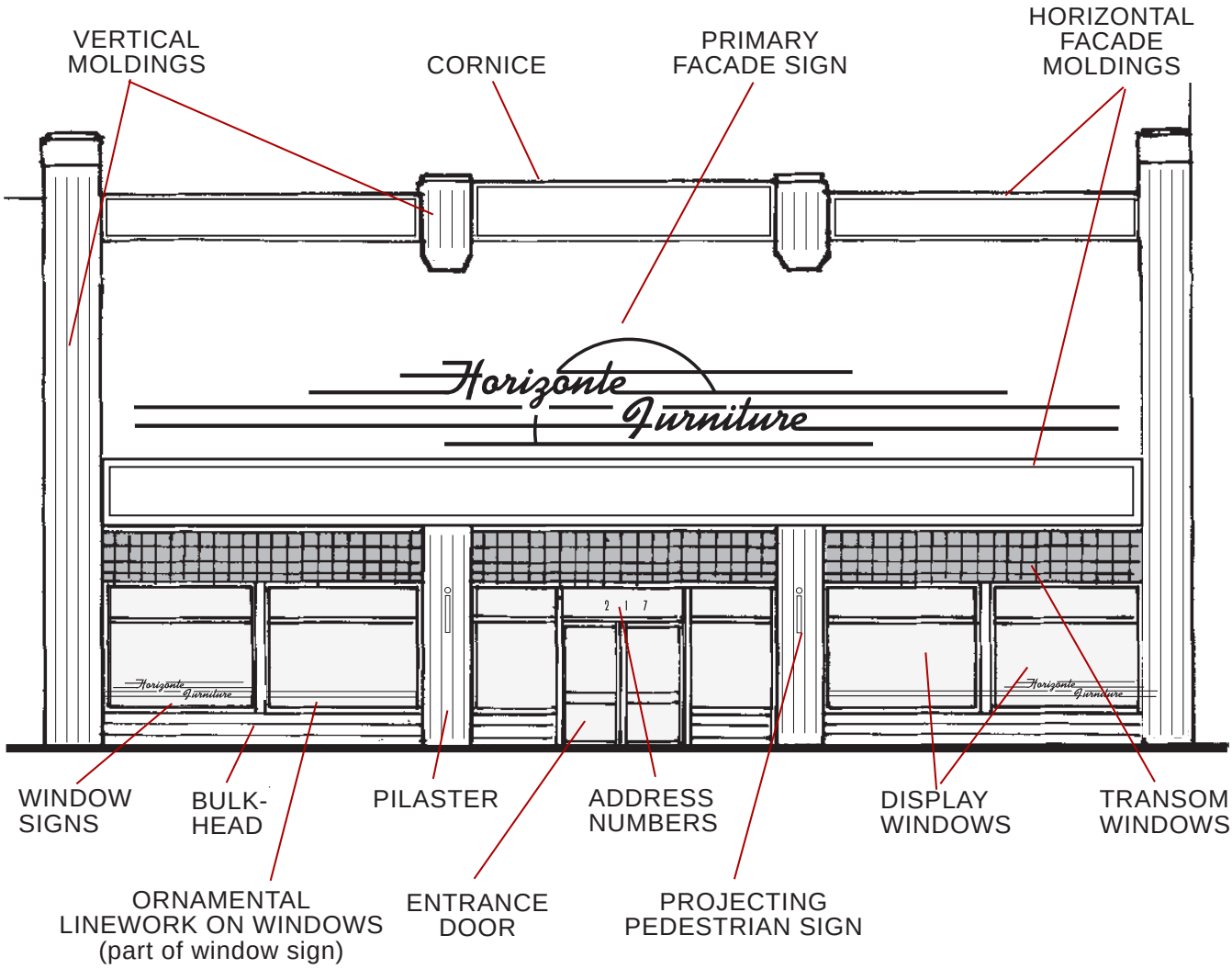


Figure 3.5: Typical Retail Facade

See figures 3.3 and 3.5 for an illustration of these elements.

A variety in building styles contributes to interest, vitality, and accommodates different ideas of what is visually appealing. New projects should respect the nature of the existing styles. That does not necessarily mean copying them. Existing shapes, forms, massing and details should be reinterpreted or assimilated in new project designs.

The materials and colors chosen for the storefronts are very important elements that can contribute to the selected architectural style. The materials and colors recommended for this subarea are based on the Art Deco and Streamline Moderne styles.

F. Building Elements

A typical retail storefront may have the following characteristic elements:

- Bulkhead
- Entrance door
- Display windows
- Transom windows

- Upper level windows
- Pilasters
- Canopy or awnings
- Cornice

These elements are described below. These characteristics should be achieved in both the rehabilitation of existing storefronts and the construction of new buildings. Appropriate scale and proportion are two important elements to guide the use of these elements.

Bulkhead
A bulkhead should be provided at the base of the storefront display window. The height of the bulkhead should be at least 12 inches and no more that 18 inches.

Entrance Door
The entrance door should be kept simple and located centrally in the building façade. The door should be made of materials compatible with the building architecture and style. All entrances shall meet all handicapped accessibility requirements.

Display Windows
To promote a retail environment, all display windows shall provide a clear view of the store merchandise or a view into the business interiors. To achieve this purpose, the greater portion of the window itself (at least two-thirds) shall remain clear and free from obstructions. This zone should be between three

Figure 3.6: Display windows

BEFORE

This storefront is typical of those found in this subarea. The problems displayed include a poorly defined storefront, a poorly sized and placed major sign, a grossly oversized secondary sign, hanging signage from canopy and visible mechanical equipment.

AFTER

With the application of these design guidelines, the following changes would take place: articulated storefront with pilasters and parapet, new transom windows, signage in compliance with the sign guidelines, no pennants.

Note: The palm tree has been removed for illustration purposes only. Street trees will be planted on the sidewalk in front of the storefronts.

