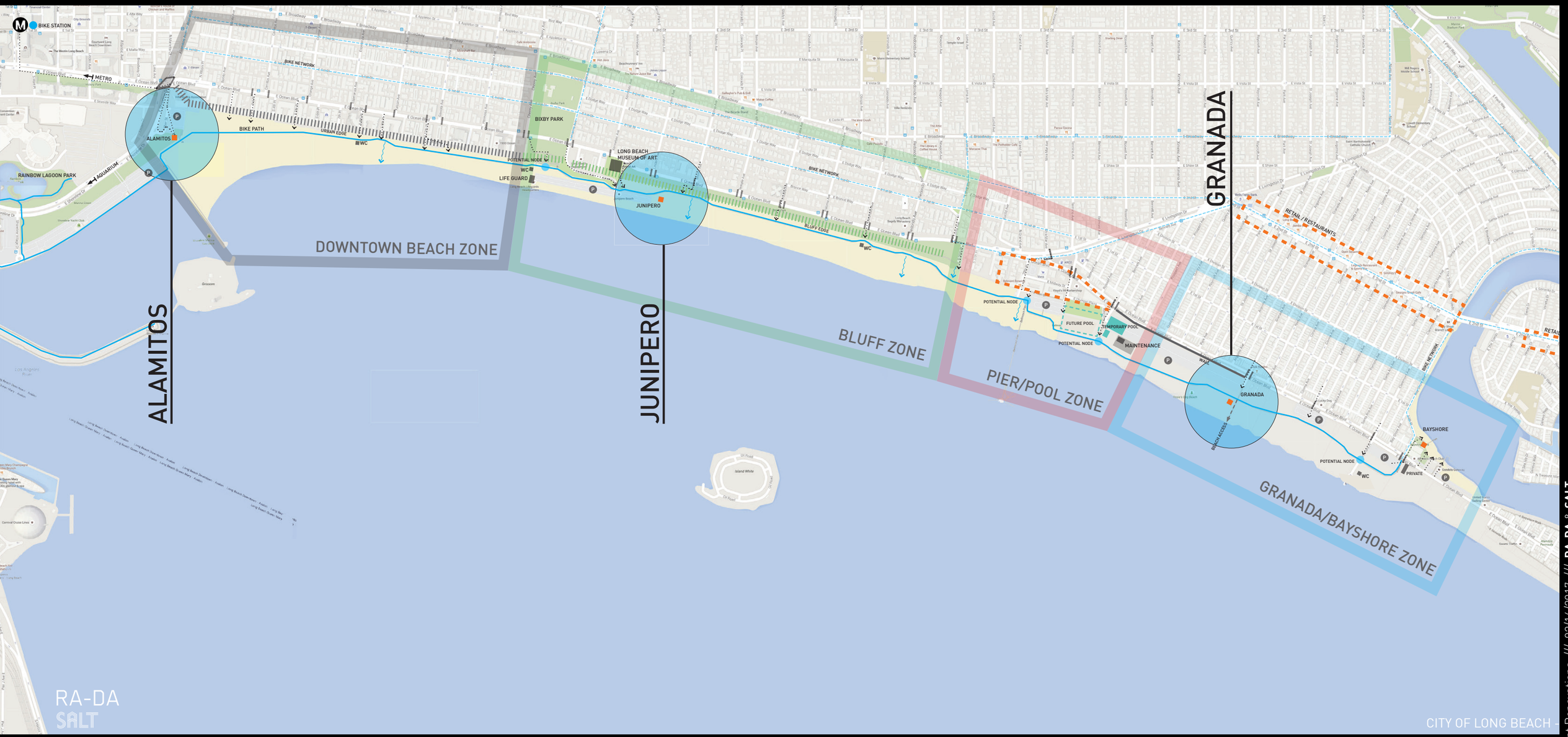
RA-DA & SALT // 02.16.2017



BEACH FRONT IMPROVEMENTS

Long Beach: Beach Front Renovations /// 02/16/2017 /// **RA-DA** & **SALT**

ALAMITOS

COMMUNITY WORKSHOP

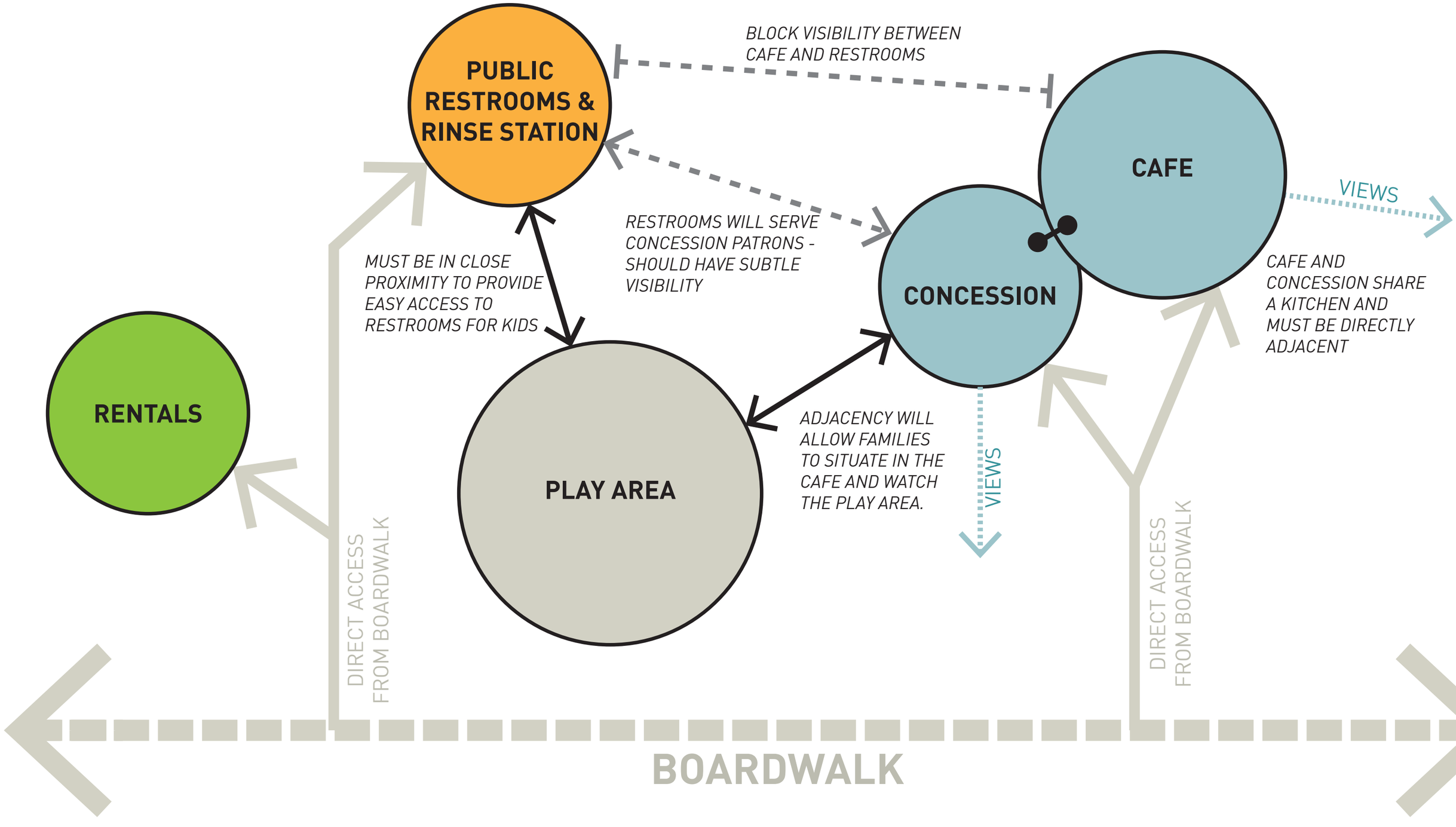
FOOD
PLAY
HEALTH
LEISURE

