

Placemaking Committee

DLBA Conference Room

June 27 2023, 12:00pm



DOWNTOWN
LONG BEACH
ALLIANCE

I. Call to Order (Roll Call) & Introductions

Placemaking Committee:

1. Mike Gold, Chair
2. Laurie Gray, Vice Chair
3. Alan Burks
4. Alan Pullman
5. Clay Wood
6. Fern Nueno
7. Hannah Moon
8. Max Beach
9. Solimar Salas

2. Minutes

Action: Approve minutes from May 16, 2023 meeting

3. Staff Report – Stephanie Gonzalez

- a. Pride Banners
- b. Scavenger Hunt



4. Group Discussion

- **Vacant Storefronts Window Wrap Design Review -**
- **Placemaking Committee Visioning**
Objective: Decide on focus for remainder of FY 22/23

4. Group Discussion

- **Vacant Storefronts Window Wrap Design Review -**

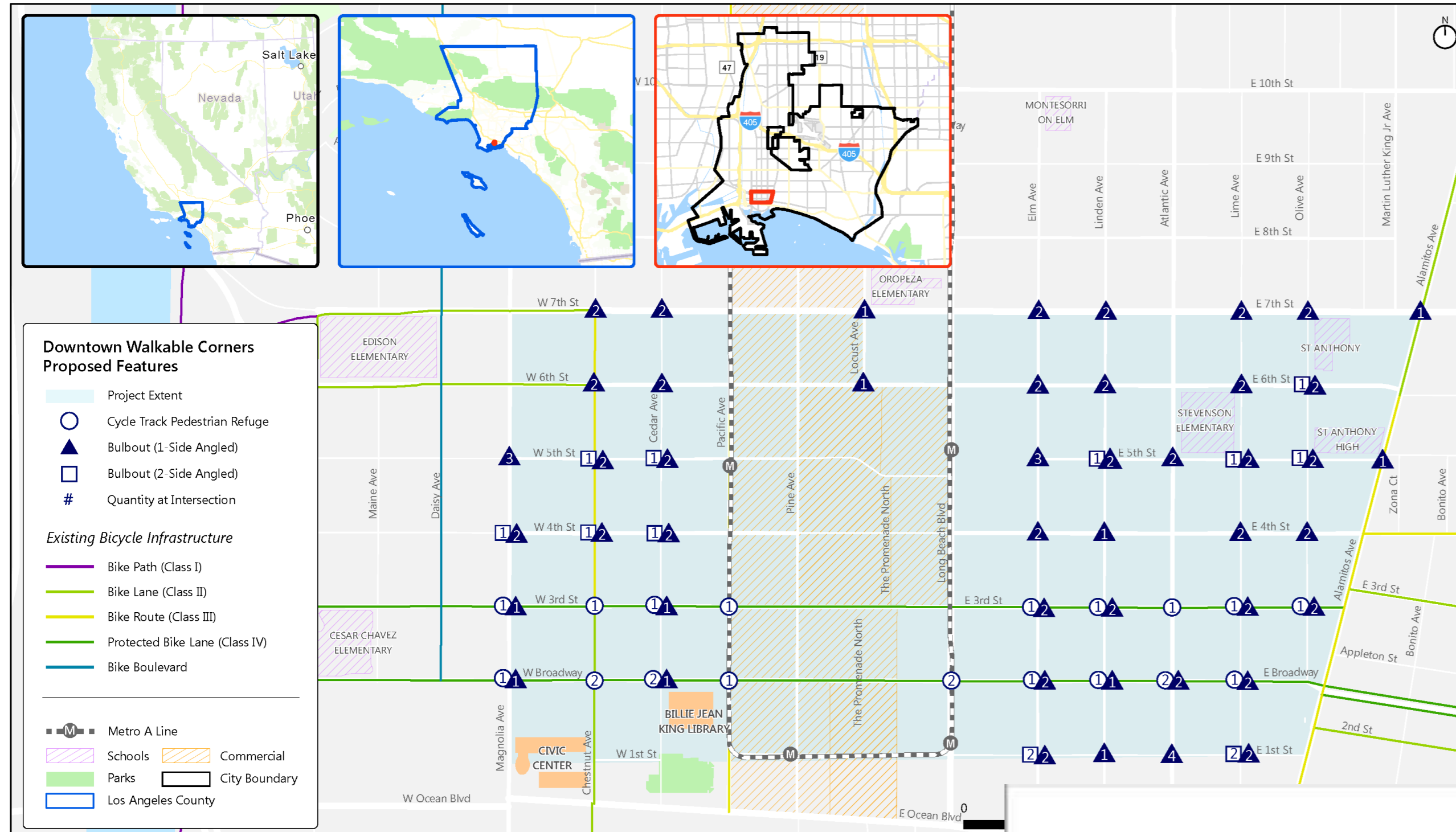
The collage consists of several elements:

