



**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, December 17, 2020
10:00 AM

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

Staff: Stephanie Gonzalez, Erica Beighley

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

Meeting called to order at 10:08 am. [Meeting Presentation.](#)

- Gonzalez introduced CSULB alumni and member of the Long Beach Arts Council Cynthia Lujan. Lujan, who also co-founded Flatline Gallery in North Long Beach will be replacing Suarez in the Committee.

2. **ACTION: Approve minutes from [November 19, 2020 Public Realm Committee Meeting](#). 1st: Nueno. 2nd: Heffernan. Tully abstains. Motion Carries.**

3. **STAFF REPORT** – Stephanie Gonzalez, Placemaking Manager- presented slides 5-

- Gonzalez updated Committee on Open Streets sharing results of City Council's meeting last week to allow Open Streets to continue and assess on quarterly basis, also adding that Open Streets would potentially move into retail and other opportunities in the future to take advantage of public space.
- Gonzalez asked Heffernan to share her experience as a speaker at the Downtown Discussions- Design for Distancing Webinar Series earlier in the month.
 - Heffernan shared they discussed a lot about public space and what it means including the streets as well, the opportunities to create a safe gathering space during COVID for the community, how businesses could stay afloat during this time using public space, and how it can be continued after COVID. Shared that it has been great to see how the city has risen and how it has handled the use of public space because it is essential to safely gather, build a feeling of community and bring back a sense of ownership and pride of our streets again.
 - Heffernan told Committee that projects are interdepartmental now and have created a great synergy and communication at the city level, which is something that she hopes can carry on after the pandemic where the parklet process can be streamlined.
 - Heffernan informed Committee there was a lot of discussion regarding equity as well. Cities that had al fresco dining programs are focusing a certain percentage of their budget on minority owned businesses and in communities that have been most impacted by COVID. Heffernan further explained some communities lacked the infrastructure to build a parklet, for example building sidewalks to be able to support a parklet.
 - Gonzalez offered to send recorded Webinar Series to Committee after Gerhardt expressed interest. Gonzalez stated it would be a great benefit to share to see different ways to look at public space.

4. **Discuss Place Assessment Locations & Placemaking in Other Cities.** Heffernan presented slides 11-16, Gonzalez presented slides 11-16.

- Gonzalez refreshed Committee on what makes a great place as well as showing examples of different activations Heffernan gathered last year.
 - Heffernan further explained each example provided and the mixture of components that had a high impact. Different types of seating options give opportunities to lounge, cluster or isolate. There are opportunities to incorporate art that would make place more interesting, activating that space with emphasis of color to make places fun, bright and



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vibrant, or providing shade which add components that are attractive and would draw people in.

- Heffernan shared other examples of activation where a street was turned into a plaza and programming and play opportunities that are being seen.
 - Project for Public Spaces helps identify certain areas that are lacking and could use engagement based on 4 areas that ask the questions how it is used, how it is programmed, and is it a safe place to gather from a safety and security standpoint?
 - Gonzalez suggested for Committee Members to picture how space could be used once public gathering returns. For example, if it is a boring space add color. Is it someplace that you try to move through quickly? Does it make you feel a certain way? Could it benefit to activate space?
 - Gonzalez told Committee that we study space for different reasons and to keep in mind the use of the streets and sidewalks in public space. We are able to experience spaces through observation to understand what will and will not work.
 - Burks assigned each person in a group the time and day of the week to observe their locations. Gonzalez added if Members feel safe enough to do place assessments they should go ahead and do so, but if not they are able to wait until the stay at home order is lifted. Place assessments are able to be conducted to observe characteristics of the space, however we will not be able to see how the space is being utilized. Heffernan added that it is still valuable even if some of the questions would not apply on how people are using it, there might still be people using the space just not in large gatherings.
 - Gonzalez suggested Committee also keep in mind if they will be taking a space that is activated currently and taking it a step above or if they would like to take one that is not attractive and activate that space while looking at these locations. Heffernan inquired about Arts Park? Gonzalez answered she found out about the park through one of Gerhardt's walking tours, she offered to see if it was still in use. Gerhardt answered that it has not been open in several years.
 - Stoll brought up unattractive building near her shop at First and Elm. Expressed it is dead and sad and there is no way to get in it or near it and really kills the block, she is not sure if a good relationship can be formed to be able to activate it. Nueno offered to find out what is going on with the building as well as see if there is anything we can do with the alley and mural located at the same place. Nueno will find update and let Committee know next meeting.
5. Old Business
6. New Business
- Nueno informed Committee of updated information scheduled to be released later today or tomorrow regarding the spending of CARES Act funding, there is still money left to be given out.
 - Tully shared Pedal Movement received grant from City of Long Beach to operate beach concession stands, which includes the one next to Marina Green Park, and will expect to be opened by the end of March.
7. Public Comment (three minutes on all non-agenda items)
8. Adjournment
- Meeting adjourned at 11:08 am.

NEXT PLACEMAKING COMMITTEE MEETING:

Thursday, January 21, 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