

Placemaking Committee

DLBA Conference Room

October 15 2024, 9:00am



DOWNTOWN
LONG BEACH
ALLIANCE

I. Call to Order & Introductions

2. Minutes

Action: Approve minutes from September 19, 2024 meeting

3. Placemaking & Committee Overview

- a. Strategic Plan Goals**
- b. Placemaking Department Programs, Projects, and Accomplishments**

3. Placemaking & Committee Overview

a. Strategic Plan

Showcase the beauty, creativity, and unique sense of place in Downtown for all to enjoy

- A.** Activate key locations with art, music, and culturally responsive placemaking, including programming and physical place enhancements
- B.** Partner with the City to ensure a clean, safe, and enjoyable experience at the newly developed Lincoln Park
- C.** Green Downtown
- D.** Develop comprehensive wayfinding (signage) throughout Downtown
- E.** Differentiate Pine Avenue

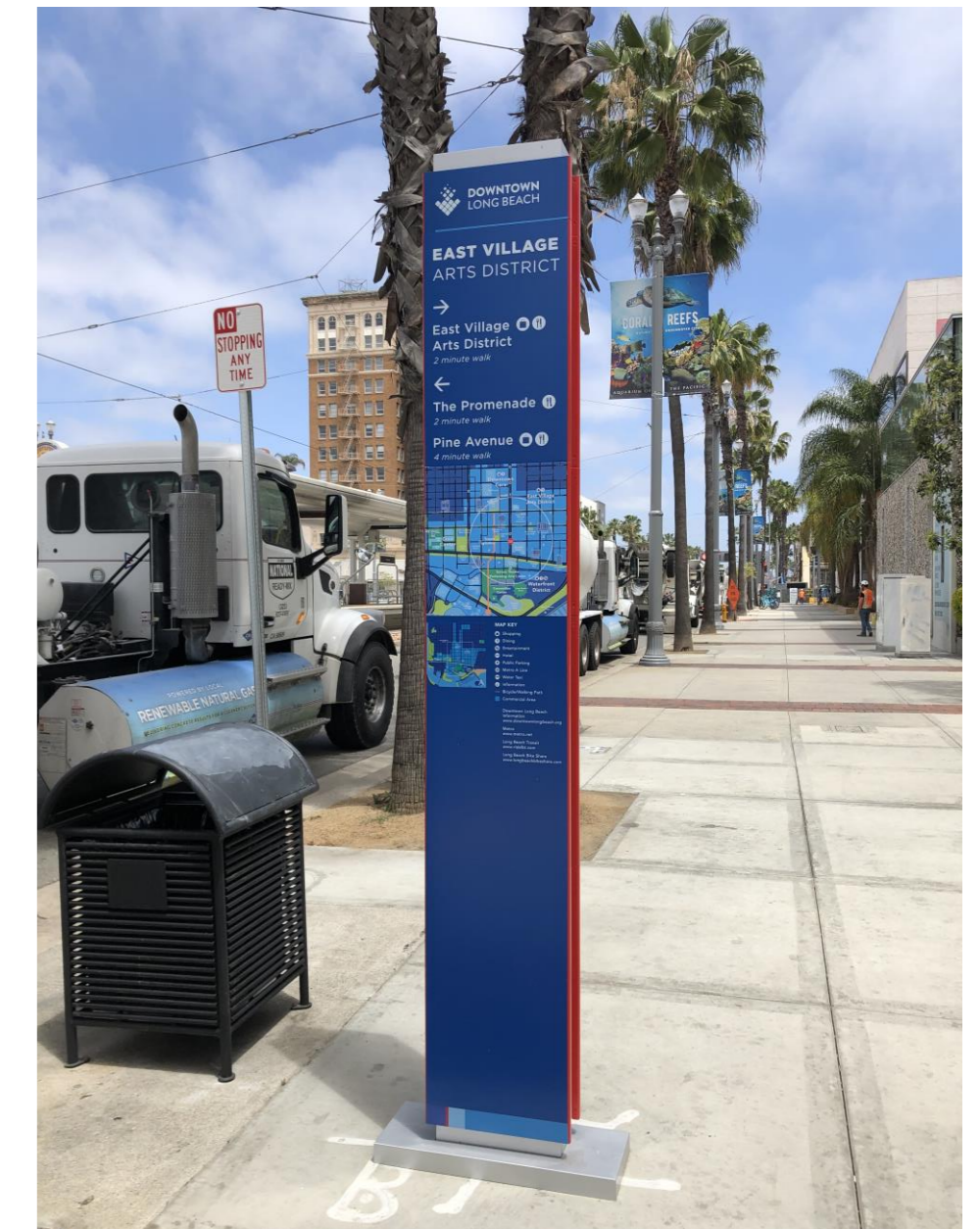
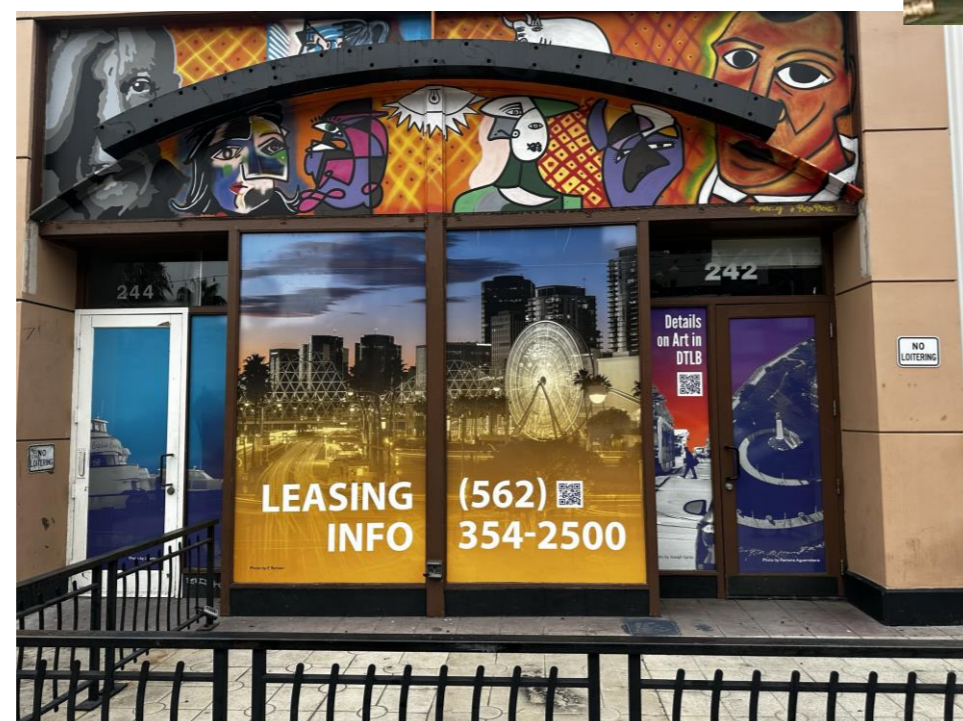
3. Placemaking & Committee Overview

