

# Placemaking Committee

Zoom Conference Call

December 17 2020, 10am



**DOWNTOWN**  
**LONG BEACH**  
ALLIANCE

### **Zoom Ground Rules:**

- Once admitted into the “meeting room” your microphone (mic) will be placed on mute by the host...you may choose whether to keep your video on or turn off
- When meeting is called to order, we will take a brief roll call for Public Realm Committee members, this will be done by Alan Burks or Kelsey Mader
- All agenda action items will be conducted by a roll call vote, done by Alan Burks or Stephanie Gonzalez
- The mics of Alan Burks, Patty Wirth and Stephanie Gonzalez will remain on for the entire meeting, to keep things flowing
- In order to pose a question or add comments, you should utilize the toolbar at the bottom of your screen, select “participants” where you will find an option to raise your hand
- The host or presenter will acknowledge raised hands one at a time and will unmute your individual mic
- You are encouraged to keep your questions or comments brief, in order to allow time for others to take part
- This meeting will be recorded, as is standard for all DLBA meetings

# I. Call to Order (Roll Call)

## **Public Realm Committee:**

1. Alan Burks, Chair
2. Patty Wirth, Vice Chair
3. Maggie Stoll
4. Ian Jahns
5. Steve Gerhardt
6. John Tully
7. Shannon Heffernan
8. Fern Nueno
9. Cynthia Lujan

## **2. Minutes**

**Action: Approve minutes from November 19, 2020 meeting**

# 3. Staff Report - Gonzalez

- **New Committee Member – Cynthia Lujan**
- **Open Streets Initiative Update**
- **Downtown Discussions – Design For Distancing**



**Design for Distancing**  
Creative Strategies to Adapt Public Space  
to the Pandemic and Beyond

**Friday, December 4  
10-11:30AM**



**David Downey**  
President & CEO,  
International Downtown Association



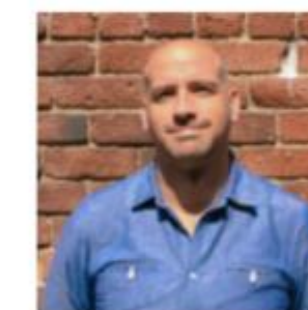
**Norma Garcia-Gonzalez**  
Director of Parks and Recreation,  
Los Angeles County



