



**DOWNTOWN
LONG BEACH
ALLIANCE**

PLACEMAKING COMMITTEE MINUTES

Thursday, November 18, 2021

4:00 PM

This meeting is being held via Zoom teleconferencing, pursuant to Assembly Bill 361.

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Meeting ID: 845 0437 5498

Passcode: 429531

Voting Present: Mike Gold, Daniel Dominguez, Fern Nueno, John Tully, Max Beach, Steve Gerhardt, Shannon Heffernan

Voting Absent: Alan Burks, Cynthia Luján,

DLBA Staff: Stephanie Gonzalez, Kelsey Mader, Justine Nevarez

1. CALL TO ORDER & INTRODUCTIONS – Mike Gold, Chair
[Meeting presentation](#). Called to order at **4:04 PM**.
2. **ACTION: Approve minutes from [October 21, 2021](#) Placemaking Committee Meeting**
MOTION: 1st: Nueno; 2nd: Heffernan.
VOTE: None opposed. Dominguez abstained. Motion passes.
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager
 - a. Creative Crosswalks
4. CHAIRPERSONS REPORT – Mike Gold
 - a. Discussion of Proposed Projects and Milestones
 - Gold reviewed the 3 Goals for the year:
 1. Seek activation that celebrate the diversity of people and cultures in Downtown
 2. Consider alleyways that would be prime for place enhancing features
 3. Apply unique design treatments and new signage at crosswalks.
 - Gonzalez explained goal 2 would coincide with events while goal 3 would be for longer term treatments
 - Heffernan suggested an assessment be conducted for different public space alleyways within the DLBA jurisdiction and picking 1 or 2 instead of working on the entire network. Gonzalez agreed.
 - Beach questioned whether the crosswalk goal would be perimeter based or use them to direct or embellish what's going on in different areas.
 - Gonzalez suggested also using a sectional approach to work on either one intersection or redoing the crosswalks on Pine Avenue, as there are a lot of factors and a focused approach will be more manageable.
 - Gerhardt suggested different factors to consider when activating alleyways such as: what is enclosing the alley, whether there are windows, if there is access to electrical and whether there is lighting.
 - Gonzalez and Gold agreed with Gerhardt to segment these goals.
 - Gonzalez suggested focusing on alleyways initially by doing some place assessments at the considered locations.
 - Heffernan added that there may be businesses that will benefit from the alleyway project, so there might be an opportunity for the business owners to contribute if willing.
 - Gonzalez added that there is some interest in N Waite Ct being used since it is currently an area of concern due to the ongoing developments. Gonzalez

MEMBERS

Mike Gold, Chair

Alan Burks, Vice Chair

Cynthia Luján

Daniel Dominguez

Fern Nueno

John Tully

Max Beach

Steve Gerhardt

Shannon Heffernan

STAFF

Stephanie Gonzalez,
Placemaking Manager

Kelsey Mader,
Executive Assistant

- also had some conversations with developers who own locations between 9th and 10th and Pacific and Pine who are looking to possibly turn this area into a plaza type of space.
- Beach suggested designating a lead on each project so that people who float between the groups have someone who keeps track of tasks..
- Gerhardt asked Gonzalez to provide locations besides Pine for the group to look at on their own time or together so the next time they meet there will be discussion about what can be done.
- Heffernan suggested the first milestone: An assessment either conducted on individual's time or as a group to share experiences and ideas for both crosswalks and alleyways.
- Gonzalez suggested first milestone: Exploring locations and place assessments with a deadline for next meeting to figure out locations and by the January meeting to conduct place assessments.
- Beach and Gonzalez discussed criteria for these spaces. Gonzalez suggested one of the criteria or goals would be pedestrian safety and how adding art or color can add to the space.
- Gonzalez also suggested Lincoln Park as they would like to partner with DLBA to add some crosswalks leading into the park with a tidepool theme.
- Nueno suggested using the City's Safe Street Long Beach High Injury Network Map where the most pedestrian involved collisions have happened to help prioritize crosswalks. Nueno encouraged speaking with Public Works after deciding.
- Gonzalez will share some locations to the group for some downtown residents to check out before the next in person meeting on December 16th.
- Gonzalez will have place assessments ready before the in person meeting to use during the walk through.
- Gonzalez shared some ideas for the artwork and projects to use for alleyways to figure out what is doable in different types of alleyways (event space or art show) while considering improvements that won't interfere with vehicular traffic.
- Beach also suggested artistic lighting that could be visually dynamic and functional.
- Gold added that finding the space will be the most important step before proceeding with identifying the project and visualize while in the space.
- Nueno suggested doing the alleyway project first since it might take longer to close out a portion of the alley for an event. Nueno added that the activation for the alley could segue into the crosswalk project.
- Gonzalez suggested after place assessments over the next couple months, the next milestone would be to identify objectives for spaces chosen for the next couple of months. Midsummer the group could hold an activation event and then do the crosswalk survey to get input from the community at the activation event.

b. **ACTION: Continue discussion of FY 21/22 Milestones/Projects at December Committee meeting**

MOTION: 1st: Nueno; 2nd: Gerhardt

VOTE: None opposed. Motion passes.

5. Old Business
6. New Business
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
Meeting adjourned at 5:21 PM.

NEXT PLACEMAKING COMMITTEE MEETING:

Thursday, December 16, 2021

4:00 PM

Location: TBD

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

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly, and with Assembly Bill 361.

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