



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

### MEMBERS

Alan Burks, Chair

Patty Wirth, Vice Chair

Cynthia Luján

Fern Nueno

Ian Jahns

John Tully

Maggie Stoll

Steve Gerhardt

Shannon Heffernan

### STAFF

Stephanie Gonzalez,  
Placemaking Manager

Kelsey Mader,  
Executive Assistant

## PLACEMAKING COMMITTEE MINUTES

Thursday, May 20, 2021

10:00 AM

[Join Zoom Meeting](#)

Meeting ID: 845 6255 9976

Passcode: 575710

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

**Voting Absent:** None

**DLBA Staff:** Stephanie Gonzalez, Kraig Kojian, Broc Coward, Kelsey Mader

**Guests:** Councilmember Cindy Allen, Connor Lock

1. CALL TO ORDER & INTRODUCTIONS – Alan Burks, Chair  
Meeting presentation. Meeting called to order at 10:01 AM.
2. **ACTION: Approve minutes from [April 15, 2020 Public Realm Committee Meeting](#)**  
**MOTION: 1st: Nueno, 2<sup>nd</sup>: Burks**  
**VOTE: None opposed. Motion passes.**
3. STAFF REPORT – Stephanie Gonzalez, Placemaking Manager
  - a. The Loop Plan + Discussion
    - Gonzalez gave a presentation of the Loop at the corner of Pine and Ocean. It has been there since April 2016, though the initial request for proposal (RFP) was released in September 2015. The loop is 500 feet long and up to 25 feet high. It has interactive lighting, audio, and many different exciting elements. It is an important and prominent part of our Downtown and attracts many people that come into the city.
    - The initial investment was around \$200,000.
    - The Loop is currently in need of upgrades and repairs to be brought back up to the standards that the DLBA, City, and others expect.
    - Annual maintenance is around \$28-35,000 a year depending on how many repairs are needed. Much of these repairs include lighting replacement and fabric maintenance.
    - Gonzalez presented a few different options for the future of the Loop:
      1. Tear down and call for proposals/new project.
      2. Tear down and re-landscape to create a temporary park/open space.
      3. Replace full skin, upgrade lighting, and refresh landscape. This option would look most similar to the current space, simply new and improved.

- The estimated annual cost once repairs are made are as follows:
  - \$3,000 for utilities
  - \$7000 for landscaping
  - \$5,000 for aluminate maintenance
  - \$30,000 for the lighting contract.
- Estimated one-time cost for upgrading the lighting and sound is \$30,000-150,000 and \$45,000-100,000 for a new wrap.
- Estimated one time cost for tearing down the Loop and creating a new space/project is \$20,000-30,000 for tear down, extending the back wall \$1,500-3,000.
- Burks suggested creating a permanent solution for the Loop. He envisions something that would survive with the ongoing hotel construction nearby and be there on a more permanent basis.
- Heffernan feels the Loop reached the end of its life at its current state and that it has served its purpose. Ultimately, she recommends the DLBA call for proposals.
- Councilmember Allen said she would like to see the space more activated and open so it can be better utilized. She expressed concern about costs and hopes to avoid spending unnecessary money on this project.
- Burks said it is a consensus for a new temporary installation.
- Heffernan expressed how the new installation should be a community focused process.
- Lujan suggest beginning dismantling the Loop to get the word out to let people know it is going away and start the conversation of what is going to happen next.
  - Tully suggest a venue for performing arts, artists displays, educational classes, and food trucks.
- b. Pedestrian Wayfinding
- c. Outdoor Dining Reimbursement Program
- 4. Working Group Breakout Session
  - a. WG1: Elm St – Promote + Improve Public Space Usage Throughout Downtown
  - b. WG2: Marina Green – Develop Creative Activations of Space/Promote Safely Being Outdoors
- 5. Report Group Goals for June Meeting
- 6. Old Business
- 7. New Business
- 8. Public Comment (three minutes on all non-agenda items)
- 9. Adjournment  
Meeting adjournment at 11:01 AM.

**NEXT PLACEMAKING COMMITTEE MEETING:**

**Thursday, June 17, 2020**

**10:00 AM**

**Location: ZOOM**

***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.

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