Figure 3.7: Atlantic Avenue Pedestrian-oriented Subarea: Mid-block storefront rehabilitation

While this corner building has a consistent architectural style, its lack of maintenance and proliferation of signs detracts from its appearance.

A consistent bulkhead along the storefront and a strong parapet line will help make this building consistent with the design guidelines.
A building with multiple tenants and a strong architectural style should have signs with a common style to reinforce the design of the building.

Figure 3.8: Atlantic Avenue Pedestrian-oriented Subarea: Corner Building Rehabilitation

and eight feet from the base of the façade. Ground floor wall sections without windows should not be more than five feet in width. *See figure 3.8: Display windows.*

The display windows should be composed of a single pane of glass as large as possible. When required to be divided into smaller lights, use clear silicone vertical joints, glazing bars, or muntins. Glazing bars and mullions should be of a minimal size and utilized to enhance the architectural style. The glass should be clear with an exterior daylight reflectance of not more than eight percent.

Transom Windows
Transom windows may be provided above the display windows. The transom window height depends on the overall ceiling height and ranges from eighteen inches to three feet. Awnings or canopies should be used to shade the transom windows. Transom windows may have clear, tinted or etched glass. The use of glass block or metal grilles is also encouraged in transom windows.

Upper level Windows
The upper level windows should be symmetrically arranged. The number of windows should be based on the storefront modulation at the street level. The windows may be combined into pairs, triples or bands. These windows should be set back from the face of the wall, articulated with delineated sills, lintels or frames so as to create shadow lines. Arched windows are discouraged.

Pilasters (Storefront Frame)
The pilasters on the buildings should be emphasized and articulated on the façade so as to frame it visually. Pilasters may extend the full height of the building or be limited to the storefront level. The use of pilasters should enhance the architectural style of the building.

Canopy or awnings
Cantilevered or suspended integral horizontal canopy slabs should be used in place of awnings. If appropriate to the building style, awnings may be used. Awnings should be divided into sections to reflect the major vertical divisions of the façade. Barrel-shaped awnings are prohibited.

The awning or canopy shall be a minimum of eight feet above the sidewalk level. It should project between four and seven feet from the building face but no closer than five feet from the edge of the curb face. Please see Zoning Code for information regarding any requirements for permits. *See figure 3.9: Awnings.*

Cornice or parapets
Each building should have a simple cornice. If a parapet is provided, it may be stepped vertically to provide modulation and emphasis on the central module. The cornices should enhance the architectural style of the building. The use of elements such as oversized crown moldings is not permitted.

G. Materials
Building materials should reflect quality, durability and consistency, where possible, with the materials used throughout the surrounding subarea. The following materials are evocative of the Art Deco and/or Streamline Moderne era and are recommended. Backs of buildings should use similar materials, however, less expensive and more utilitarian substituted materials are acceptable, provided they are compatible with the overall design.

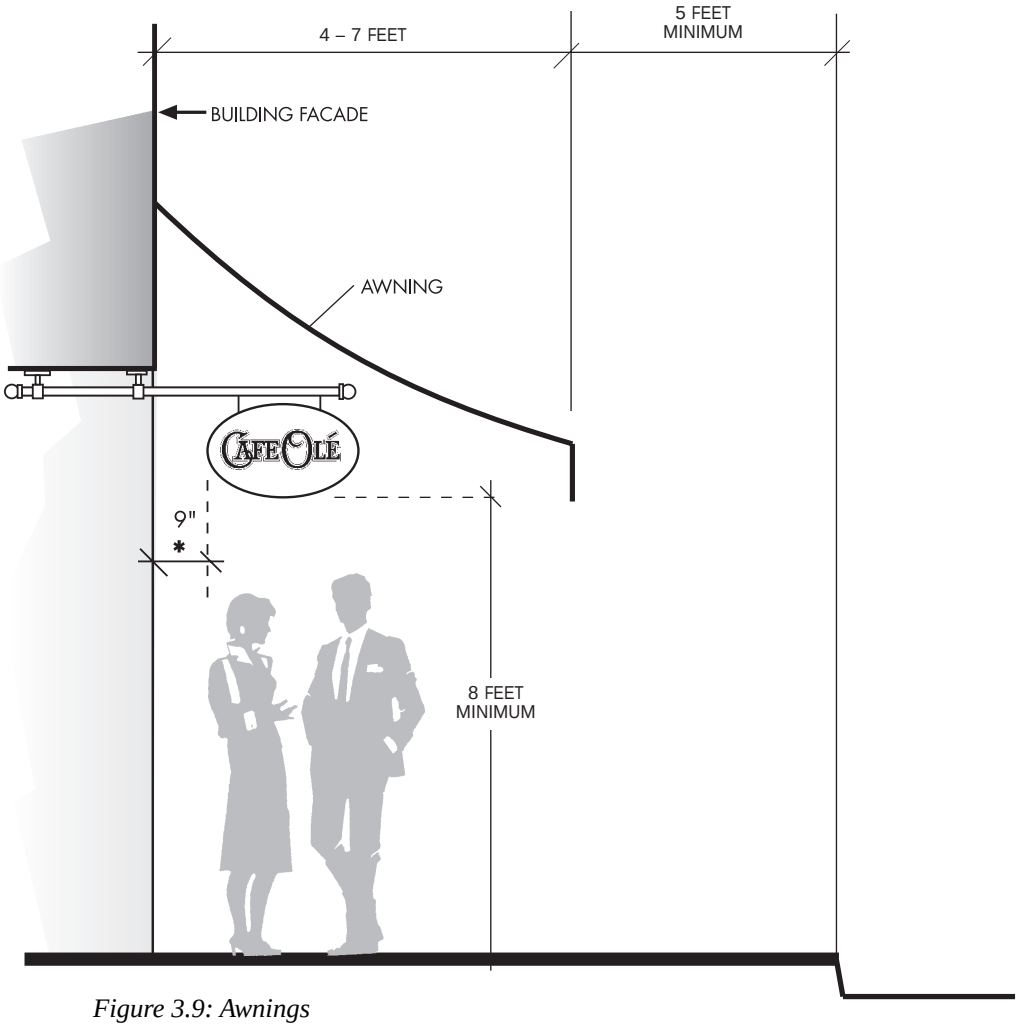


Figure 3.9: Awnings

Façade
The preferred façade finish is smooth finished plaster. Brick, concrete, ceramic tile, stone (ashlar patterns, not river rock) and metal finishes are also permitted.
Bulkheads
Bulkheads should be made of one of the following: brick, terra-cotta, stone (ashlar patterns, not river rock), aluminum, stainless steel, bronze, or iron panels/grilles, ceramic tiles, glass block. Smooth finish plaster is permitted but not encouraged.