OPEN HOUSE IMAGES

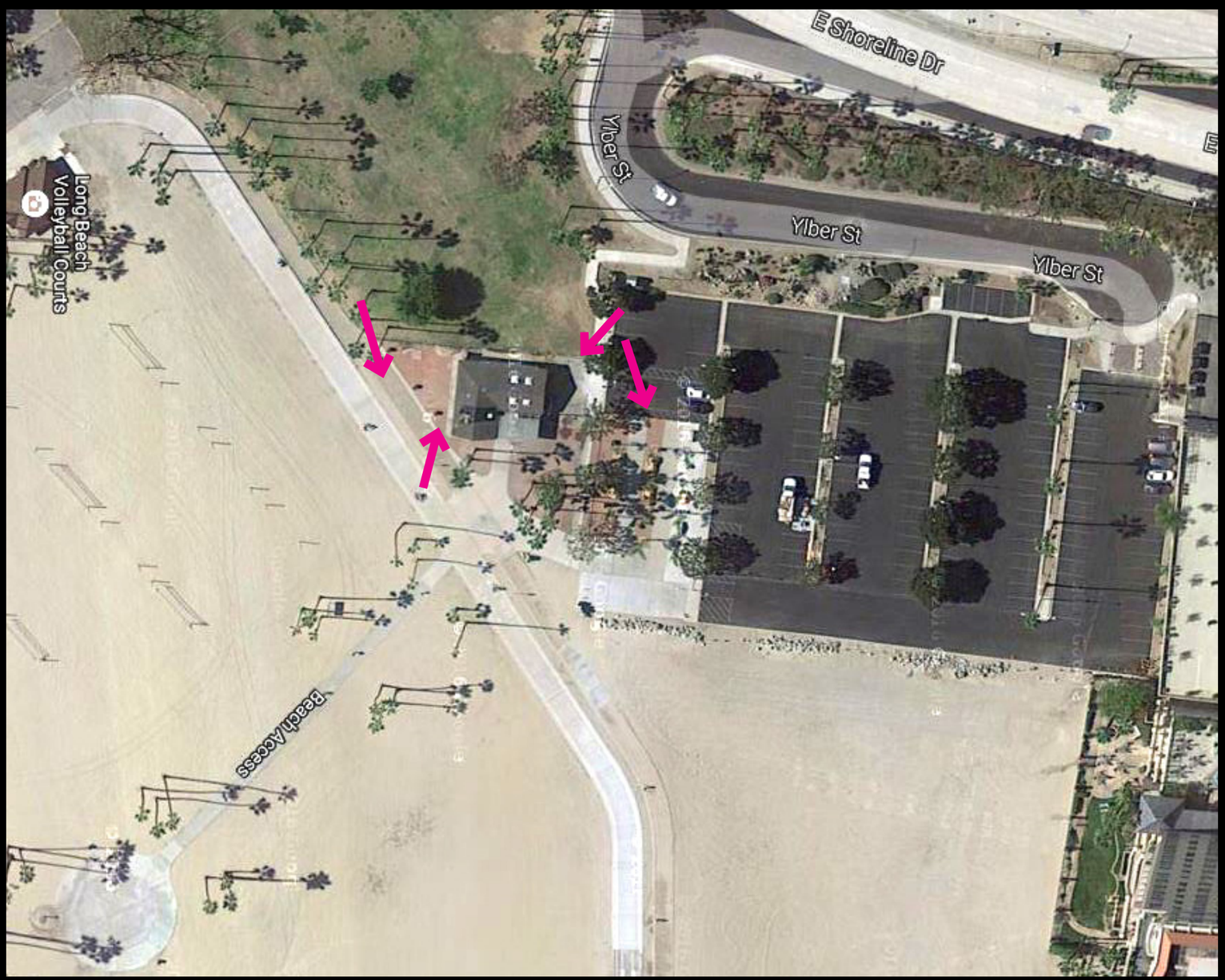
ALAMITOS

GOALS:

- ENHANCE THE BEACH EXPERIENCE.
- SUPPORT EXISTING ACTIVITIES.
- CREATE A SAFE AND WELCOMING ENVIRONMENT.



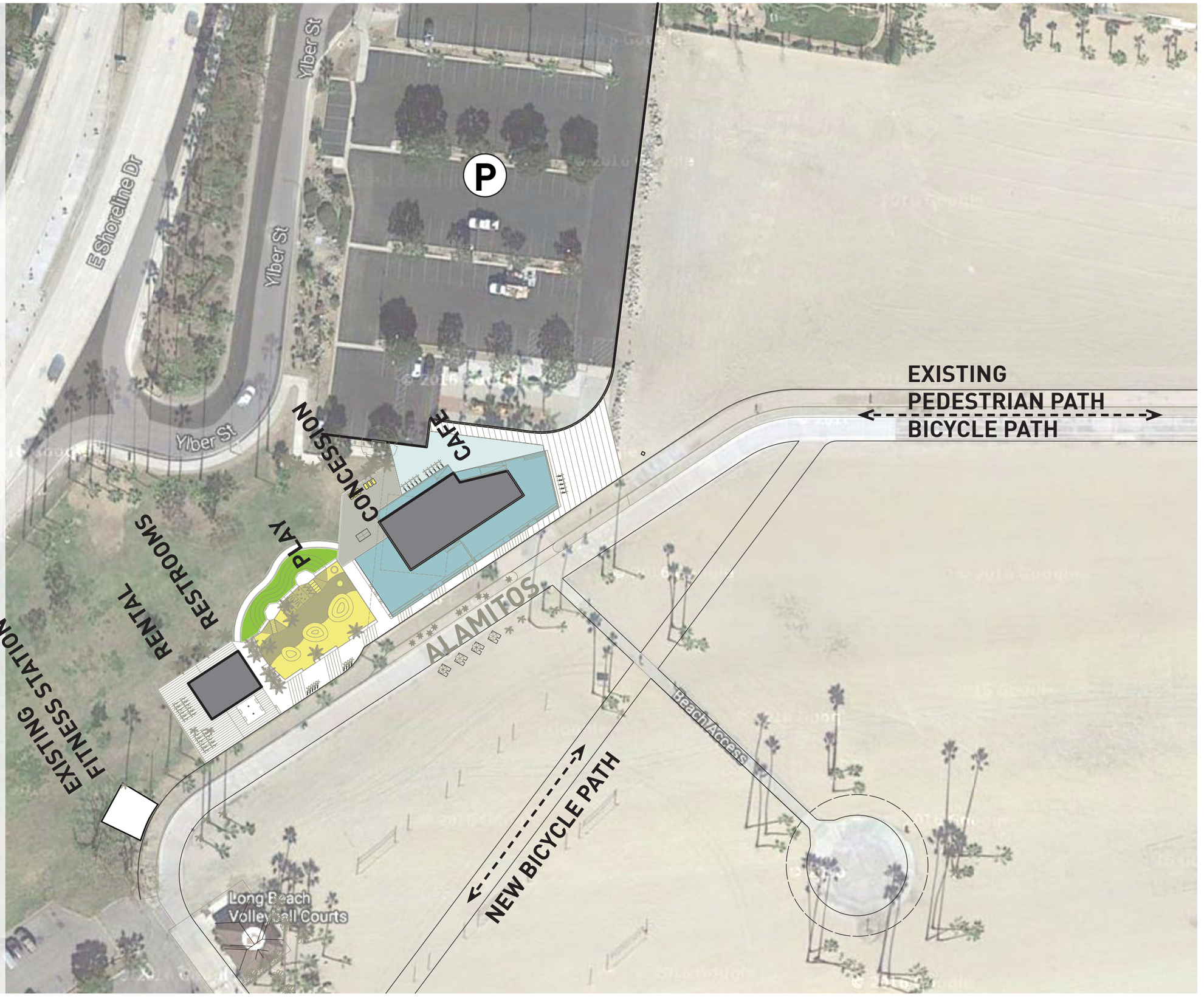
PROGRAM DIAGRAM



ALAMITOS SITE

DESIGN ELEMENTS:

