



Retail Visioning Steering Committee
January 28, 2010—10:00am
Yardhouse
401 West Shoreline Drive, Long Beach, CA 90802

Steering Committee members / representatives in attendance: Derek Burnham, Loara Cadavona, Broc Coward, Joe Magaddino, Carl Morgan, Brian Russell, Ted Slaught

Steering Committee members absent:

Phil Appleby, Becky Blair, Amy Bodek, Ron Cole, Robert Garcia, Susana Gonzalez, Suja Lowenthal, Jerry Miller

Other Attendees: Kris Larson, Vanessa McCollum

Meeting Notes:

1. CALL TO ORDER AND WELCOME

Kris Larson called the meeting to order at 10:10am

2. COMMITTEE FEEDBACK ON PROJECT

Larson asked the Steering Committee to review the Draft Vision Statement as of January 6, 2010 and provide feedback.

- Cracking the mold, very pleased
- Good that we're getting a larger group and newer residents involved.
- Residents would like a timeline
- Process going very well, pleased with input, past primarily business driven and it's great to have the residential input.
- Inclusion of residents is vital. Only concern is the need to expand to include other neighborhoods that we're trying to attract. Would like to get a better understanding of what they need.
- Should do a study of demographics of visitors. Corporate hotels would probably be able to assist with surveying their guests.

3. PROCESS UPDATE

The Steering Committee will review positioning with the consultant on February 18, 2010 and will finalize actions and strategies.

4. POWERPOINT PRESENTATION OF STEERING COMMITTEE SURVEY RESULTS

Larson asked the Steering Committee if the presentation of the survey feedback changed any of their ideas about how to move forward.

- We won't be able to achieve nirvana in 5 years but we will make great strides
- No issue with being ambitious, if we choose 2020 as target date, we may not be finished by then either.
- Don't want to over promise and under deliver
- 2015 is realistic, we just need to have realistic action steps
- Need communication with public on a regular basis
- Transformation will take years, but 2015 gives it a sense of urgency to buy in.
- Should be treated like a business plan, assess on an annual basis
- DLBA is in process of buying advertising space as a kind of community communication strategy
- Good for encouraging investment here
- Policies we establish here will need to address clear priorities and those policies and priorities would need to be clearly communicated to the public.

Larson asked how the Steering Committee would like to address issues outside the realm of this project that the community addressed at the community meeting.

- If we're not addressing the issues of homelessness and loitering we won't be able to move forward with the vision (example included San Francisco). This needs to be an action item
- We can promise to make significant strides in the perception of safety- reality of safety in 2015
- The word "clean" can be removed, it is clean here, and we have such little crime that we can't even get any more police officers.
- Cameras should be installed in parking structures, utilizing more technology instead of more manpower.
- Visitors here can get put off by simply one bad experience
- "Solve" is not a word that should be included in the action item. Vision is about achieving goals, and that will not happen, and there's not that big of a problem.
- We need to recognize and move past the homeless issues.
- Better public education is needed. The Redevelopment Agency has already placed more cameras in the public realm, the sidewalks are pressure washed all the time.
- The CityPlace parking is poorly lit, and needs to be cleaned.
- Dark areas of the Downtown need to be identified and lighting needs to be added. We can make it uncomfortable for homeless, but they will always be there.
- 3 restaurants in the last 6 months have come back after viewing spaces and pulled out due to poor lighting

5. VISION INPUT/REFINEMENT

Suggestions from the committee in regards to refining the draft vision statement were:

- Unify the public safety issue
- It must be shorter if people are actually going to read it
- Explore possibility of having a brief vision statement and sub-statements
- Explore possibility of hiring a copy writer
- Reads well but simply too long, should be five or six sentences
- Is more a statement of goals and objectives and less of a vision statement
- Take the individual neighborhoods out completely- this is a “retail vision” could instead say “we have quality eclectic neighborhoods to support you”
- Change the word “mosaic”- overused, try “cohesive tapestry”
- We may be able to find some room in the already underway Community Plan for residents to better describe and clarify their individual neighborhoods.
- The many events in the Downtown should be somehow mentioned because they really make Downtown what it is.

6. ACTION ITEMS IN REGARDS TO PUBLIC REALM

Action Item: Almost every transaction in downtown Long Beach is conducted on foot. The needs of pedestrians should come before those of the automobile. Develop a long term public realm/pedestrian improvement plan and strategy that focuses capital improvements on creating a safe, attractive and well maintained public realm in those areas targeted for retail developments.

- The city needs to be able to articulate and communicate to retailers what they’re doing, and deliver what is put on paper
- High priority

Action Item: Repeal the requirement for fences to enclose outdoor cafes along the street. They waste space, create obstacles to movement and provide no real benefit. If this is a state level requirement – work with other cities to have it changed.

- Not that difficult to do, has been done at Utopia

Action Item: Permanent “tent” dining structures on the sidewalk reduces the space for pedestrian, prevents people watching, likely violate the ADA rules (when remaining sidewalk is less than the minimum 5 feet wide – unobstructed) and severely degrades the quality of the public realm. Change the outdoor dining rules to prohibit any permanent structures on the public sidewalk.

- Statements 2 and 3 can be grouped together, RDA can handle.

Action Item: Street crossings can create the most discomfort for pedestrians. Most pedestrian/vehicular accidents occur during a street crossing attempt. Create a standard pedestrian crossing design that gives the pedestrian priority over vehicles.

- It is difficult for people to cross Ocean
- Explore crosswalk from Hyatt to Pike

Action Item: Lighting is critical to the perception of safety at night. Distinct lighting can help to define a district. Establish a lighting standard (for each district?) that is scaled to the needs of the pedestrian – not cars (they have lights). Set lighting standards for private developments along the street edge. Private fixtures along the column line contribute more light and offer an opportunity to add interesting details to a façade.

- Explore the possibility of making the standards the same utilizing the Pine Avenue Streetscape Project
- Wilmore and Drake need to have different standards
- Should have consistent lighting impact, not necessary for the standards to match, but should provide the same amount of light.
- Must also continue lighting in public parking structures/lots

7. ADJOURNMENT

Meeting adjourned at 12:10pm