Restricted materials
Materials that have no relationship to the architectural style shall not be permitted. These include used, antiqued or imitation old brick, fake or cultured river rock, exposed concrete block, etc. Translucent plastic is strongly discouraged for use in awnings.

H. Colors
The colors chosen should accentuate the architectural details of the building and be consistent with its architectural style. A minimum of three and a maximum of five exterior building colors are required. These colors should be used on the base (main body), trim and accent. The base colors should be the lightest and the accents used sparingly. The two additional colors may be used on the base (main body) to distinguish between upper and lower floors or as an additional trim color.

Sign colors and finishes shall relate to those of the building. Signs may use any of the building colors plus up to three additional colors for a maximum of eight colors. Signs must use at least one of the building exterior colors.

Sample Color Palettes

Several paint manufacturers offer historic combinations of colors or color palettes. Sherwin Williams, ICI Paints, Benjamin Moore, etc. are a few such paint companies. The following combinations from the Sherwin Williams 'Preservation Palette for Exterior Colors' are listed to illustrate the principles set out in this section.

> Note: It is to be noted that this listing of brand names is for illustrative purposes only. This listing is not intended, nor should be construed, as an endorsement of the manufacturers or their product lines.

Combination 1:
Base Color: Roycroft Vellum (SW 2833)
Secondary Base Color: Birdseye Maple (SW 2834)
Major Trim Color: Renwick Olive (SW 2815)
Minor Trim Color: Avocado (SW 2861)
Accent Color: White (SW 2123)
Signage Color: Gold, Silver or Red

Combination 2:
Base Color: Roycroft Mist Gray (SW 2844)
Major Trim Color: Bunglehouse Gray (SW 2845)
Minor Trim Color: Roycroft Suede (SW 2842) or Roycroft Brass (SW 2843)
Accent Color: Polished Mahogany (SW 2838) or Fairfax Brown (SW 2856)
Signage Color: Copper Red, Gold, and Brown
Awning Color: Burgundy or Hemlock Tweed or Terra Cotta.

I. Sidewalk Dining

Long Beach's climate is well suited for outdoor dining. The provision of sidewalk/outdoor dining in this pedestrian-oriented retail area will add interest and vitality.

Sidewalk dining is an area adjacent to a street level eating or drinking establishment, and is located within the sidewalk area of the public right-of-way, and is defined by a barrier that separates the dining area from the remainder of the sidewalk, in place during hours of operation, and is used exclusively for dining, drinking, and circulation therein. The minimum width of the public walkway where sidewalk dining is proposed should not be less than ten feet. Sidewalk dining within the public walkway shall maintain a clear passage, free from all obstructions, for pedestrians, of not less than seven feet. A clear passage of 10 feet in width is preferred. *See figure 3.10: Outdoor Dining – Typical layout (for stores with a frontage less than 60 feet)*

Detailed standards for outdoor dining are specified in Chapter 14.14 of the City of Long Beach Municipal Code. These design guidelines are intended to supplement, not replace any of the requirements included in the aforementioned chapter. The use of sidewalks for dining also requires City permits and liability insurance. Please see Chapter 14.14 of the Municipal Code for this information.

If the developer proposes building setbacks to accommodate outdoor dining areas, the setback depth should be limited to 15 feet. If building frontage is larger than 45 feet, the length of this setback will be limited to 45 feet. In addition, the setback should be covered with a permanent structure. This space shall function as an arcade or porch that could be easily enclosed if no longer needed for sidewalk dining purposes. *See figure 3.11: Outdoor Dining – Typical layout (for stores with a frontage greater than 60 feet).*

Gaucho Grille, Pasadena, California

J. Security Grilles

Visible security grilles are prohibited on the building facade exterior. Security grilles installed on the interior of the storefront are permitted. The color of these grilles should blend with background color so as to reduce their visibility. Exterior grilles on existing structures are encouraged to be removed and placed on the interior of the storefront per these guidelines.

Mi Piace, Pasadena, California

K. Architectural Lighting

- Reinforce "corners" throughout the district by illuminating the facades of the corner occupying structures.
- Utilize a façade light style that is sympathetic to the building's architecture.
- Visible direct lamp glare from unshielded floodlight fixtures is not allowed.
- Owners of corner buildings should be actively encouraged to illuminate their buildings for the good of the district.

Example of corner building with demonstration of lighting techniques such as lighting of architectural features at the corners, well-illuminated store windows, and integral canopy lighting