- PLAZA / NEW DROP OFF
- SIGNAGE
- ACCESS
- GAMES / PLAY
- BEACH CAFE SERVICE
- DIVERT BIKE FAST LANE
- BIKE PARKING & BIKESHARE
- SECURITY
- LIGHTING



CONCEPT:

THE PROMENADE

CASE STUDIES:
- CACTUS CLUB, ENGLISH BAY VANCOUVER
- ANNENBERG BEACH HOUSE, MALIBU
- PERRY'S CAFE, SANTA MONICA

Cactus Club English Bay, Vancouver

Annenberg Beach House, Malibu

Munich streetscape

Chicago

Cactus Club English Bay, Vancouver

LONGBEACH
CATCH

BEACH RENTAL
BAR
CAFE

CAFE
CATCH

CAFE
MENU
CAFE
MENU
adidas

CATCH
THE TERRACE

COMMERCIAL PARASOLS

GAMES CUPBOARD

GAMES TABLES

DUAL CANTILEVER PARASOL UP TO 13’ X 26’

CHESS / BACKGAMMON TABLES

PING PONG TABLES

FLAGS & LIGHTS TO DELINEATE GAME ZONE

CORN HOLE

‘GAME BOX’

LOCKABLE GATES AT ALL ACCESS POINTS

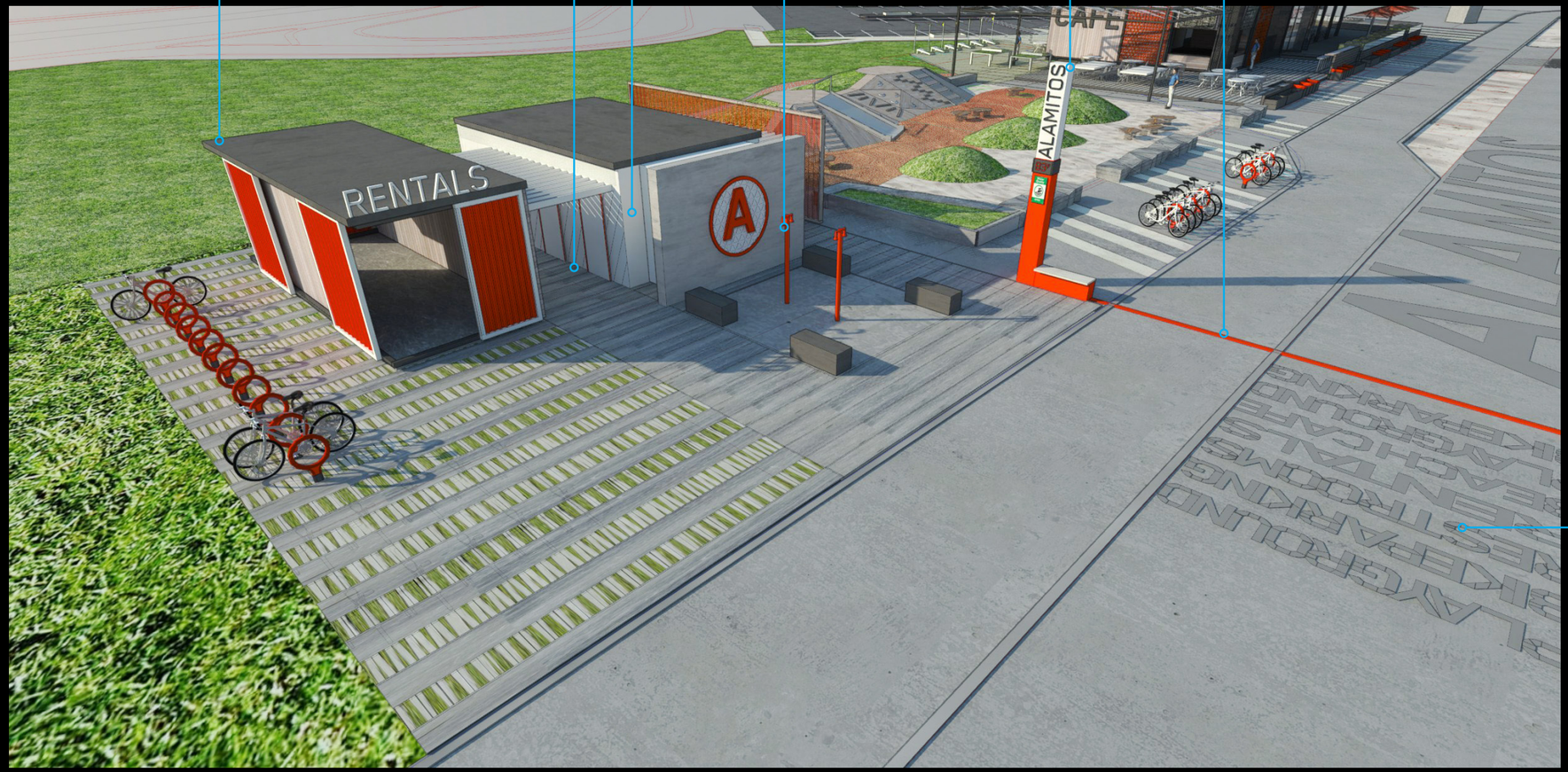
RESTROOMS & SINKS

RINSE STATIONS WITH BENCHES

RENTAL BUILDING
& RENTAL PLAZA

PYLON SIGN

MILE MARKER



GROUND GRAPHICS

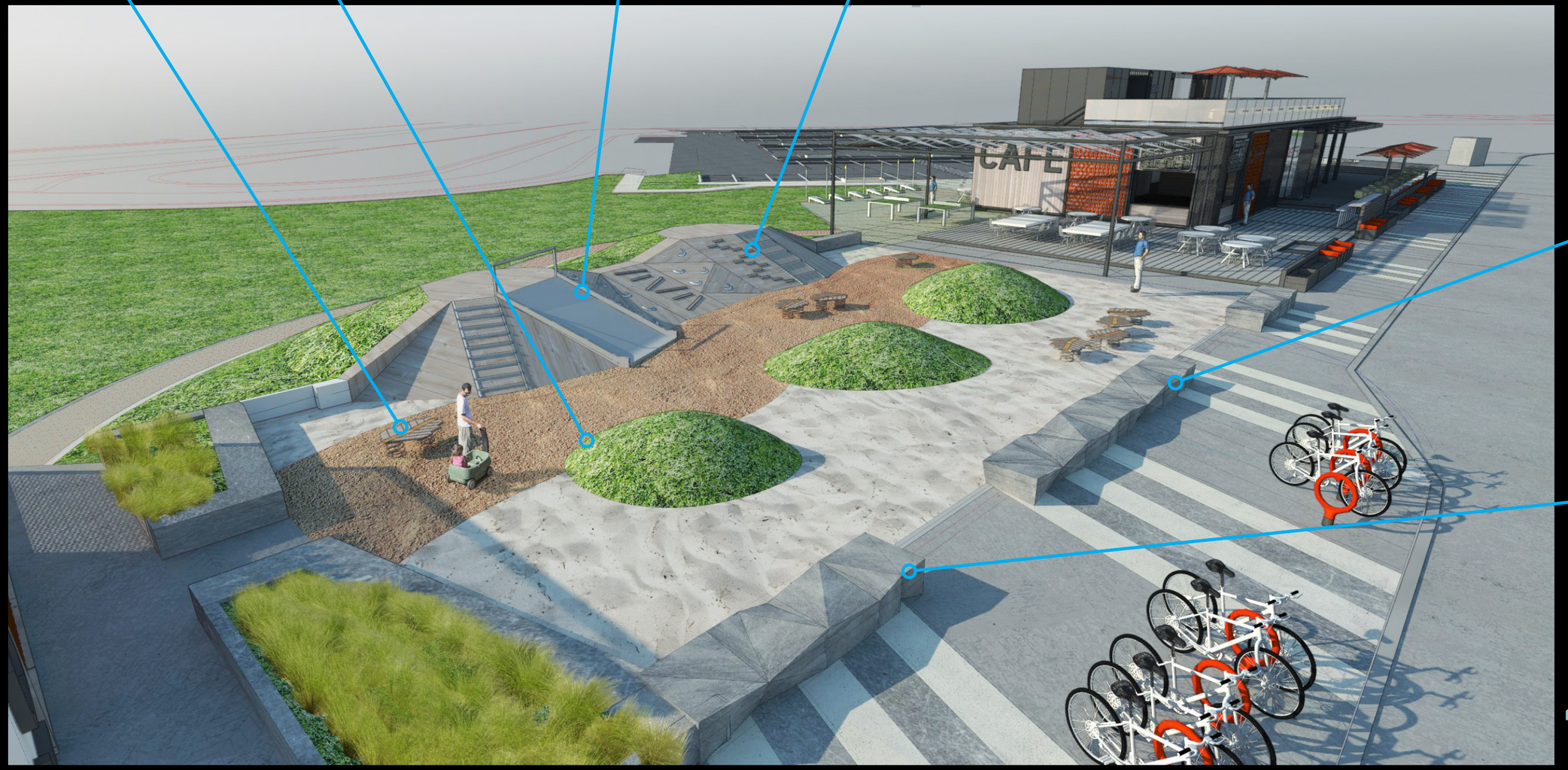
BEACH AMENITIES

WOBBLE POD

GRASS MOUNDS

BIG SLIDE

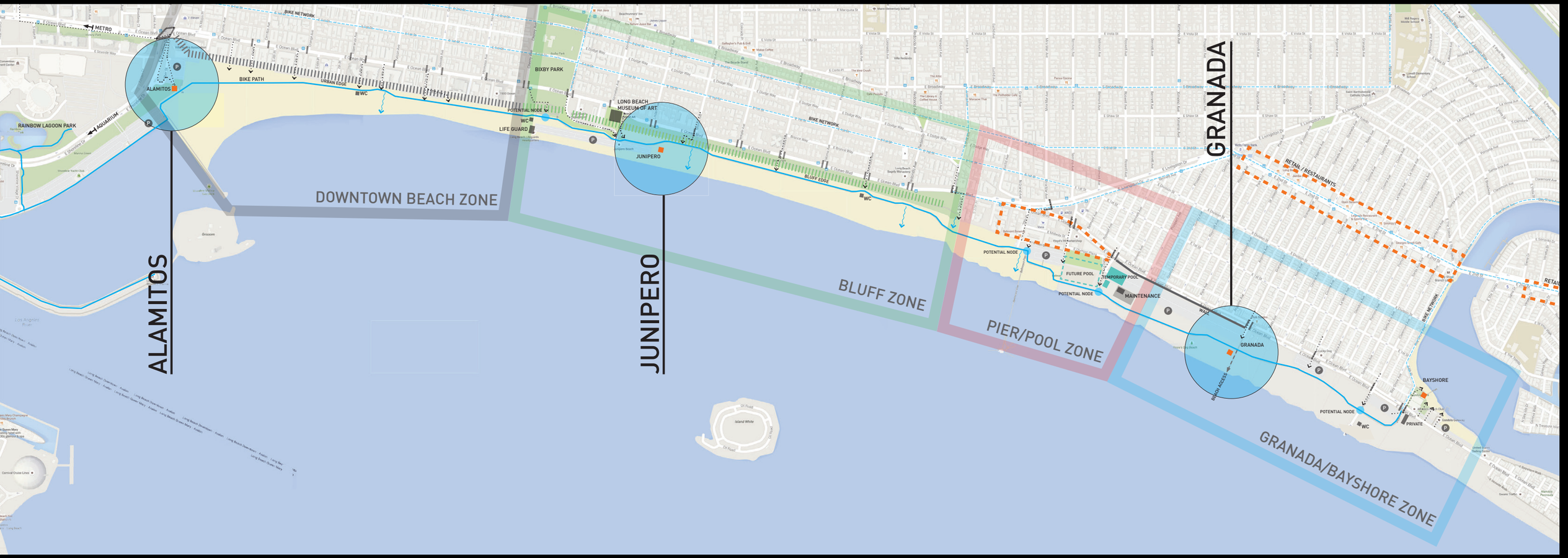
SCRAMBLE WALL



SHADE PARASOLS ALONG SOUTH EDGE
(NOT SHOWN HERE)

