March 12, 2019

RE: DLBA Explore DTLB! Sidewalk Decal Project

Dear Downtown Business Owner/Manager:

The Downtown Long Beach Alliance (DLBA) is dedicated to improving and promoting a healthy, safe, and prosperous Downtown on behalf of businesses, as well as commercial and residential property owners through a wide range of programs and services.

We are excited to announce DLBA’s Explore DTLB! Sidewalk Decal pilot project launching on March 18, 2019. Weather permitting, over the next two weeks our DLBA Special Projects staff will install decals on sidewalks throughout Downtown. Through the use of bold and distinctive decals strategically placed on Downtown sidewalks, the project aims to encourage on-foot exploration of our unique neighborhoods, eclectic clusters of businesses, and unexplored gems. The pilot was initiated by DLBA’s Public Realm Committee—made up of community volunteers and Downtown stakeholders—out of a desire to foster pedestrian connectivity within and between Downtown’s neighborhoods and as an extension of the City of Long Beach’s wayfinding signage program.

You are receiving this letter because your business is located near one of the proposed installation areas (see attached map), which will highlight general destination types (i.e. restaurants, shopping, bars, dessert, etc.) rather than establishment names. We welcome any feedback that you may have regarding the condition of decals near your business during Phase I of this six-month pilot project.

During this project, a member of the DLBA Public Realm Committee may stop by your business to conduct a brief survey and gather your feedback. To learn more about Explore DTLB! Sidewalk Decal pilot program, or take our online survey, please visit www.downtownlongbeach.org.

For comments, questions or more information, please contact me at 562.436.4259 or mariahh@dlba.org. Thank you for your time and partnership.

Sincerely,

Mariah Hoffman
DLBA Placemaking Manager
DTLB! Sidewalk Decal Pilot Program Map of Decal Locations
DTLB! Sidewalk Decal Pilot Program

Decal Examples

- Downtown Core
  - Explore DTLB 1.38 Un-Square Miles
  - Downtown Core
- East Village
  - Explore DTLB 1.38 Un-Square Miles
  - East Village
- West Gateway
  - Explore DTLB 1.38 Un-Square Miles
  - West Gateway
- Waterfront
  - Explore DTLB 1.38 Un-Square Miles
  - The Waterfront

www.DTLB.org