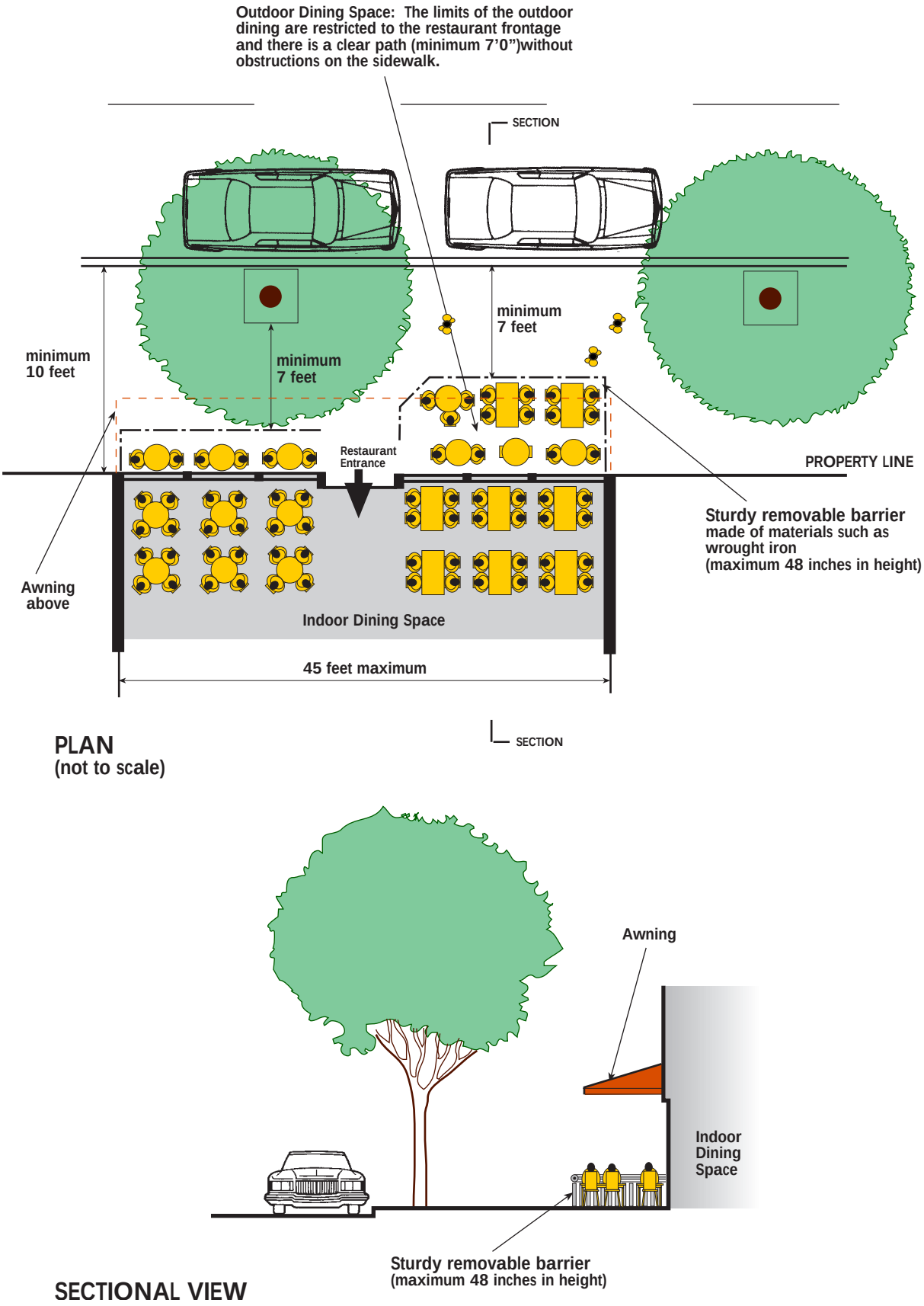


Figure 3.10: Outdoor Dining: Typical Layout (For stores with a frontage less than 60 feet)