ANTI-SKATEBOARD GUARDS

PLAY "DUNE"



UNIFYING ELEMENTS:

- THE BOARDWALK
- SIGNAGE AND BRANDING:
  - PYLON MARKERS
  - BIKE PATH / GROUND MARKINGS
  - MILE MARKER
- MATERIALS / DESIGN APPROACH
- SITE ACCESSORIES (BENCHES, DRINKING FOUNTAINS, BIKE RACKS ETC.)

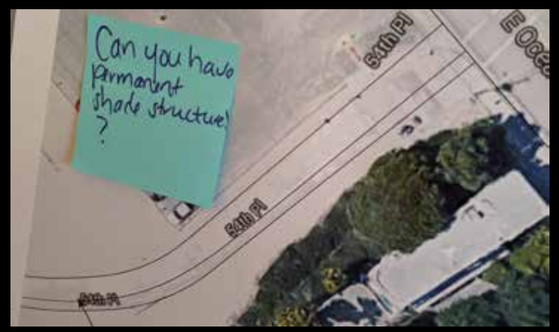
DIFFERENTIATING ELEMENTS:

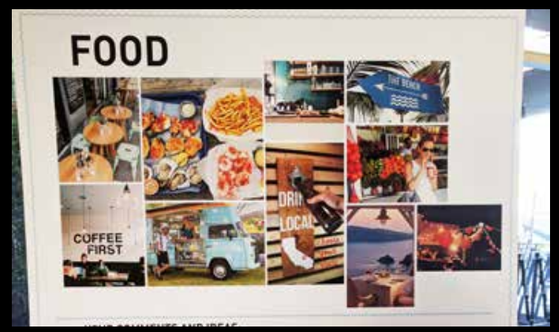
- SITE SPECIFIC APPROACH
- NODES AND ACTIVITIES

AN INTEGRATED APPROACH

JUNIPERO & GRANADA

COMMUNITY WORKSHOP





FOOD / PLAY / HEALTH / LEISURE

JUNIPERO & GRANADA

GOALS:

- ENHANCE THE BEACH EXPERIENCE.
- SUPPORT EXISTING ACTIVITIES.
- CREATE A SAFE AND WELCOMING ENVIRONMENT.

JUNIPERO

OPPORTUNITIES

- **A** PROVIDE VISUAL SEPARATION OF BEACH AMENITIES AND CONCESSION AMENITIES.
- **B** PROVIDE RESPITE FROM THE ELEMENTS (SHADE, REST, WATER, AND SUSTENANCE).
- **C** ENHANCE BEACH AMENITIES (RINSE STATIONS, RENTALS, VOLLEYBALL).
- **D** PROVIDE CLEAR ACCESS FROM BIKE PATH AND PARKING LOT, AND PROVIDE CLEAR ORIENTATION FOR SITE
- **E** ADD IDENTIFYING SIGNAGE AND BRANDING.
- **F** RE-PURPOSE VACANT CORNER.
- **G** PROVIDE LIGHTING FOR SAFETY AND AMBIENCE.

