



**DOWNTOWN
LONG BEACH
ALLIANCE**

Downtown Long Beach Strategic Plan Steering Committee Meeting Notes - 5/19/2021

Top improvements in the near-term (next 18 months):

- Focus on clean and safe fundamentals and perception to boost community confidence in returning to Downtown
- Provide assistance to new and existing Downtown businesses in opening or re-opening, locating available support resources, navigating City permitting processes, etc.
- Reactivate Downtown by filling vacant storefronts, bringing back events, communicating reopening plans, etc.
- Gain a better understanding of the new Downtown market, including gauging what has changed and what that change means for Downtown

Top improvements in the long-term (5 to 10 years):

- Support equitable, intentional entrepreneurship and business recruitment to Downtown spaces
- Continue to focus on improving clean and safe fundamentals
- Improve DLBA coordination and communication with Downtown stakeholders, including residents, business owners, and partner organizations like the City of Long Beach
- Support affordable housing initiatives for Downtown
- Improve physical connectivity between Downtown amenities and the surrounding neighborhoods and waterfront

BREAK-OUT GROUP 1

To improve Downtown Long Beach, what should DLBA focus on in the near-term (i.e. next 18 months)? Number of votes in parenthesis.

- **Clean, safe and attractive – take care of the fundamentals (6)**
- **Continue to be a conduit of communication with City – provide feedback, get things done – more important than ever – city process is impeding opportunities to fill vacancies, DLBA makes a difference – got to get past the red tape/fees (3)**
- **Convene discussions on waterfront planning – PD6 – have influence like we did with Downtown Plan (3)**
- Connect and facilitate – help downtown businesses/community access stimulus and other resources (2)
- Tell our story our own way – how are strengths uniquely told (2)
- Development regulations have created unintended consequences – need to be reevaluated (2)
- Need to resurrect East Village collaboration – reach all the businesses (1)

- Partner with the Port to create synergy (1)
- Be more strategic about business retention/recruitment – identify needs and recruit with intention (1)
- Help local businesses connect with one another – B to B connections within downtown – downtown business directory (1)
- Lighting needs to be improved – too dark, makes it feel less safe (1)
- Amplify the message for attract new investment/businesses to downtown (0)
- DLBA take best practices to the next level/citywide (0)
- Improve parking situation – overzealous ticketing, lack of supply – need a strategy (0)

**To improve Downtown Long Beach, what should DLBA focus on in the long-term (i.e. 5 to 10 years)?
Number of votes in parenthesis.**

- **Attract a strategic industry cluster to downtown – large scale and transformative – DLBA as a champion and front lines of advocacy (4)**
- **Be more intentional about business recruitment (3)**
- Improve permitting and regulatory issues with the City (2)
- Resources for unhoused populations – partner with local social service/medical/mental health (2)
- Build stronger relationships with partner organizations/neighborhoods – North Pine/East Village (1)
- Make sure downtown is safe – fundamental (1)
- Consolidate improvement districts to unify our voice/be more influential (1)
- More of an emphasis on downtown living – both existing residents and new (1)
- Focus on expanding the PBID – 10th Street or Anaheim? Anaheim feels left out, lacks support (1)
- Better coordinate all organizations involved in downtown – overcome silos (1)
- Gentrification/displacement – can we influence and/or bring balance to this? (1)
- Continue to build our data clearinghouse to help tell our story – inform the greater brokerage community on opportunities (0)
- Make parking easier/better (0)

BREAK-OUT GROUP 2

To improve Downtown Long Beach, what should DLBA focus on in the near-term (i.e. next 18 months)? Number of votes in parenthesis.

- **Boosting community confidence (residents, business owners) – ensuring folks that there is a plan; acknowledging what’s happening (5)**
- **Address real and perceived safety issue (5)**
 - **More awareness of DLBA safety escort services**
 - **List of resources for residents – who to call for what**
 - **How to address folks who are unhoused**
- **Understanding the new downtown market – what’s changed – residents; office workers, retail etc. – who is coming, who is there, what’s changed; how are behaviors different (4)**
- Help navigating legalities, compliance for COVID-guidelines, city guidelines, and industry specific requirements esp. for entrepreneurs when entering back into the “new normal” – would be really helpful for employers (2)

- Help make it easier to do business in downtown – navigating city permitting; consistent information; point of contact; where to begin – “concierge service” (2)
- Help existing businesses to feel safe re-opening; make sure the surrounding environment feels safe (1)
- Business retention practices – continue doing what they are doing; reaching out – one-on-ones; helping transition to online commerce, re-imagine business plan, other TA (1)
- Promote what businesses are doing in terms of being safe (0)
- Community healing; we are here with you and have been with you (0)
- PACE program helping to navigate and utilize myriad services; all encompassing (0)

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- More support for start-ups – be a welcoming destination/landing pad for these businesses (4)
- Improve clean and safe contract – expand to include outreach needs; gaps in service for unhoused population (4)
- Support for affordable housing, workforce housing, and associated policies (3)
- Growing number of independent contractors (3)
- Intentional about job creation – grow niches around healthcare industry or others (2)
- Promote and celebrate what’s unique about downtown Long Beach – “we’re not DT LA” (2)
- Grow residential population (1)
- Access for new entrepreneurs from an equity perspective – program to ease DT fees etc. (0)

BREAK-OUT GROUP 3

To improve Downtown Long Beach, what should DLBA focus on in the near-term (i.e. next 18 months)?

- **Bring people back downtown. Events, assistance to businesses reopening, public safety perception – communicating it’s safe to come back on multiple levels**
- **People want downtown to be clean and safe**
- **Clean up boarded up storefronts and roll out plan to make downtown corridors more inviting (homeless encampments)**
- Rent arrearage? Way to figure out the impact of arrearage and provide assistance to those landlords and businesses. Legal assistance with leases.
- Remove encampments (end of 710 Fwy) to set the experience. Maintain capability to stay open by encouraging vaccinations, guidelines for masking/business protocol
- Recovery of retail and jumpstart
- Resident survey: 30-40 respondents out of 300-400. Educate residents about PBIDs (mortgage company pays taxes), safe and clean.
- DLBA could help control bicycles, skateboards and scooters on sidewalks. Cleanliness: more trashcans in the DTLB. More parking (impacted by parklets). Most residents would agree with keeping Pine Ave closed.

- Art in storefront windows; reinvesting in the Downtown Art Walk. Health restrictions still make public events difficult to plan. DLBA can advocate for a unified citywide campaign involving the arts. Promotions to visitors (may not be DLBA role). Incorporating southeast cities into Downtown entertainment.

To improve Downtown Long Beach, what should DLBA focus on in the long-term (i.e. 5 to 10 years)?

- **DLBA get organizational expertise to connect with new residents. How can DLBA help connect the neighborhoods – physically and figuratively. Busker performers formalized.**
- **Safety concerns in locations (southern section of promenade). Downtown is not just a community that's 9-5...it involves several different users (families, visitors, residents, workers). Greater collaboration among major partners.**
- **Placemaking plans and connectivity between downtown and waterfront**
- **DLBA needs to connect more with residents/communities and business owners (that are also residents), include them in planning and community conversations**
- **Transit that goes east/west – OC and South Bay. Better grocery market choices in DTLB.**
- University Art Museum in DTLB
- April – October events along with beach and waterfront impacts Ocean residents.
- Post covid – more people coming to shoreline village and filling parking lots. Events can be an inefficient use of parking lots in terms of paying customers
- Mediate between residents, businesses and city
- Develop a citywide cultural plan to help DLBA and others understand the impact of arts and culture upon the city.
- Perhaps a role in the nighttime economy (Night Mayors)