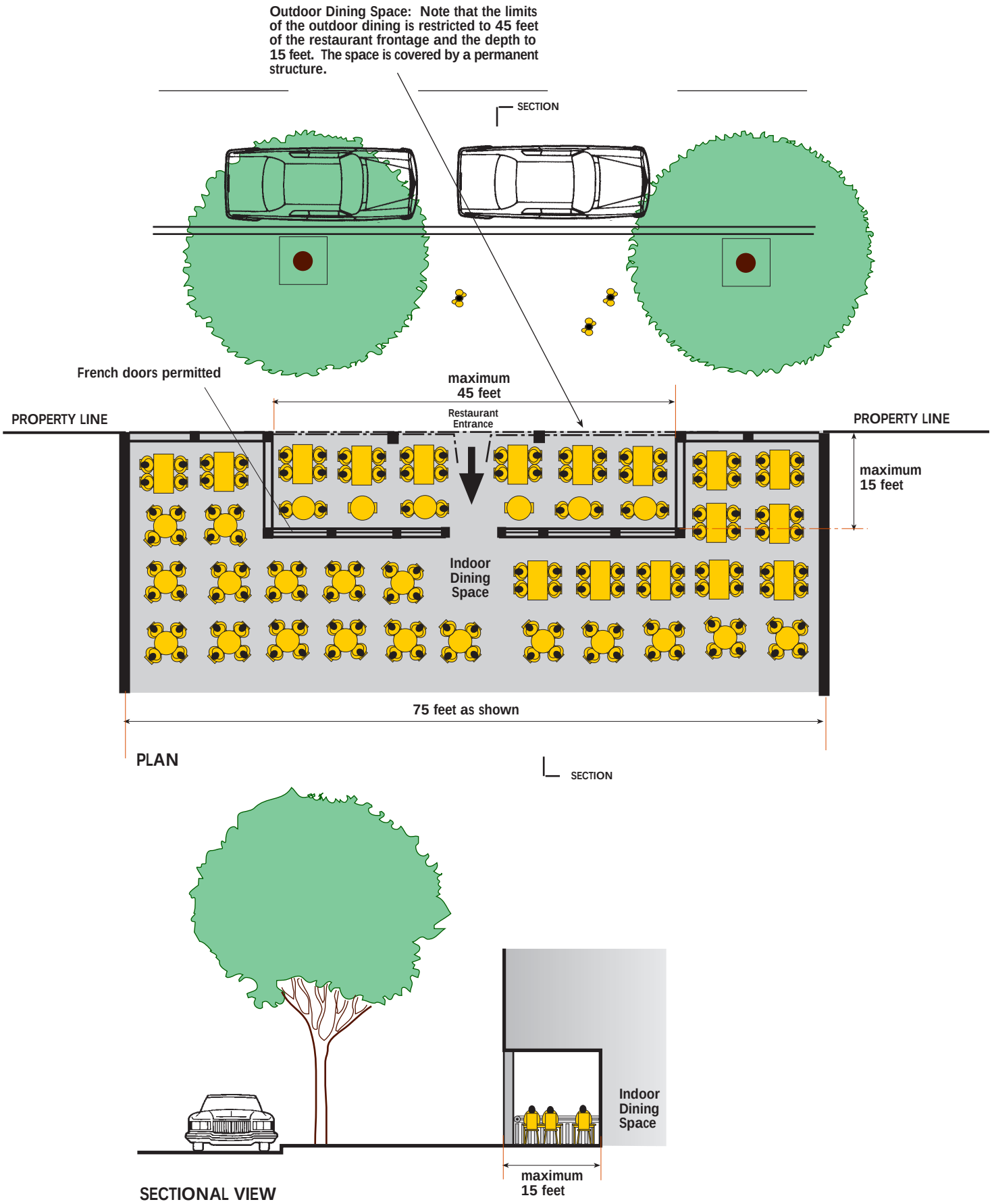


Figure 3.11: Outdoor Dining: Typical Layout (For stores with a frontage greater than 60 feet)

- Retailers and other building users shall be discouraged from allowing a direct view to any bare light source from normal pedestrian or vehicular sight lines. This includes both façade lighting as well as interior light within 10 feet of the structures' windows.
- Store and building owners shall supply a separate circuit dedicated to illumination of store windows and the building entries. These will be left on until an agreed upon hour (up to restaurant closing time at a minimum) to encourage pedestrian use of the sidewalks.

L. Alleys

For projects adjacent to alleyways, considerations should be given to improving the appearance of the alleyway:

- relate the alley (rear) facade to main (front) facade.
- prepare and follow a maintenance / upkeep program.
- provide additional lighting for security.
- implement a signage program.
- use graffiti and vandal resistant products.
- restripe or reseal concrete.
- group and conceal building services such as trash, storage and utility structures.
- keep parking spaces clear and open for parking. (Long-term vehicle storage is discouraged in the parking areas.)
- incorporate landscaping such as vines and tree pockets, wherever possible.

3.3 Transition (Mixed-use) Subarea (Bixby Road to 37th Street)

This subarea functions as a transition area between the northern pedestrian-related and southern auto-related areas. The existing uses along this subarea include medical offices, churches and housing mixed in with retail establishments. This subarea should continue the pedestrian emphasis of the Pedestrian-oriented Subarea. However, the level of pedestrian activity will be less owing to the noncontinuous nature of the retail frontage. Over time, this subarea is intended to become a part of the northern subarea. For this transition to take place, retail uses should be strongly encouraged in this subarea while non-retail uses are located elsewhere.

3.3.1 Site Planning

A. Building Usage

All new buildings along Atlantic Avenue within this subarea should have retail uses exclusively at the street level. Office uses should be discouraged on the street level. If more than one story is proposed, office uses are encouraged on the upper level.

B. Height and Massing

The western side of Atlantic Avenue within this subarea with Bixby Knolls Tower is zoned R-4N and Institutional (I). These sites are fairly static in terms of uses and are not expected to change. *The rest of this subarea falls within the Community Automobile Oriented (CCA) District. The zoning for this portion is being changed to Commercial Neighborhood Pedestrian (CNP) District to transform this subarea to a pedestrian-oriented area.* Please refer to the guidelines in Section 3.2.1B. These shall apply only to the eastern side of Atlantic Avenue in this subarea.

