



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**Placemaking  
Committee Members:**

Alan Burks, Chair

Patty Wirth, Vice Chair

Griselda Suarez

Maggie Stoll

Ian Jahns

Steve Gerhardt

John Tully

Shannon Heffernan

Fern Nueno

**DLBA Staff:**

Stephanie Gonzalez  
Placemaking Manager

## PLACEMAKING COMMITTEE MINUTES

Thursday, October 15, 2020  
10:00 AM

**Voting Present:** Alan Burks, Patty Wirth, Maggie Stoll, Ian Jahns. Steve Gerhardt, Shannon Heffernan, Fern Nueno

**Voting Absent:** Griselda Suarez, John Tully

**DLBA Staff:** Broc Coward, Kelsey Mader, Stephanie Gonzalez, Erica Beighley, Samantha Mehlinger, David Hughes

**Guests:** Ray Morquecho. Chief of Staff for Mary Zendejas 1st Council District

1. CALL TO ORDER & INTRODUCTIONS – Alan Burks, Chair  
Meeting called to order at 10:03 am. [Meeting Presentation.](#)
2. **ACTION: Approve minutes from September 17, 2020 Public Realm Committee Meeting. 1<sup>st</sup>: Gerhardt, 2<sup>nd</sup>: Nueno. Burks Jahns abstain. Motion Carries.**
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager- Slide 5 presented
  - a. Open Streets Initiative – Closure of Pine Between 4<sup>th</sup>-5<sup>th</sup> Streets
    - Currently 5 new 10 minute spots for food pick-up.
    - There are tentative plans to meet with business owners to discuss if street closures need adjustments.
4. CHAIRPERSONS REPORT – Alan Burks, Chair
  - a. Placemaking Dashboard- Presented slide 7
  - b. Discussion of Proposed Committee Goals- Presented slide 8-9.
    - Burks would like Committee to consider potential for permanent closure of Pine, the parklets not on Pine, and wayfinding as potential overarching goals.
    - Gerhardt would like to look at the entirety of the corridor. He likes the proposed wayfinding working group and linking the street closure and signage for pedestrians as well as making scooter and bike stations more accessible. Proposed idea of wheeling in kiosks where streets are closed. Wayfinding is relevant while still dealing with COVID. Working group could work with the DLBA to see us through COVID crisis until finding more permanent wayfinding after since the character of Downtown will be changing.
    - Wirth asked Coward the consensus of the businesses on Pine Ave that favored having the street closure become permanent. Coward shared that DLBA has not asked specifically regarding long term closure, have feedback on temporary closure focusing only on dining and being able to carry on through COVID. Follow-up surveys will include the 4<sup>th</sup>- 5<sup>th</sup> closure on Pine. Coward would like to remind businesses that the street closure is not to create a festival/party atmosphere, the main purpose is to expand outdoor dining. Mehlinger shared survey link, <https://downtownlongbeach.org/wp-content/uploads/Open-Streets-DTLB-Business-Evaluation-Survey-3.pdf>, and discussed survey date and planned surveys as it pertains to Open Streets.
    - Burk asked how City Council feels about having the closure become permanent. Coward replied they were in favor of 4<sup>th</sup>-5<sup>th</sup> closing temporarily but is unsure of long-term closure. Morquecho said Council Woman Zendejas is in favor so long as the businesses are. There will be a meeting next week regarding the topic but so far residents seem to like it and have responded to it well.
    - Nueno and Jahns expressed interest in surveying businesses and residents response to parklets and find out how businesses are doing. Burks asked Coward if any data was known regarding how parklets were impacting businesses, Coward responded we do not have any empirical data, only anecdotal. Currently there are safety ambassadors walking areas and



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getting a sense of how full each business is. He expressed retail has been difficult because there has not been an avenue to have a parklet, but it is something that the DLBA wants to develop and evaluate. DLBA needs to find a way to get this information without making businesses reluctant to participate, having contact and communication with the merchants is important. Coward wanted to make sure Committee understood that while it is a valuable study, DLBA is going out and taking surveys of owners. DLBA will continue to do so while we go through this process and provide feedback.

- Nueno brought up the idea of using art as a placemaking tool to promote healthy living and mobility through art to increase pedestrian traffic, maybe utilizing past mural panels. Heffernan mentioned using the murals to create a cube that is multi-dimensional and can be located at different parts of downtown to promote public space, walking and biking. Gonzalez liked the idea of using art, murals are currently being stored at Jean Machine. Gonzalez would like to incorporate other parts of downtown and ways to use public space while focusing on supporting parklets and the Open Streets area. The goal is to make parklets and Open Streets successful that public will not want to get rid of them and they become permanent. Coward interjected and let Committee know that the mural project is an Arts Council project. DLBA can support them but will not be acting as a lead and advises against making it a goal.
- Gonzalez suggested using last year's goals a template to reframe for this year. Coward encouraged Committee to approve overarching goals, details will need to be worked out and milestones for achieving these goals will be developed. Committee goals will be presented and approved at next meeting.

5. Old Business

6. New Business

- Nueno wanted to update Committee regarding the launch of a digital inclusion resource hotline and shared link, <http://longbeach.gov/ti/digital-inclusion/digital-inclusion-resources-hotline/>.

7. Public Comment (three minutes on all non-agenda items)

8. Adjournment

Meeting adjourned at 11:00 AM

**NEXT PLACEMAKING COMMITTEE MEETING:**

**Thursday, December 17, 2020**

**10:00 AM**

**Location: ZOOM**

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

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1.38 Un-Square Miles