**Shannon Heffernan**  
Urban Design Director,  
Studio One Eleven



**Midori Mizuhara**  
Planning + Urban Design,  
Gensler

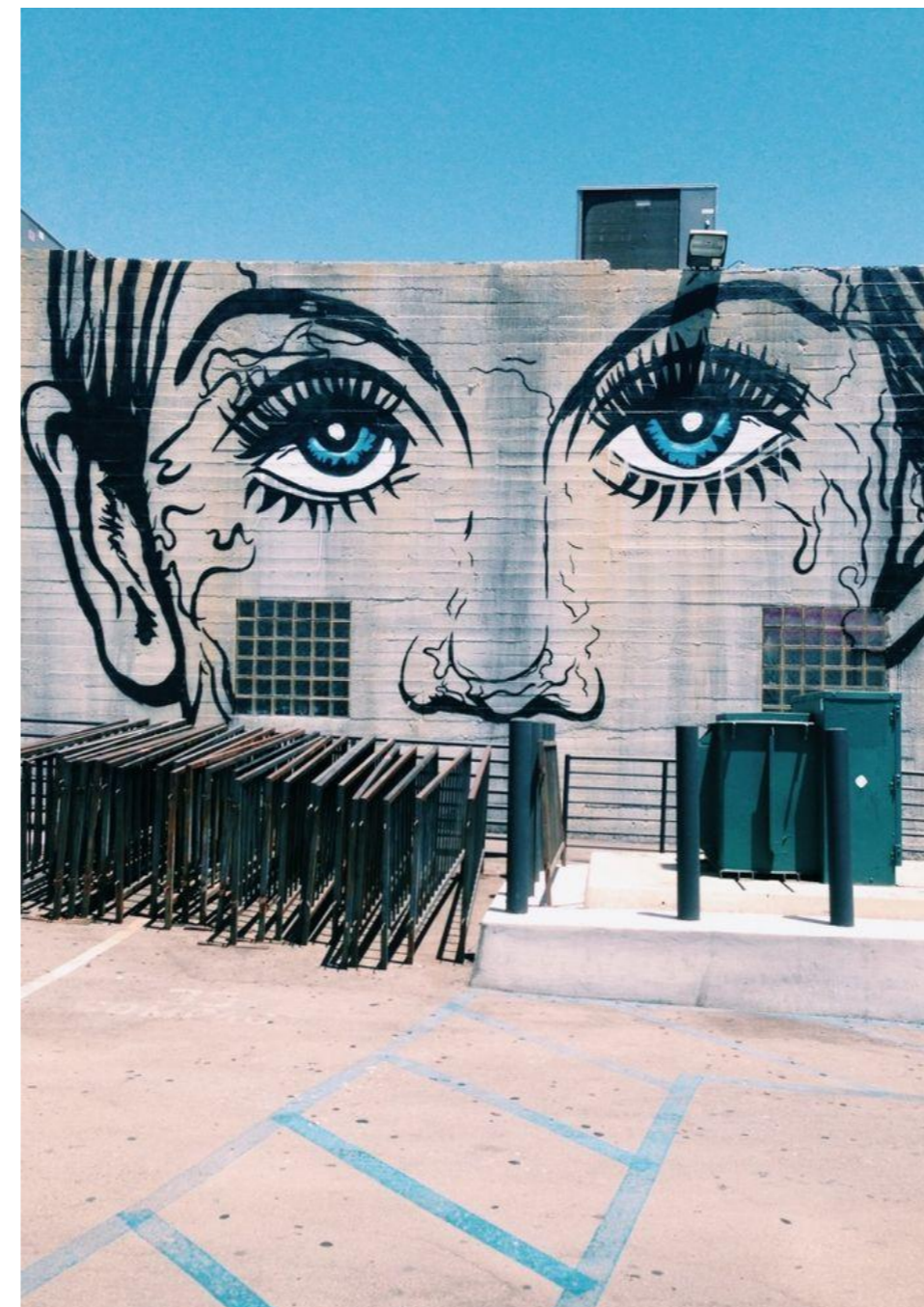


**Brian Ulaszewski**  
Executive Director,  
City Fabrick

## **4. Place Assessments**

- **What Makes a Great Place**
- **Assessment Locations**

# What Makes A Great Place?

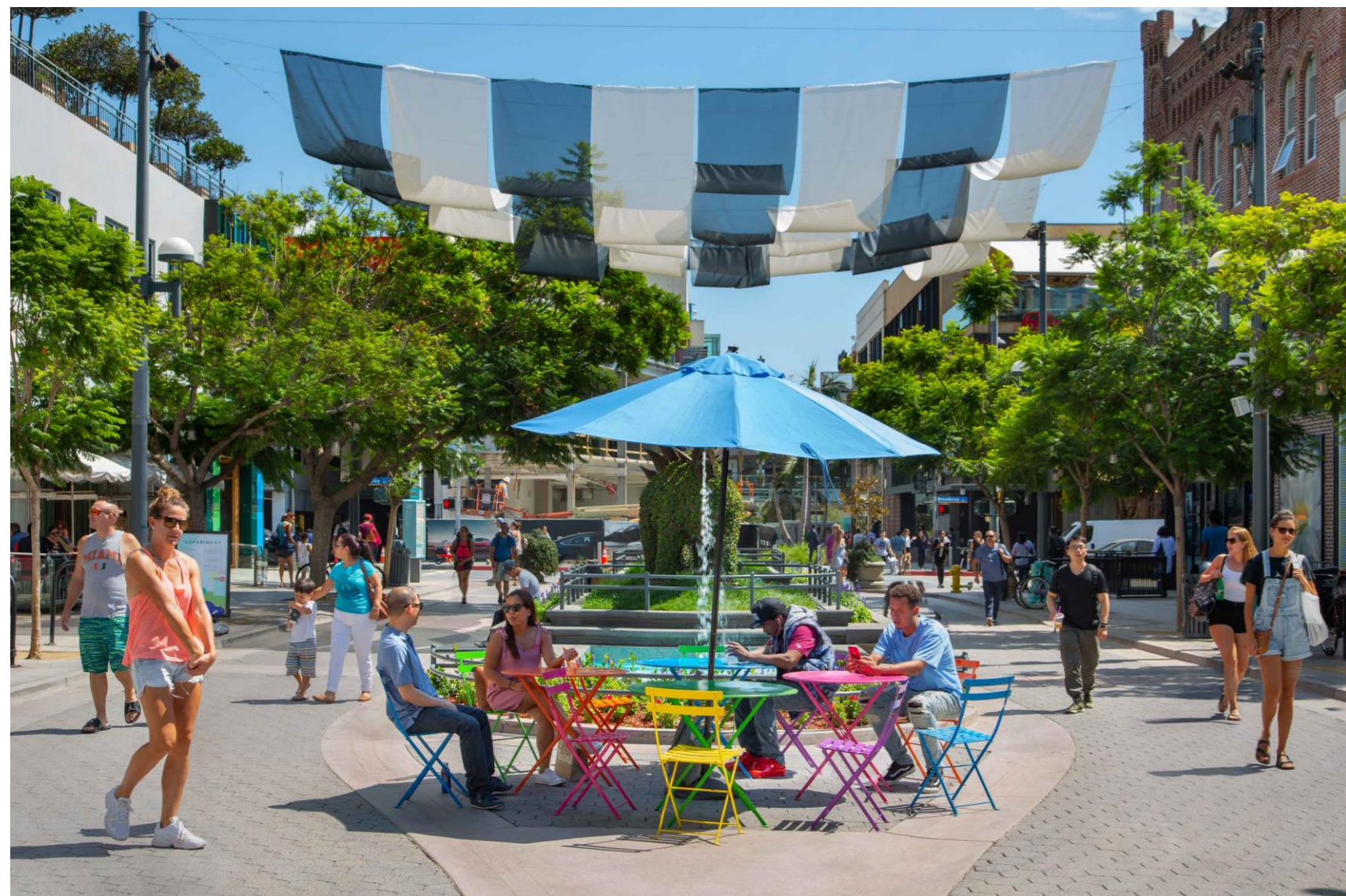


# What Makes A Great Place?



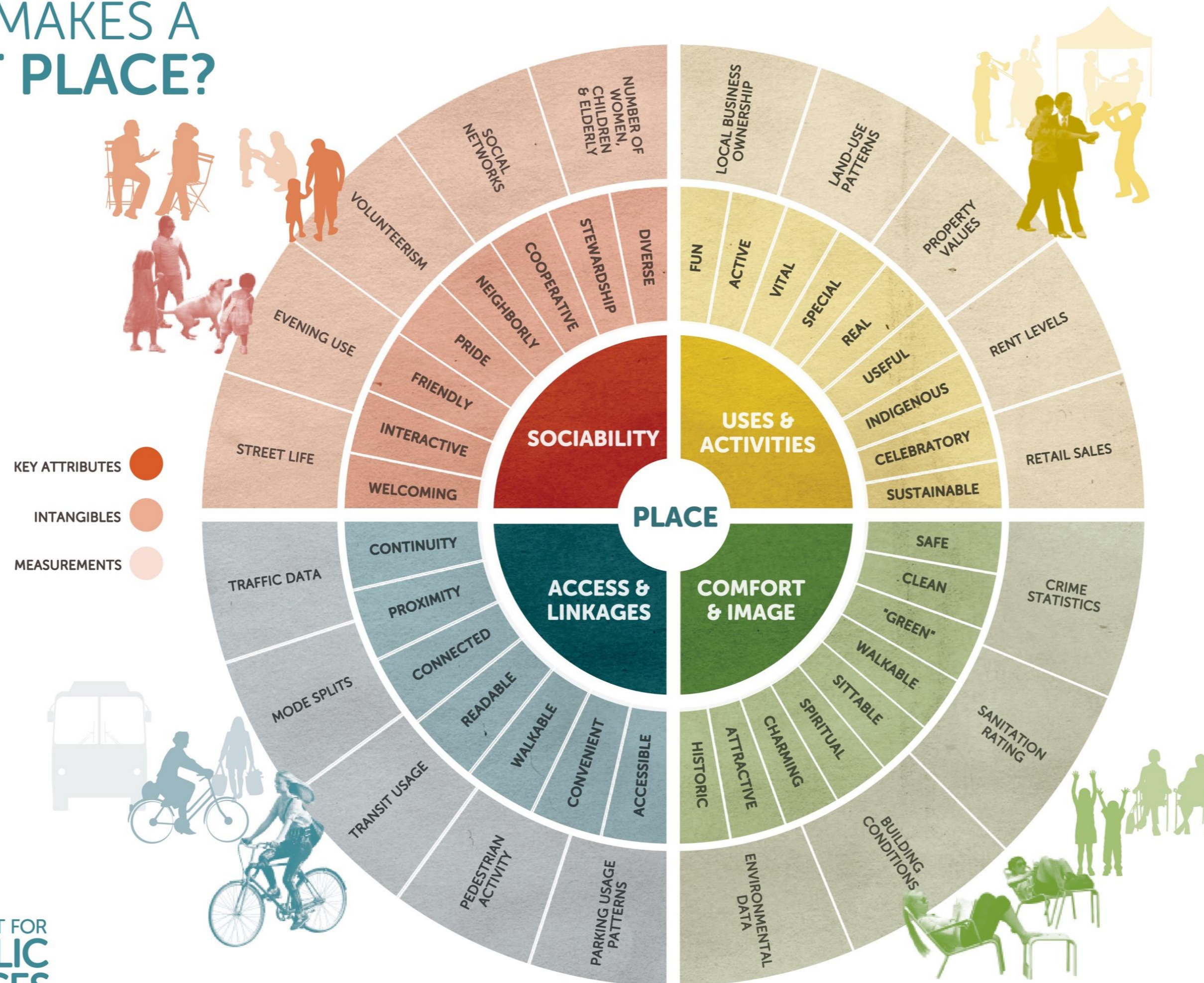


# What Makes A Great Place?



# What Makes A Great Place?

## WHAT MAKES A GREAT PLACE?



# Comfort and Image

## Comfort and Image Questions to Consider

- Does the place make a good first impression?
- Are there more women than men?
- Are there enough places to sit? Are the seats conveniently located?
- Are spaces clean and free of litter?
- Does the area feel safe? Is there a security presence?
- Are people taking pictures? Are there many photo opportunities available?