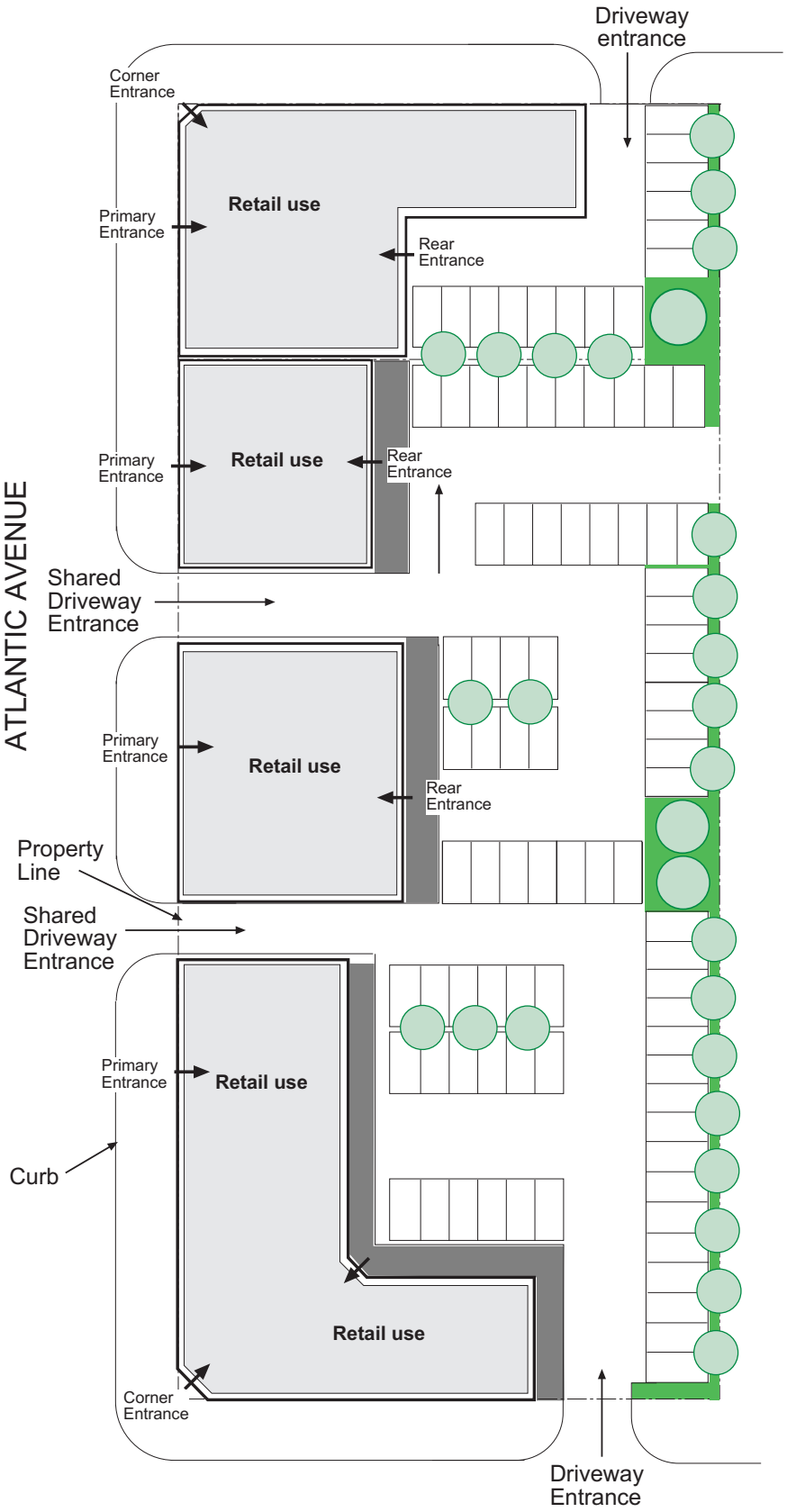


Figure 3.12: Typical block plan: Transition (Mixed-use) Subarea

C. Setbacks
As mentioned before, one of the critical elements of a successful retail area is continuous street frontage. The current zoning requires a minimum setback of ten feet from the front property line and most of the existing non-retail structures in this zone are in compliance with this requirement. If these buildings are rehabilitated, the existing setbacks may be maintained or brought into conformance with the new zero setback requirements. With the change in zoning to Commercial Neighborhood Pedestrian (CNP) District for this subarea, new retail buildings within this transition area shall be built to zero lot-line. *See figure 3.12: Typical block plan: Transition (Mixed-use) Subarea.*

D. Parking access and curb-cuts
As mentioned in the Concept Plan, vehicular entrances to off-street parking lots should be minimized along Atlantic Avenue to maintain retail and pedestrian continuity. Since there are no alleys in this subarea, encourage shared parking/driveways to minimize the number of curb cuts.

E. Service/Loading access
Limit service access from Atlantic Avenue to after business hours from 10 PM to 11 AM, to maintain retail and pedestrian continuity.

F. Mechanical Equipment
The guidelines outlined for equipment screening in section 3.2.1 F should be followed in this subarea as well.

3.3.2 Building and Architecture

The rehabilitation of existing or construction of new retail buildings should follow the guidelines previously set forth in section 3.2.2.

The rehabilitation of existing office buildings should follow the guidelines set forth in section 4.2.

3.4 Auto-oriented Retail Subarea (37th Street to Wardlow Road)

The design guidelines for this subarea are intended to encourage auto-oriented retail activities. Design guidelines for rehabilitating existing buildings as well as new infill buildings are included. This four-block area should focus on attracting a wider range of users than just the Bixby Knolls residents. The close proximity of the I-405 freeway is an added advantage for reaching a regional market base. The existing and future land uses in this subarea are, and should continue to be, automobile-oriented. Larger projects that require parcel assembly are possible in this subarea and could take potentially advantage of the freeway adjacency. The Concept Plan recommendations for adding streetscape amenities as well as other street enhancements will also contribute to the revitalization of this section of Atlantic Avenue.

3.4.1 Site Planning

A. Building Usage
All buildings along Atlantic Avenue within this subarea should have retail uses at the street level exclusively. If more than one story exists or is proposed, locate office uses on the upper level. Usage of upper levels for retail is also permitted.

B. Height and Massing
This subarea falls within the Community Automobile Oriented (CCA) District. The City of Long Beach Development Code allows a maximum of two stories (28 feet) within the CCA District. No changes are recommended in this subarea.

C. Setbacks
The front setbacks of ten feet as specified by the Zoning Code are appropriate for maintaining the feel of an automobile-oriented area. Locate all new buildings including those at corners with similar setbacks from the front property lines in keeping with the adjacent buildings. *See figure 3.13: Typical block plan: Auto-oriented subarea.*

D. Parking access and curb-cuts
Although curb cuts to the businesses are allowed from the street, most of the parking should be provided behind or next to the buildings. If the parking is visible from the street, screen the parking using appropriate techniques such as landscaped walls, screens and arbors. (see Section 5.4.3) Encourage common parking and access between adjacent uses. Entrances to parking should be clearly identified with appropriate directional signage *See figure 3.13: Typical block plan: Auto-oriented subarea.*

E. Service/Loading access
Provide adequate loading spaces on-site based on the zoning code (see Chapter 21.41). Limit on-street loading on Atlantic Avenue to after business hours from 10 PM to 11 AM.

F. Mechanical Equipment
The guidelines outlined for equipment screening in section 3.2.1F should be followed in this subarea as well.

