



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**Placemaking  
Committee Members:**

Alan Burks, Chair

Patty Wirth, Vice Chair

Maggie Stoll

Ian Jahns

Steve Gerhardt

John Tully

Shannon Heffernan

Fern Nueno

Cynthia Luján

**DLBA Staff:**

Stephanie Gonzalez  
Placemaking Manager

## PLACEMAKING COMMITTEE MINUTES

Thursday, January 21, 2021  
10:00 AM

**Voting Present:** Alan Burks, Patty Wirth, Cynthia Lujan, Steve Gerhardt, John Tully, Shannon Heffernan, Fern Nueno

**Voting Absent:** Maggie Stoll, Ian Jahns

**Staff:** Broc Coward, Stephanie Gonzalez, Erica Beighley

1. CALL TO ORDER & INTRODUCTIONS – Alan Burks, Chair

Meeting called to order at 10:07 AM. [Meeting presentation.](#)

2. **ACTION: Approve minutes from [December 17, 2020 Public Realm Committee Meeting.](#)**

**1<sup>st</sup>: Wirth. 2<sup>nd</sup>: Gerhardt. Lujan abstains, motion carries.**

- Fern took opportunity to update Placemaking Committee of her new position and new contact information. She informed members that her email would stay the same but phone number would be changed to 562-570-6618.
- 3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager. Presented slide 5.
- Gonzalez told Committee that the Clean and Safe team had been busy removing the wayfinding decals that went along with an outdated campaign and were missing parts or torn. DLBA is currently working on a new marketing campaign that would promote connectivity through different neighborhoods as well as exploration in the downtown area. Heffernan added the decals would be very critical at the moment to have pointing visitors towards open businesses. Gonzalez encouraged Committee to re-evaluate the project and possibly update it.
- Gonzalez updated Committee regarding pedestrian wayfinding signs and let them know installation should be taking place the first couple weeks of February after resolving some fabrication issues that arose. Gonzalez invited members to come out and take a look at them. Gerhardt asked if they would be installed at the same three locations or if that had changed at all? Gonzalez answered that they would be installed in twelve locations, most being part of the main core and some being in East Village, and would share a map of the locations with the Committee.
- Gonzalez shared she is currently assessing how project at the Loop is working, seeing what it might need and what could be done to bring it back to a presentable standard that we can be proud of. She is researching options on how space can be used for the remainder of the project, after which there would be the option to keep the Loop or give it up, and is hopeful in keeping and revitalizing the project because of its importance during the reconstruction phase of the city. Burks suggested having a pop up vendor of some sort placed there and Gonzalez replied that she was originally looking at something like that for the project and agreed this solution would definitely attract more people to the space.
  - Tully brought up question of licenses that might be needed to operate there. Wirth added there is already a food truck that parks and sits there all day. Burks furthered food trucks not only block the view but they also take up parking since they feed the meters for the majority of the day, block natural light that may come in, and take business out of brick and mortar restaurants that may be located in the buildings.
  - Heffernan informed Committee she was currently working with the city on a different project but knows that city has a list of pre-approved vendors that they work with and suggested maybe having a Food Truck Thursday or maybe even a few different food carts or other similar options that do not take up too much space. Gonzalez reminded Committee that although they have the seating stored in the shipping container behind the wall it is not something that we are able to use with COVID as well as not having the staff to set up/take down the seating each day or to maintain and clean throughout the day. Gonzalez encouraged Committee to think about how



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space can be used without requiring staff to maintain and sanitize. Heffernan mentioned how Manhattan Beach had turned all of their parklets into public parklets, providing sanitizer for individuals to clean themselves and suggested DT Long Beach do something similar. Gerhardt recommended having the food cart workers clean up the potential seating area and adding more trash cans to accommodate for increase in waste.

4. Discuss Place Assessment Results and Potential for Future Activation. Presented 6-13.
  - Gonzalez advised Committee decide on one or two locations they believe they can come up with recommendations and activate.
  - Marina Green Park
    - Wirth brought up that there was no place to sit, people were out having picnics but only had a couple permanent seating options. There were also no signs and the ones that were there had graffiti on them, Wirth suggested having signs closer to the new beach café being built. Lastly, Wirth mentioned seeing people doing yoga outdoors and said it would be great to see that space used for something like a morning yoga class. Tully added he observed a lot of families walking around on the bike back and it would be nice to add a path leading them towards the bike path.
    - Nueno added that the beach café is still looking for a vendor and opened it up to the Committee for suggestions or if they know of anyone that is looking to open up a small location. Wirth asked if alcohol would be allowed to be served at this location, Nueno responded that alcohol would be allowed but there might still be additional city and coastal requirements, the city is looking for a partner that would attract business and offer consistency. Nueno added that it is hard for a restaurant to follow these guidelines and gauge when busy times would be, it is not a traditional downtown restaurant location and vendors struggle to see how it would work.
  - East Seaside Way
    - Burks shared he performed place assessment of this location at night and did not observe anything going on in the streets, this spot was basically a street lined with parking structures on both sides. Added it would be great to see if its possible to add retail on bottom floors of the structures and have some activation under the new bridge built. Burks recommended adding more lighting and adding some artwork to the sides of the structures so people could potentially go for lunch along open places on streets. Lastly, Burks proposed for Committee to consider adding signage as well since it is difficult to know where you are walking towards unless you are familiar with the location.
  - West Broadway
    - Nueno described W. Broadway corridor as being active. This area has government buildings such as the Police Department, Library and City Hall and mostly see city employees going from parking structures to the buildings. Nueno included there are some restaurants in the area but is pretty uninhabited currently due to COVID. Gerhardt agreed that not many people are seen in this location and few that are usually are walking to the buildings. Gerhardt suggested adding more wayfinding signage directing public to the government buildings. Gonzalez informed Committee that DLBA will have signage and include how many minutes it takes to get to each building making the language more friendly to visitors.
  - East Broadway
    - Heffernan shared she found this area to vary in character and suggested bringing the character from Linden Ave to the Long Beach Blvd side of the street. Linden Ave and E Broadway have great activations, art work, bike lanes and parklets that surrounding residents are able to use and would be great to activate artist galleries on certain weekends to make this corridor a destination. Tully added this location has limited lighting which causes you to feel unsafe walking through this corridor surrounded by towering concrete walls and parking structures.
  - Gonzalez asked Committee to perform another place assessment in the next few days and send them to her by Wednesday for her to be able to compile them.
5. Old Business



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1.38 Un-Square Miles

6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment

Meeting adjourned 11:04 AM.

**NEXT PLACEMAKING COMMITTEE MEETING:**

**Thursday, February 18, 2020**

**10:00 AM**

**Location: ZOOM**

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

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