- IDENTITY
- SAFETY
- SUPPORT
- ACCESS

EXISTING BUILDING

PEDESTRIAN PATH

BICYCLE PATH

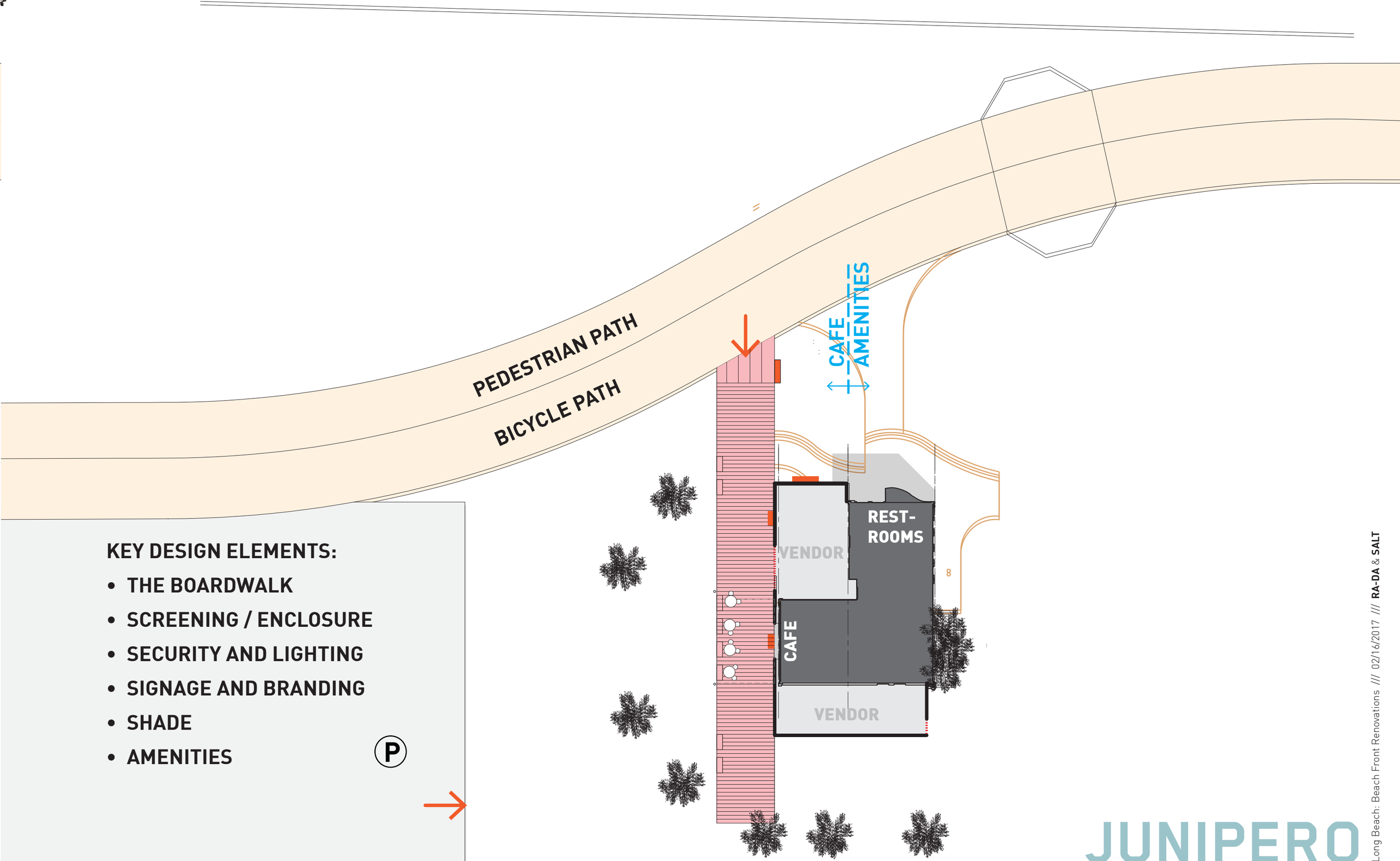
REST-
ROOMS

CAFE

P EXISTING
PARKING LOT

EXISTING SITE
JUNIPERO

Long Beach: Beach Front Renovations /// 02/16/2017 /// **RA-DA** & **SALT**



KEY DESIGN ELEMENTS:

- THE BOARDWALK
- SCREENING / ENCLOSURE
- SECURITY AND LIGHTING
- SIGNAGE AND BRANDING
- SHADE
- AMENITIES

P

JUNIPERO

BASKETBALL COURTS

FITNESS STATION

PEDESTRIAN PATH

BICYCLE PATH

CAFE AMENITIES

JUNIPERO

PLAY AREA

REST-ROOMS

VENDOR

CAFE

VENDOR

RINSE STATION

KEY DESIGN ELEMENTS:

- THE BOARDWALK
- SCREENING / ENCLOSURE
- SECURITY AND LIGHTING
- SIGNAGE AND BRANDING
- SHADE
- AMENITIES
- ACTIVITY NODES - ADVENTURE PLAYGROUND

INTERNALLY LIT PYLON

MILE MARKER

DIRECTIONAL SIGNAGE, WATER QUALITY, TEMPERATURE

LOGO IN TILE

BIKE SHARE

SIGNAGE ON PATH

MAKE
TODAY
ridiculously
AMAZING
THIS
is
Seasonal
WITH
Love

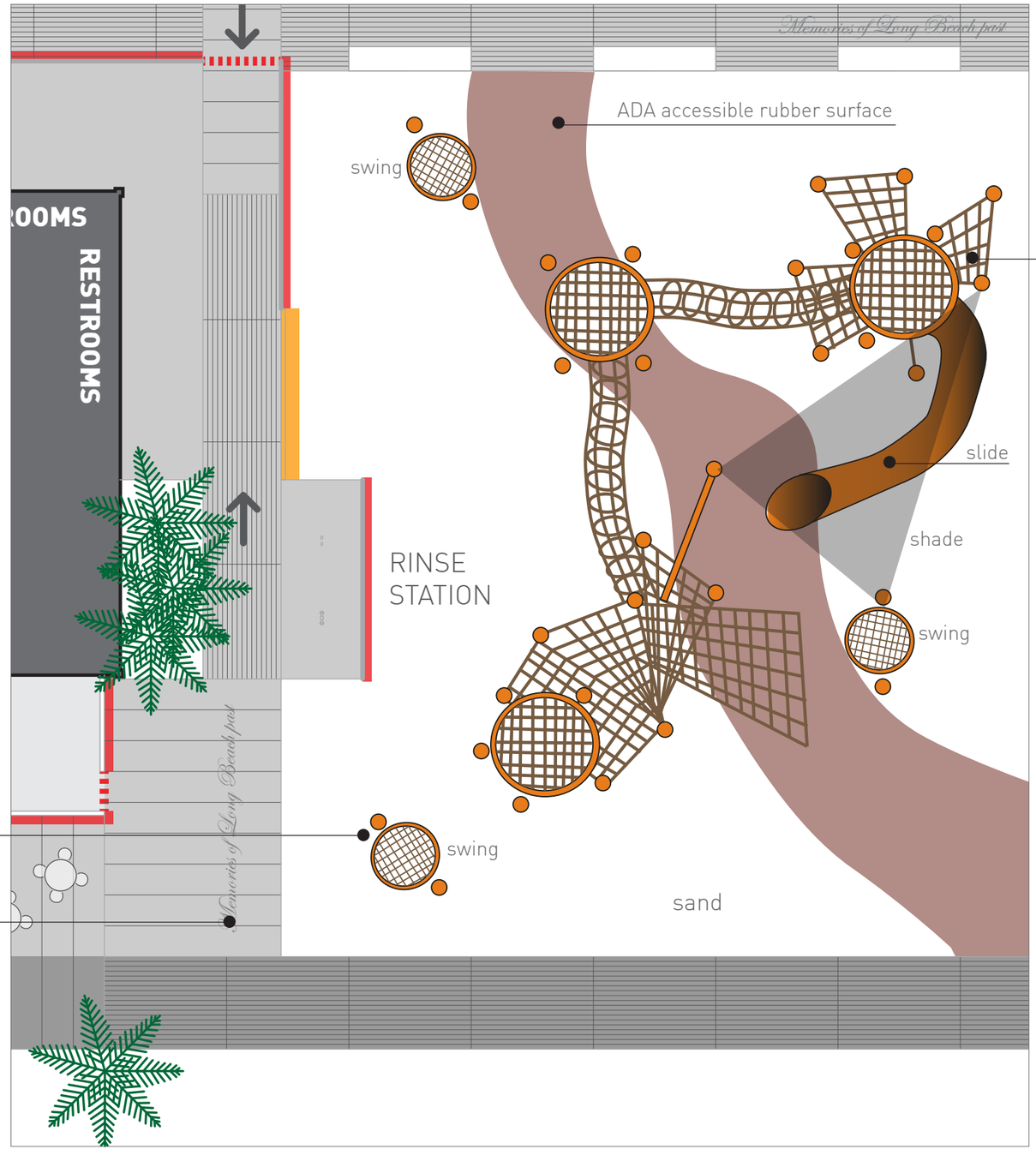
MAKE
TODAY
ridiculously
AMAZING
THIS
seasoned with love

