PUBLIC REALM COMMITTEE
MINUTES

Thursday, October 17, 2019;
10:00 AM
DLBA Conference Room
100 W. Broadway, Suite 120
Long Beach, CA 90802

Voting Present: Alan Burks, Patty Wirth, Griselda Suarez, Steve Gerhardt, Ian Jahns, John Tully, Maggie Stoll, Shannon Heffernan

Voting Absent: Baktaash Sorkhabi

Guests: N/A

Staff: Mariah Hoffman, Monica Morrill

1. Call to Order and Introductions – Alan Burks, Chair

Meeting called to order at 10am. Meeting Presentation

2. ACTION: Approve minutes from September 19, 2019 Public Realm Committee Meeting 1st: Burks 2nd: Stoll. None opposed, no abstentions. Motion carries.

3. Recommended Committee Goals for 2019-20: what is placemaking? (slide 4 presented)
   a. B2.6 – Identify and develop opportunities for additional tactical urbanism initiatives such as temporary park spaces, pop-up retail, food truck events, and other temporal uses of space throughout Downtown.
   b. B2.7 – Develop play areas as well as experiential art along sidewalks and in overlooked spaces.
   c. B3.7 - Continue to support active transportation throughout and across the city.

   • Burks: Committee discussed at orientation taking on one project, and each working group would take on an aspect of the collective goal. Hoffman: the committee and staff can decide as a group what they want to take on, committee goals need to align with the strategic plan, knowing that committee goals are backed up and supported by staff.

   • Suarez: What projects are you currently working on? And are there any projects from last years committee that have rolled over to this year?

   Hoffman: Current projects will be touched upon in the staff report section of the agenda. The Victory Santa Cruz Park redesign guidelines, a City based project to update the guidelines of the public space. DLBA was tasked to develop surveys to see how the space was being used and for stakeholder feedback. Surveys were not executed due to the City timeline. Hoffman heard from the City yesterday (September 18th) that there is a potential for the project to pick back up in November, and potential for the DLBA to support with data collection through the survey process.
4. **19/20 Public Realm Committee Project Identification (slide 6 presented)**
   - **Park(ing) Day** - an international festival that takes place at the end of September, making it an ideal goal for the committee, since DLBA fiscal year ends in September. Park(ing) day is all about reimaging parking spaces for public use. Hoffman teamed up with Long Beach Public Works in September 2019, and there is a potential to team up with them for 2020. Based on the interest from this event, there is potential to transform multiple spaces throughout the Downtown. Some suggestions for committee to focus on: create a space in each neighborhood, have passport or stamp card to encourage public to visit all locations. Parklets are a great way to test a location, for future permanent parklets. DLBA performed a survey during the event, results can be seen [here](#).
   - **Place Game** - a free tool that can used to understand spaces/places and evaluated that space to explore the potential and possibilities. Committee could walk Downtown, assess the areas that have the most potential for an installation, programing or improvements. Potential area for evaluation: parking lot across from Berlin Bistro at 420 E 4th street. Heffernan: do we focus, or can we focus on place management? DLBA would be able to help facilitate labor in the maintenance of public space, with the potential of working with Clean & Safe Ambassadors, but there is a cost for any projects that are out of their normal scope of work. Gerhardt: there is an assessment called Power 10, quick fire survey asking individuals what they would do with a space. Questions could include, what would you like to see in this space? What do you love about Downtown? I wish this space could be… This would be a great opportunity to bring out the mobile chalkboard that Hoffman brought to life last year. Spaces can be multi-use and cater to people differently and neighborhoods differently, we can learn from other City’s and other parts of our Downtown to see what works best for us.
   - **Walk/Bike Tour** – Bike or walking mural tour, POW!WOW! are a great example of a tour that could happen throughout the year, not just the weeklong celebration. Stepback view finders are a way to view the City of the past, they came out of the committee a few years ago. Could be a project to elaborate on, such as an app that gave the history of buildings and architecture, every building has a story to tell. Augmented Reality could be incorporated in the street decals.

5. **ACTION: 19/20 Project Approval**
   - Park(ing) Day - 1st: Suarez 2nd: Burks.
   - Place Game Assessment - 1st: Suarez 2nd: Burks.

6. **Staff Report – Mariah Hoffman**
   - **Shoemaker Bridge Public Hearing**: Public hearing will be held October 17th, 6:30-8:30pm at Cesar Chavez Elementary School Gymnasium.
   - **Pedestrian Wayfinding**: DLBA is implementing 12 signs, working with the City of Long Beach. Shop drawings are currently being reviewed.
   - **Holiday Décor**: Will be installed the week before Thanksgiving.
7. Old Business
8. New Business
   Google Drive folder is available for all working group materials, and any other
documents that need to be shared with the committee. The DLBA conference room is
available for committee and working group use, please coordinate with Monica if you
want to reserve space.
9. Public Comment (three minutes on all non-agenda items)
10. Adjournment
    Meeting at 11:03am.

NEXT PUBLIC REALM COMMITTEE MEETING:
Thursday, November 21 at 10am
DLBA Conference Room
100 W Broadway, Suite 120
Long Beach, CA 90802

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