



**DOWNTOWN
LONG BEACH
ALLIANCE**

Debra Johnson, Chair

Alan Burks, Vice Chair

Griselda Suarez

Sara Hickman

Traci De La Torre

John Waldron

Dianne T McNinch

Tokotah Ashcraft

Jorge Mujica

DLBA Staff:

Mariah Hoffman
Placemaking Manager

PUBLIC REALM COMMITTEE MINUTES

**Thursday, August 15, 2019
4:00 PM**

**DLBA Conference Room
100 W Broadway, Suite 120
Long Beach, CA 90802**

Voting Present: Alan Burks, Griselda Suarez, Sara Hickman, John Waldron, Traci De La Torre, Dianne T McNinch

Voting Absent: Debra Johnson, Tokotah Ashcraft, Jorge Mujica

Staff: Mariah Hoffman, Monica Morrill

Guests: Pat Welch, Nick Padula

1. Call to Order and Introductions – Mariah Hoffman, DLBA
Meeting called to order at 4:07pm. [Presentation.](#)
2. **ACTION: Approve minutes from [July 18, 2019 Public Realm Committee Meeting](#) 1st: McNinch 2nd: Waldron. None opposed, no abstentions. Motion carries.**
3. Working Group Reports
 - a. WGI: Victory/Santa Cruz Park Design Guidelines (Burks)
 - Burks reached out to the City to gain a timeframe for when outreach would begin for the park, as of now the City does not have a timeframe set. City let Burks know they would reach out to DLBA and Hoffman once they had a schedule set.
 - Victory Park is about a block away from the site of the 1910 California women's rights to vote rally. On August 24th, women will be meeting at Victory Park to celebrate that beginning of the centennial and women's rights to vote.
 - b. WG2: Explore Downtown Sidewalk Decals (Hickman)
 - [Decal Business Survey Results](#) as of August 14th, survey closes August 28th
 - Businesses owners have been receptive, and have no negative feedback, but majority of businesses have not seen a noticeable increase in foot traffic due to the graphics.
 - Committee and business owners agree that there is a potential to promote specific business through the decals.
 - The East Village Association wants to have decals in the East Village, but the project was stopped by the City after 31 of 50 decals were installed, since the East Village was the final stage of the project, decals did not get installed.
 - DLBA and committee members hope that for future projects there will be better communication from the City. Hoffman was told that decals were put on hold because they were not meeting City guidelines, she then resubmitted the scope of work, and the project was never given the green light.

- c. **WG3: Art in the Public Right of Way (Johnson)**
 - Looking at alley beautification along North Pine. Hoffman met with Felicia the property owner at 555 Pine, regarding W Cereza Way. Based on the discussion, Felicia is open to activating the space. The next step would be to contact the property owner on the other side of the alleyway, Hoffman has reached out but has not heard back.
 - Felicia has some current concerns about public safety, and wonders if the power washing can extend into the alleyways. The DLBA is not currently contracted for power washing in alleyways, this is something that would need to be escalated and discussed further.

4. 18/19 Committee Recap Discussion (**Slide 5**)

- Big thank you to Mariah for taking on the committee halfway through the year, the committee has been energized and activated with the addition of Mariah. Committee members are very thankful and happy with her work here at the DLBA.
- Regarding working groups running into issues, there is a wall or blockage with other agencies. Would be helpful for newcomers to know the potential hurdles there might be working with outside agencies. With new working groups forming, have the DLBA lay the groundwork and set parameters ahead of forming the working groups.
- Help narrow the scope of work that the working group can accomplish, this will give them the opportunity to feel a sense of accomplishment. Potential to meet with City departments, have them attend a meeting, help the committee get an idea of what they can accomplish, and what doors are open for them to help.
- Need to close the gap between what we can do and what we are allowed to do, based on what the City is already working on.
- Suggestion to get someone from Public Works or Planning to be a committee member, bridging the gap between DLBA and the City. Committee agrees that there needs to be some boundaries with City personnel, and we wouldn't want to bombard them with questions and concerns that we not related to the working groups or committee.
- Committee wants to support the City; need to find a happy medium.
- Pat Welch (Public Safety Committee Member) suggests inviting City personnel to attend committee meetings, and if the committee has specific questions regarding the working group, they can offer feedback. This is a practice that has worked well for the Public Safety Committee.
- Managing expectations between DLBA staff and committee members, not all projects can be completed in a year.
- Question: is there a survey for stakeholders, regarding what public realm is? Or what they think the committee should be working on? Currently no, there are project specific surveys, but not a general survey for stakeholders. Hoffman's goal is to make the stakeholders and the public more aware of what the DLBA, specifically Public Realm, is working on.
- Question: Can there be alignment with what DLBA staff is working on and what the committee could be working on? Yes, through the Vision 2020, and the projects that are in the scope of work for the 19/20 fiscal year. The committee has the potential to merge with DLBA's upcoming projects, such as, Lincoln Park (adjacent to Billie Jean King Library).

5. Staff Report – Mariah Hoffman (**Slide 6**)

- a. **DLBA Public Realm Projects Status**
 - Wayfinding signage: Finalizing shop drawings and materials and will be submitting permitting to the city within the coming weeks. Signs will be installed in 12 locations Downtown and have been approved by Public Works. DLBA is gifting these to the City and have been working hand in hand with the City and Public Works, they will not be put on hold much

like the decals. The graphics are designed by the same designer that is working on other signs throughout the City.

- Interactive Chalkboard: at POW!WOW! Closing Party & KCRW Summer Nights event, lots of positive reaction. Chalkboard will also be at Live After 5(LA5) events at the Loop.
- 3rd & Broadway streetscape: Multispace meters are officially live, passport parking app in being encouraged. Parking spaces now have a number, able to pay via app or pay station. Very similar to pay stations located throughout Long Beach, and at beach parking lots.

6. Old Business: Google Drive is available as a resource to committee members, as well as the conference room.
7. New Business
8. Public Comment (three minutes on all non-agenda items): [DRC Event Calendar](#)
9. Adjournment
Meeting adjourned at 5:00pm.

NEXT PUBLIC REALM COMMITTEE MEETING:

Thursday, September 19 at 4:00 pm

DLBA Conference Room

100 W Broadway, Suite 120

Long Beach, CA 90802

Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown.

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