PLAYGROUND: LAYOUT AND EQUIPMENT

Berliner for Margaret Mahy Family Playground, Christchurch, NZ.

Swing

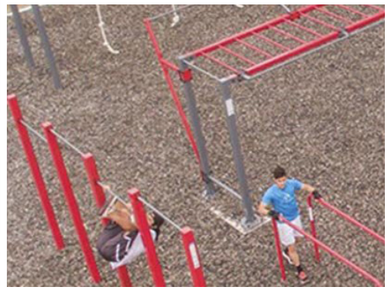
Graphic treatment by artist –
Memories of Long Beach



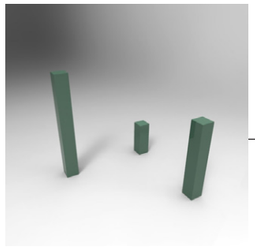
Climbing nets adventure trail

JUNIPERO: **‘TREASURE ISLAND’**

FITNESS STATION:
LAYOUT AND EQUIPMENT

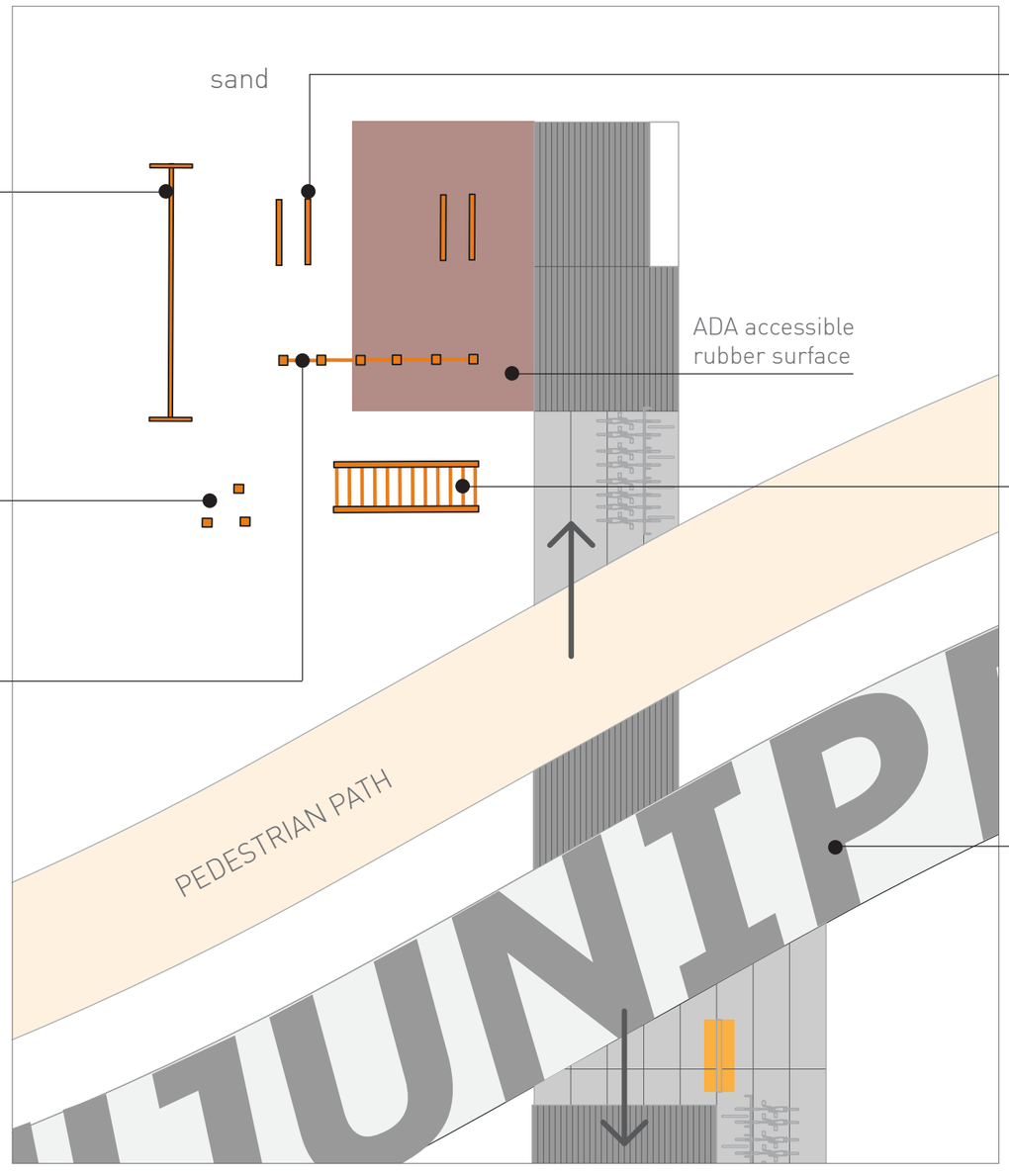


Rope climb



Stretch posts

Multi bars



Parallel bars

Horizontal ladder

Graphic treatment on bike path

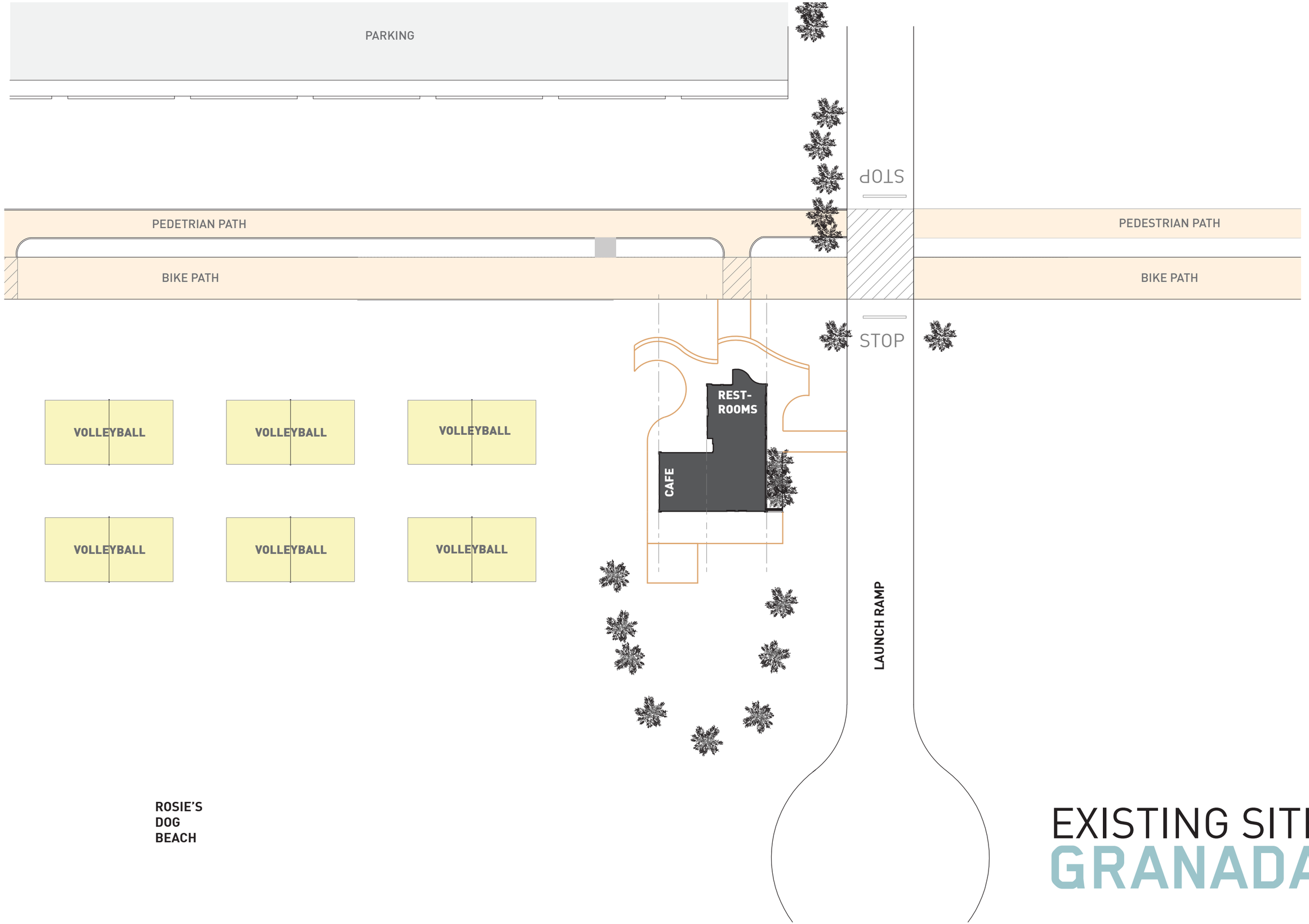
GRANADA

- IDENTITY
- SAFETY
- SUPPORT
- ACCESS

OPPORTUNITIES

- **A** PROVIDE VISUAL SEPARATION OF BEACH AMENITIES AND CONCESSION AMENITIES & ENHANCE CAFE EXPERIENCE.