b. Placemaking Department Programs, Projects, and Accomplishments

- **Tree Care & Plantings**
- **Lincoln Park Activations**
- **Lighting Improvements**
- **Holiday Decorations**
- **Wayfinding Signage**
- **Mutt Mitt Stations**
- **Pine Avenue Beautification Project**
- **Holiday Decorations**
- **Advocacy**
- **Hello Lamp Post**

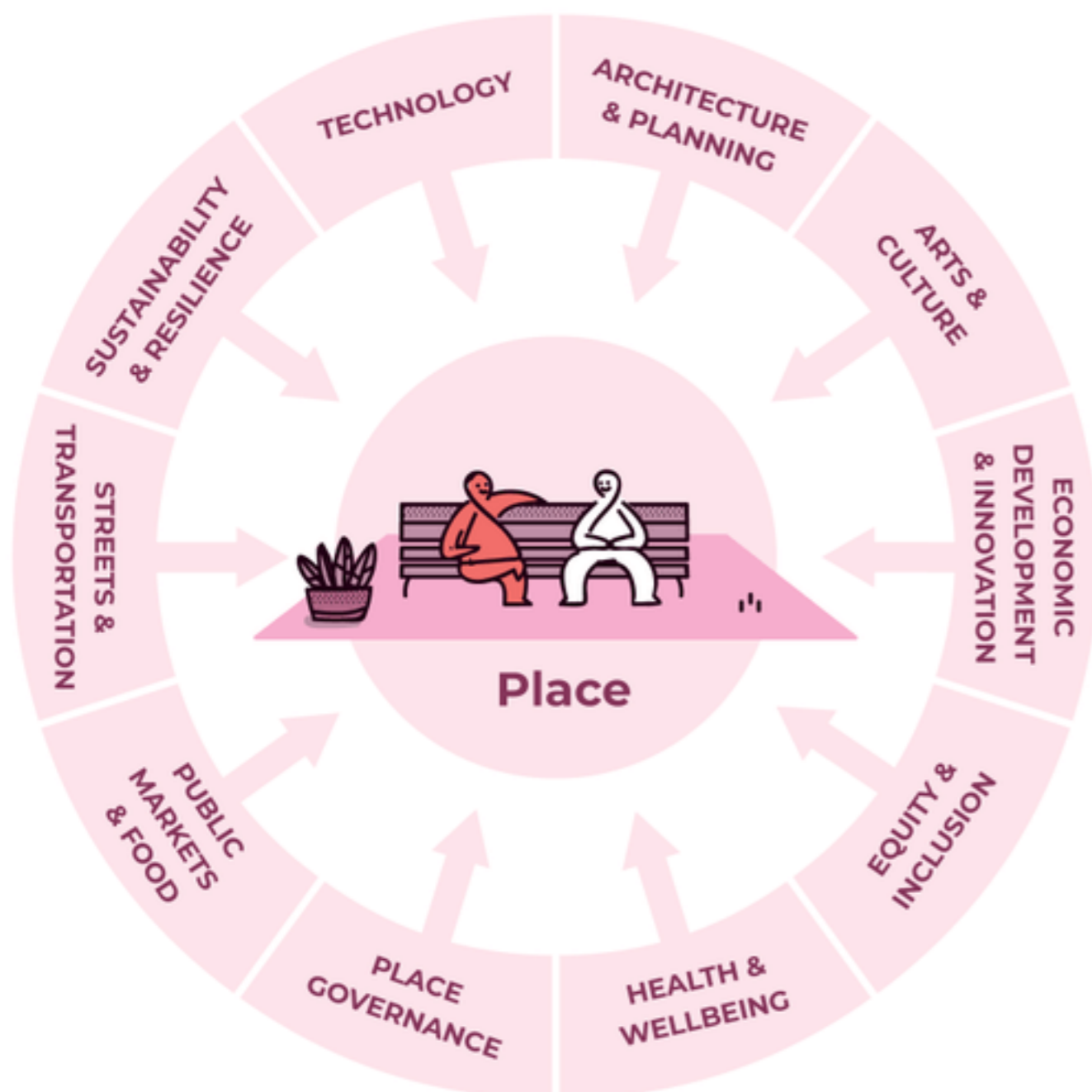
3. Placemaking & Committee Overview

b. Placemaking Department Programs, Projects, and Accomplishments



3. Placemaking & Committee Overview

b. Placemaking Department Programs, Projects, and Accomplishments



“**Placemaking** is a common cause which draws people together to collectively reimagine and reinvent public spaces as the heart of their community. Strengthening the connection between people and the places they share, “**placemaking**” offers a collaborative process by which we can shape our public realm in order to maximize its value to everyone. More than just promoting better urban design, **placemaking** facilitates more satisfying patterns of public use by paying particular attention to the physical, cultural, and social identities that define a place and support its evolution.

-PlacemakingX

4. Review FY 23/24 Committee Priorities

Goals: Activate key locations with culturally responsive placemaking – focus on static elements.

- Placemaking efforts should work toward supporting the enhancement of public spaces in Downtown for Current Residents, Visitors, and Workers but also, in preparation for the 2028 Olympics.
- Promote Downtown Businesses
- Bridge Corners of Downtown with Art and/or Interactive Elements
- Support Walkability in Downtown
- Green Downtown

Target Audience: All Downtown users - residents, employees, visitors

Suggested Projects: “Welcome Walls” & Nature Trail

4. Review FY 23/24 Committee Priorities

- **WG1 Welcome Walls #1** Determine Neighborhood, find 1 or 2 proposed locations, get property owner permission, call for artists, installation, create digital/physical version
- **WG2 Welcome Walls #2** Determine Neighborhood, find 1 or 2 proposed locations, get property owner permission, call for artists, installation, create digital/physical version
- **WG3 Nature Walk** Determine scope of project, identify locations or elements to highlight, create path or guide

4. Review FY 23/24 Committee Priorities

a. Working Group Assignments

5. Old Business

6. New Business

7. Public Comment