G. Landscape Screening
The guidelines outlined for landscaping and screening parking lots are detailed in section 5.2.

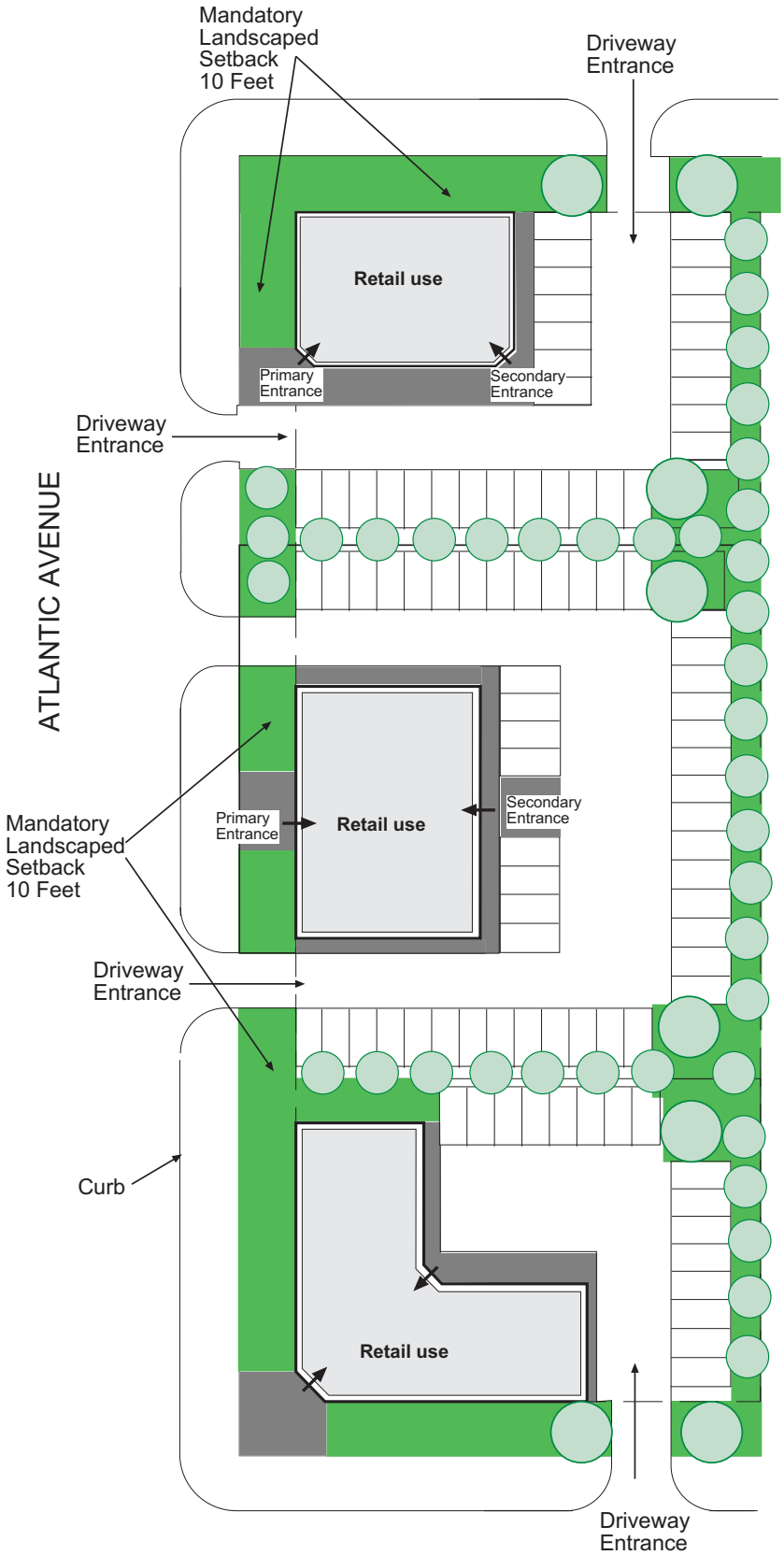


Figure 3.13: Typical block plan: Typical block plan: Auto-oriented subarea

3.4.2 Building and Architecture

A. Storefront Modulation and Articulation

A typical storefront may range from 30 to 100 feet. The storefront may have a typical multiple-bay modulation with a centered or asymmetrical entrance. Asymmetrically organized façades are also permitted. Buildings should be modulated at 10-15 feet intervals. For example, pilasters may be used to modulate the facade. Avoid designing buildings longer than 100 feet. Buildings wider (or longer) than 100 feet shall be visually broken into two or more buildings (each with a maximum width of 100 feet) in terms of the façade treatments to stay in scale with the rest of the block. *See figure 3.14: Auto-oriented subarea: Big Box Retail.*

B. Entrances

Entrances should comprise no more than a third of the ground floor façade. Locate entrances along the street side of the building. If the parking is located to the side or rear of the building, a secondary entrance may be located on the side of the building adjacent to the parking. This entrance should be visible and obvious from the street and not be located more than 25 feet from the front property line. Entrances should be located no more than 60 feet apart. If only one entrance is provided, it should be located along the street side of the building.

C. Corner Treatments

Corner entrances are encouraged. Corners should also be enhanced with additional landscaping within the corner setback (10 feet by 10 feet) spaces.

D. Roof Design

The style of the building shall signify if a visible sloped roof is appropriate. Coffee shops of the 1950's often had sloped roofs. Varied roof forms such as tower elements, gabled roofs, extended eaves with rafters and corbels, may also be used to add interest and to create a consistent style. Where gabled or pitched roofs are used, careful integration with the primary building and adjacent buildings should be considered in design. Slopes of pitched roofs should be between 3:12 and 6:12. Continuous mansard roofs are discouraged. Use parapets to break up continuous stretches of roof. City Staff should review all sloped roofs for approval.

Original Googie's that lent its name to an entire style of commercial architecture in the 1950's. Note the sloped roofs on the main structure as well as the lower dining space.

E. Architectural Styles

The existing architectural character along southern Atlantic Avenue is a mixture of 1930's, 1940's and 1950's automobile-oriented architecture such as Tuttle's and George's 50's Diner.

There are several new structures on Wardlow Road and Long Beach Boulevard that have picked up on the motifs of the existing styles. Some of these are good examples (such as the gas station shown in the adjacent picture) with appropriate signage while others (not shown) have used the style in an exaggerated manner with over-scaled elements. The latter approach is discouraged in these design guidelines.

Art Deco inspired Food Mart

The further development of these styles can help in building a cohesive character within this subarea. The architectural elements specifically related to **Art Deco and Streamline Moderne styles** are:

- Tripartite division of the façade with the central façade being the most prominent (both width and height).
- Articulation of the tripartite façade with pilasters. Verticality emphasized with vertical flutings.

Dave's Burger is an example of roadside architecture from the 1950's – the sign is more significant than the building.