- Map:** A street map of downtown Long Beach with a red highlighted area on the left side. Street names include Pacific Ave, Pine Ave, Long Beach Blvd, Broadway, Ocean Blvd, and various numbered streets (4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th).
- Ferris Wheel:** A tall, yellow Ferris wheel structure.
- Architectural/Street Scenes:** A series of vertical panels showing different views: a modern building at night, a church with palm trees, a modern building, a street with a red glow, and a street with a purple glow.
- Window Wrap Designs:**
 - A wrap with a woman in a white top and black shorts against a red background with a large face graphic. Text: "Leasing Info (555) 555-5555" and "More info on local artists, here!" with a QR code.
 - A wrap with a man in a dark, ornate costume.
 - A wrap with a man skateboarding at night.
 - A wrap with a man looking through a chain-link fence at a boat at night. Text: "Leasing Info (555) 555-5555" and "More info on Downtown Long Beach events, here!" with a QR code.

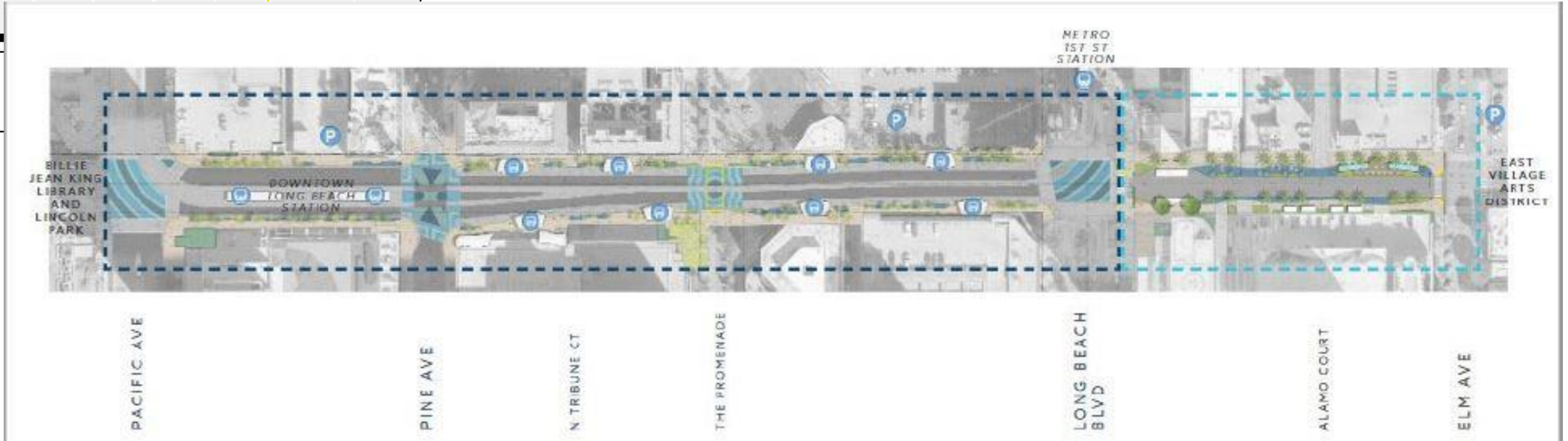
- **DLBA Placemaking Map -**

<https://www.google.com/maps/d/u/0/edit?mid=IDxJzEfWRRjmZtpa2hLgNTsQQLK0PNq3N&ll=33.773732621137825%2C-118.18909714002919&z=15>

- **Upcoming City Projects – Walkable Corners, 1st Street Pedestrian Improvements, Lincoln Park COVID Memorial, Pacific Ave Bike Lanes...**



CITY OF LONG BEACH
ATP Cycle 5 | Project Location Map



- **Downtown Los Angeles BID Public Realm Plan** - <https://downtownla.com/dtla-reimagined/expo/a-love-letter-to-dtla>
- **Downtown Fort Wayne Public Realm Plan** - https://www.fwcommunitydevelopment.org/images/community_planning/Fort_Wayne_Public_Realm_Action_Plan_2-compressed.pdf
- **NYC Neighborhood Commons** - <https://neighborhoodcommons.nyc/>
- **Downtown Brooklyn Public Realm Action Plan** - <https://www.downtownbrooklyn.com/big-ideas/public-realm-action-plan/>
- **Downtown SF Public Realm Action Plan** - <https://downtownsf.org/about/projects-initiatives/public-realm-action-plan>
- **NYC SOHO Broadway Plan** - <https://sohobroadway.org/soho-broadway-public-realm-vision-framework-plan-2/>

5. Old Business

6. New Business

7. Public Comment