- **B** PROVIDE CLEAR ENTRY POINT AND PATH TO ROSIE'S DOG PARK.
- **C** ENHANCE BEACH AMENITIES (RINSE STATIONS, RENTALS, VOLLEYBALL).
- **D** PROVIDE RESPITE FROM THE ELEMENTS (SHADE, REST, WATER, AND SUSTENANCE) /SUPPORT EVENT SPACE.
- **E** PROVIDE SUPPORT FOR BIKE / PEDESTRIAN PATH (BIKE STATION, CONVENIENT BIKE PARKING, BENCHES ETC.) AND ORGANIZE
- **F** PROVIDE CLEAR ACCESS FROM BIKE PATH AND PARKING LOT AND BETTER ACCESS TO BEACH.
- **G** RE-PURPOSE VACANT CORNER.
- **H** PROVIDE VOLLEYBALL VIEWING ZONE.

EXISTING BUILDING



EXISTING SITE
GRANADA

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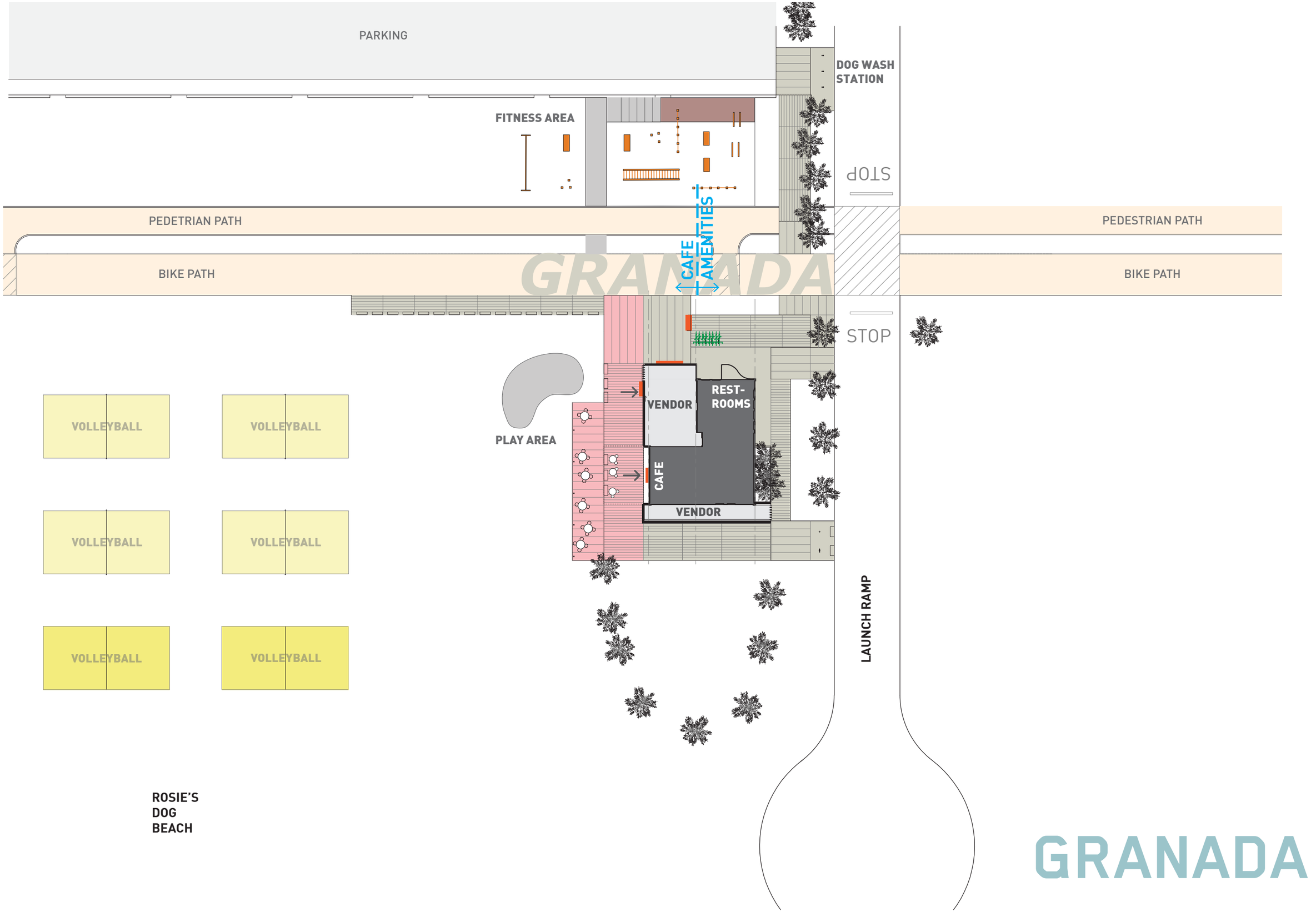