Tuttle Camera: Note the asymmetrical entrance, raised parapet and sign structure

Typical 1950's era restaurants

- Flat roofs with parapet walls, often stepped. (Visible sloped roofs were not an element of this style and hence are not permitted).
- Cantilevered or suspended integral horizontal canopy slabs. (awnings are less common).

The architectural elements related to **1950's "Googies,"** a style that built on the sleek lines of the Deco and Moderne styles of the previous decades are described below. Organic forms of spider webs and seashells as well as technological forms of jets and rockets influenced the building forms in this style. The distinction between the sign elements and the major architectural elements was frequently indiscernible in this style. The name 'Googie's, often used for this style of commercial architecture, was from the name of a coffee shop of the era.

- Asymmetrical organization of the façade.
- Cantilevered or suspended integral canopy slabs, may be non-horizontal – curved or saw-tooth.
- No awnings.
- Non-horizontal (curved, angled or saw-tooth) parapets and visibly sloped roofs are common.

A variety in building styles contributes to interest, vitality, and accommodates different ideas of what is visually appealing. New projects should respect the nature of the existing styles. That does not necessarily mean copying them. Existing shapes, forms and details can be reinterpreted or assimilated in new project designs.

The materials and colors chosen for the storefronts are important elements that reinforce the architectural style. The materials and colors recommended for this subarea are appropriate for the Art Deco, Streamline Moderne and 1950's "Googie's" architecture styles.

F. Building Elements

A typical retail storefront may have the following characteristic elements:

- Bulkhead
- Entrance door
- Display windows
- Transom windows
- Upper level windows
- Canopy or awnings
- Cornice or parapet

These elements are described below. These characteristics should be achieved in both the rehabilitation of existing storefronts and the construction of new buildings.

Bulkhead

A bulkhead shall be provided at the base of the storefront display window to maintain retail continuity along Atlantic Avenue. The bulkhead height should be at least 6 inches and no more that 24 inches.

Entrance Door

The entrance door should be kept simple and as transparent as possible. The door should be made of materials compatible with the building architecture and style.

BEFORE

The blank facade presented to the street creates an unwelcoming appearance and the lack of any articulation negatively impacts the perception of a chesive area. Primary access from the parking lot does not contribute to a pedestrian-friendly environment.

AFTER

If built today following these design guidelines, this store would have a glass storefront, a corner entrance visible and accessible from both the sidewalk and parking lot, and major facade sign in scale with the articulated storefront.

Figure 3.14: Atlantic Avenue Auto-oriented Subarea: Big Box Retail

Display Windows
Please refer to Section 3.2.2 F: Windows and figure 3.6: Display windows.

Transom Windows
Transom windows may be provided above the display windows. The transom window height depends on the overall ceiling height and ranges from two to three feet. Awnings or canopies may be located so as to shade the transom window. Transom windows may use clear, tinted or etched glass. Glass block or metal grilles are also encouraged.

Upper level Windows
The upper level windows may be either symmetrically or asymmetrically arranged. The number of windows should be based on the storefront modulation at the street level. The windows may be combined into pairs, triples or bands.

Canopy or awnings
Cantilevered or suspended integral horizontal canopy slabs should be used in place of awnings. If appropriate to the building style, awnings may be used. Awnings should be divided into sections to reflect the major vertical divisions of the façade.

The awning or canopy shall be a minimum of eight feet above the finished floor level. It should project between four and seven feet from the building face. As all buildings are setback a minimum of ten feet, the awning or canopy will not affect any public property.

Cornice or parapets
Each building should have a simple cornice. If a parapet is provided, it may be stepped to provide modulation and emphasis on the central module in buildings that reflect Art Moderne styles. Buildings in the 1950's style may have non-horizontal (curved, angled, or saw-tooth) parapets. The parapet should have a simple molding to articulate its edge.

G. Materials
Building materials should reflect quality, durability and consistency, where possible, with the materials used throughout the surrounding subarea. The following materials are evocative of the Art Deco, Streamline Moderne and/or 1950's era and are recommended. Backs of buildings should use similar materials, however, less expensive and more utilitarian substituted materials are acceptable, provided they are compatible with the overall design. The use of the following materials are recommended:

Façade
The façade may be smooth finish plaster. Ceramic tile, cut stone and metal finishes are also permitted.

Bulkheads
Bulkheads should be made of one of the following: cut stone, aluminum, stainless steel, bronze, or iron panels/grilles, ceramic tiles, glass block. Smooth finish plaster is permitted but not encouraged.

Roofs
Dimensional asphalt shingles, unglazed concrete or flat clay tile, Exposed wood structural lumbers such as rafter tails, roof beams, and ornamental corbels.

Restricted materials
Materials that have no relationship to the architectural style shall not be permitted. These include used, antiqued or imitation old brick, fake or cultured river rock, exposed concrete block, reflective or dark glass, etc. Spanish tile for the roof is also not permitted.

H. Colors
The colors chosen should accentuate the architectural details of the building and be consistent with its architectural style. A minimum of three colors per building are required. These colors should be used on the base (main body), trim and accent. The base colors should be the lightest and the accents used sparingly. Two additional colors are allowed per facade. One of these may be used on the base (main body) to distinguish between upper and lower floors.

Signage colors are permitted in addition to the family of the building colors, but should be derived from the same. The maximum number of colors including both building and signage colors should not exceed eight.

I. Security Grilles
Exterior security grilles are not permitted. Security grilles provided on the interior of the storefront are permitted. The color of these grilles should blend with background color so as to reduce their visibility.

J. Corporate identity issues
Make corporate identity secondary in the design of projects, and consistent with the architecture of the surrounding community. The design character should not be a standard franchise prototype and should incorporate dominant characteristics that are unique to Long Beach and the Bixby Knolls neighborhood. Corporate signage for renovations should be modest in scale and be compatible with the existing building.

K. Guidelines for office buildings
The rehabilitation of existing office buildings in this subarea should follow the guidelines set forth in section 4.2.