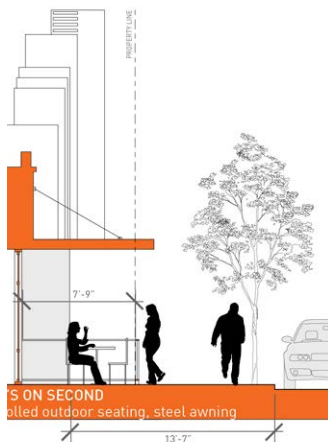


2nd Street Study
 Long Beach, California



Second Street is considered the most successful retail street in Long Beach. Known for its prestigious stores and concentration of food, beverage and entertainment venues, the street maintains a healthy balance of national retailers and ‘Mom & Pop’ shops.



Studio One Eleven analyzed the components that make a successful shopping district, including retail configurations, uses, demographics and transportation and parking. The study, which was conducted over a five year period, analyzes changes in ground floor retailers, improved mobility efforts and varying neighborhood

demographics and densities. By coupling the analysis with empirical data and opinions from area experts, the study serves as an analytical guide of a present-day, successful, traditional retail street. The research efforts aim to assist cities, BIDS, architects, retailers and researchers. Client: N/A