

Thriving Places and Robust Year-Round Economy

Citywide Goals and Strategies

Goal 2.1: *Enhance the physical attributes of all commercial districts and areas.*

- ▶ **Strategy 2.1.1:** Implement streetscape improvements in all districts to improve pedestrian and vehicle connections, circulation, and safety; create a consistent design aesthetic; and design safe open spaces that reflect the unique community character of each district. Priority areas for streetscape improvements are along Park Avenue and Beech Street with an emphasis on lighting, street trees, benches, trash bins, bicycle racks, and wayfinding signage that helps orient visitors to routes that connect to and from nearby bicycle routes and destinations.
- ▶ **Strategy 2.1.2:** Encourage business owners to pursue façade improvement grants.
- ▶ **Strategy 2.1.3:** Develop design guidelines for façades, signage, and streetscapes to preserve, protect and enhance the visual environment.
- ▶ **Strategy 2.1.4:** Consider creating one or more business improvement districts (BIDs) in partnership with Long Beach’s businesses. The BIDs would facilitate implementing signage, lighting, street furniture, trash bins, bicycle racks, other pedestrian scale amenities, and develop programming help to activate street life.

Goal 2.2: *Improve the connectivity and safe passage to, from and between commercial districts.*

- ▶ **Strategy 2.2.1:** Improve pedestrian crossings within the core downtown commercial area with pedestrian refuges and updated crosswalks and request that Nassau County consider longer crosswalk timing.
- ▶ **Strategy 2.2.2:** Connect the West End and Boardwalk bicycle networks with each other and with Park Avenue and develop connections with bicycle facilities in surrounding communities.
- ▶ **Strategy 2.2.3:** Retain a consultant to design and install a comprehensive, Citywide wayfinding signage that would direct visitors to public parking facilities, commercial districts, and points of significant interest.

Goal 2.3: Cultivate a truly year-round City economy.

- ▶ **Strategy 2.3.1:** Enhance business and district marketing support and opportunities.
- ▶ **Strategy 2.3.2:** Explore the possibility of creating a business incubator that would help jump-start new businesses.
- ▶ **Strategy 2.3.3:** Continue to offer training for business startups and expansion, with a specific emphasis on minority, veteran, and women-owned businesses.
- ▶ **Strategy 2.3.4:** Create a “Welcome to the City of Long Beach” visitors committee, composed of residents and business owners that would collaborate with the Nassau County Chamber of Commerce and neighboring communities to cross-promote existing visitor opportunities, and support existing and new businesses.
- ▶ **Strategy 2.3.5:** Continue to promote and augment the City of Long Beach business directory and visitor website.
- ▶ **Strategy 2.3.6:** Enhance the City’s identity/branding through marketing and redesigned physical gateways.
- ▶ **Strategy 2.3.7:** Facilitate the development of a variety of recreational uses to attract a year-round visitor population.
- ▶ **Strategy 2.3.8:** Implement wayfinding signage along the Boardwalk and Ocean View to direct visitors to the commercial districts along Park Avenue and Beech Street.
- ▶ **Strategy 2.3.9:** Promote the City’s history, cultural resources, recreation opportunities, and artisan communities.
- ▶ **Strategy 2.3.10:** Update the City’s Zoning Code to align with City priorities for economic development, including:
 - Facilitating appropriate home-based businesses (by special permit).
 - Continuing and expanding outdoor dining opportunities.
 - Exploring a mix of uses within diverse building types.



▲ West End Commercial Area

Commercial District-Specific Goals and Strategies

Goal 2.4: *Develop Park Avenue as a true “Transit Oriented Downtown” for the City of Long Beach.*

- ▶ **Strategy 2.4.1:** Encourage private sector development of family-friendly entertainment activities and establish alliances with cultural/art institutions to increase local amenities and provide destinations for residents and visitors to downtown Long Beach.
- ▶ **Strategy 2.4.2:** Actively pursue redevelopment of opportunity sites, including City Hall and its parking and plaza areas, and the Stop and Shop Shopping Center.
- ▶ **Strategy 2.4.3:** Conduct a TOD study and prepare a Special Area Plan for the area around the LIRR multimodal station.
- ▶ **Strategy 2.4.4:** Consider a mixed-use zoning district(s) on Park Avenue that diversifies tenant mix through growth created by residential demand.
- ▶ **Strategy 2.4.5:** Implement Transportation Demand Management strategies including creating a parking district to improve and facilitate access to the City’s commercial/retail corridors.
- ▶ **Strategy 2.4.6:** Review and amend the City’s Zoning Code to:
 - Modernize off-street parking requirements with a focus on reducing commercial parking requirements within the proposed TOD and replacing the parking waiver/variance process with a fund that would act as a repository for fees collected from businesses in lieu of providing required off-street parking. These fees would fund other alternative transportation improvements.
 - Revisit on-street parking requirements and layout.
 - Explore opportunities to continue outdoor dining.
- ▶ **Strategy 2.4.7:** Improve pedestrian access to parking lots on the North side of Park Avenue.

Goal 2.5: *Develop the Bayfront with a mix of uses that provide public access to and capitalize on the waterfront location and respect its industrial character and proximity to primarily residential neighborhoods.*

- ▶ **Strategy 2.5.1:** Investigate the potential to redevelop City-owned property with a mix of uses.
- ▶ **Strategy 2.5.2:** Improve direct access between North Park and the Bayfront.
- ▶ **Strategy 2.5.3:** Promote water-oriented and water-dependent uses (fishing pier, marina) made possible by the Nassau County/Long Beach Sewerage Treatment Plant Consolidation and Bay cleanup to be accomplished in partnership with Nassau County.

Next Steps

- ▶ Review and revise the City's Zoning Code.
- ▶ Prepare a Citywide streetscape plan and design guidelines for commercial/retail zones that can be implemented in phases when funding becomes available.
- ▶ Consider creating one or more Business Improvement Districts (BID) to manage, advocate, and raise funds for commercial/retail neighborhoods.
- ▶ Draft and issue a request for qualifications (RFQ) for the redevelopment of City Hall to solicit input from the development community regarding the highest and best use of this property.
- ▶ Conduct a TOD study and prepare a Special Area Plan for the area around the LIRR station.
- ▶ Create mixed-use zoning districts or zoning district overlays.
- ▶ Continue pursuit of grants for and implementation of streetscape improvements and active mobility improvements.
- ▶ Develop the Central Business District into a "true" downtown with mixed-use zoning and more parking.
- ▶ Develop the Bayfront with uses that capitalize on and provide public access to the waterfront.