PARKING
DOG WASH STATION
FITNESS AREA
STOP
PEDETRIAN PATH
CAFE + AMENITIES
PEDESTRIAN PATH
BIKE PATH
BIKE PATH
GRANADA
STOP
VOLLEYBALL
VOLLEYBALL
VOLLEYBALL
VOLLEYBALL
VOLLEYBALL
VOLLEYBALL
PLAY AREA
VENDOR
REST-ROOMS
CAFE
VENDOR
LAUNCH RAMP
ROSIE'S DOG BEACH

GRANADA

GRANADA
RENTALS

Long Beach: Beach Front Renovations /// 02/16/2017 /// **RA-DA** & **SALT**

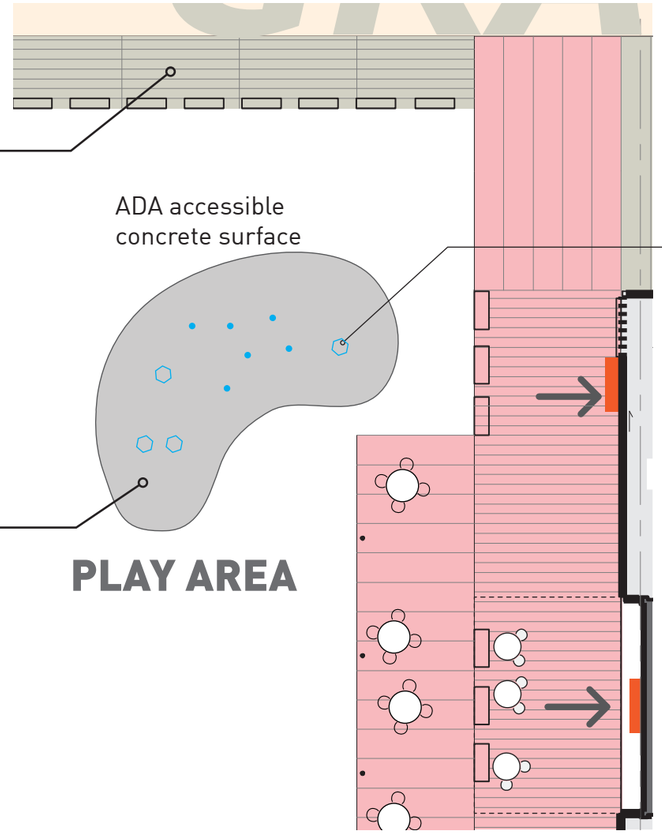
Long Beach: Beach Front Renovations /// 02/16/2017 /// **RA-DA** & **SALT**

Long Beach: Beach Front Renovations /// 02/16/2017 /// **RA-DA** & **SALT**

PLAYGROUND: LAYOUT AND EQUIPMENT

Graphic treatment by artist –
Memories of Long Beach

Scultural objects – artist collaboration



Hand Pump

Water play feature

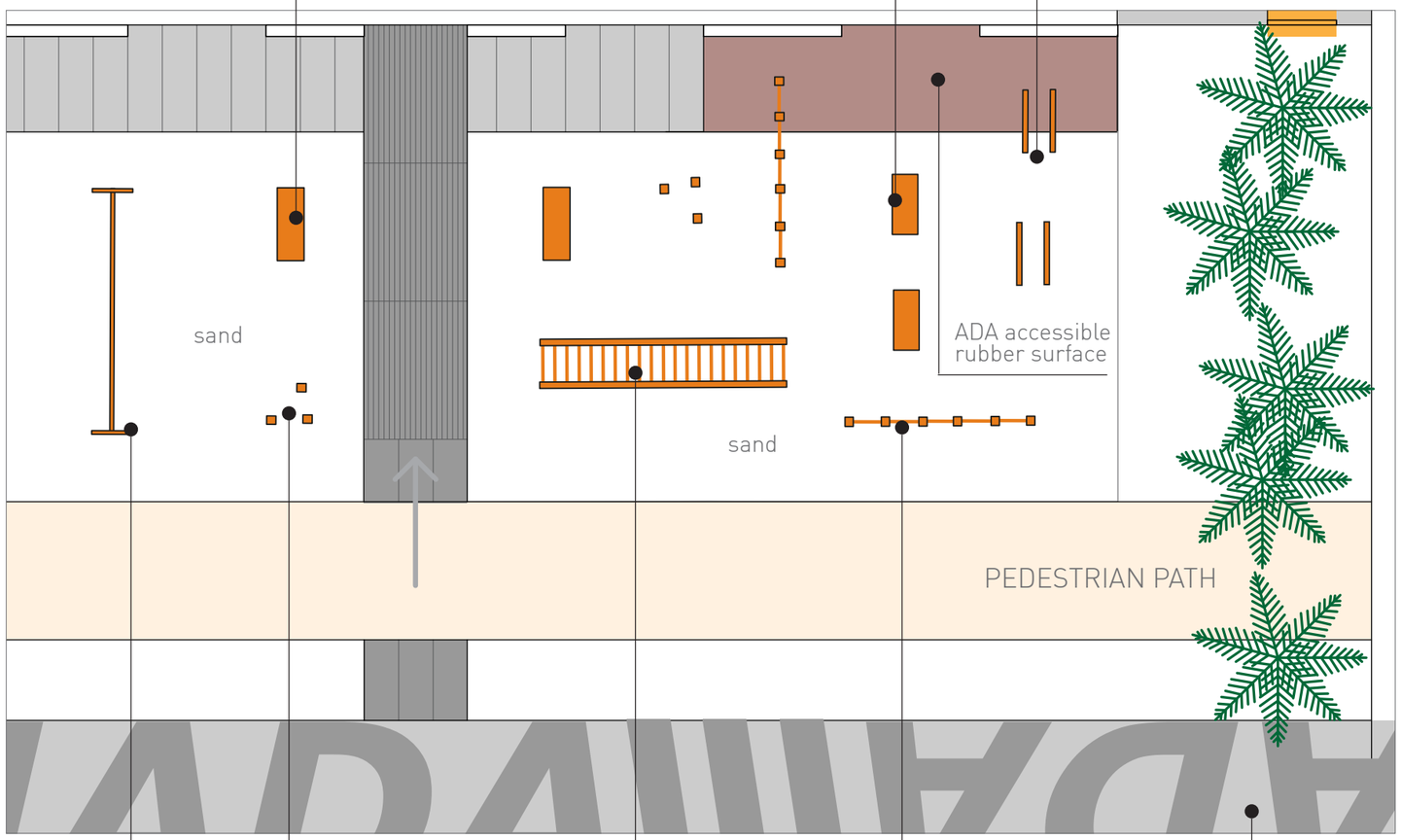
GRANADA: **‘TIDE POOL’**

FITNESS STATION:
LAYOUT AND EQUIPMENT

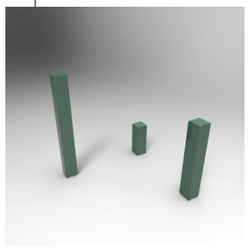
Multi bench

Sit up board

Parallel bars



Rope climb



Stretch posts

Horizontal ladder

Multi bars

Graphic treatment on bike path

WHAT'S NEXT?

PROCESS:

- PLANNING / ENTITLEMENTS
- DESIGN
- BID & CONSTRUCTION
- TARGETED START DATES:

  ALAMITOS : ***2018***

  JUNIPERO & GRANADA : ***EARLY 2018***

BEACH LIFE