# Access and Linkages

## Access and Linkages Questions to Consider

- Can you see the space from a distance? Is its interior visible from the outside?
- Is there a good connection between the space and the adjacent buildings?
- Do occupants of the adjacent buildings use the space?
- Can people easily walk to the place?
- Do sidewalks lead to and from the adjacent areas?
- Do paths through the space take people where they actually want to go?

# Uses and Activities

## Uses and Activities Questions to Consider

- Are people using the space or is it empty?
- Is it used by people of different ages?
- Are people in groups?
- How many different types of activities are occurring – people walking, eating, etc.
- Which parts of the space are used and which are not?
- Are there choices of things to do?
- Is there a management presence?

# Sociability

## **Sociability Questions to Consider**

- Is this a place where you would choose to meet your friends?
- Are people in groups? Are they talking to one another?
- Do people bring their friends and relatives to see the place?
- Do people tend to pick up litter when they see it?
- Do people use the place regularly and by choice?

# Why Study Spaces?

## Why Study Spaces?

- Experience Spaces Firsthand Through Observation
- Create a Benchmark to Track and Monitor a Space Over Time
- Learn What Works and What Doesn't
- Targeted Investment and Resource Allocation

# Place Assessment Locations

## **Downtown Long Beach Place Assessment Sites**

- Marina Green Park
- E. Seaside Way (between Aquarium Way and Hart Pl.)
- W. Broadway (between Magnolia Ave. and Pacific Ave.)
- E. Broadway (between Long Beach Blvd. and Linden Ave)
- Elm St. (between 1<sup>st</sup>. And 3<sup>rd</sup> St.)
- North Pine Avenue (between 4<sup>th</sup> and 7<sup>th</sup> Street)



## **5. Old Business**

## **6. New Business**

# **7. Public Comment**