



**Downtown Long Beach Associates  
Capital Improvement Projects Task Force**

October 14, 2009—9:00 a.m.  
City Hall  
333 West Ocean Boulevard, 4<sup>th</sup> Floor  
Long Beach, CA 90802

**PRESENT**

**Voting Members:** Craig Beck, Cory Kristoff, Brian Ulaszewski

**Staff:** Kraig Kojian, Kristopher Larson, Erin Murphy

**ABSENT**

**Voting Members:** Richard Lewis, residential representative (Andreas Herr or Phyllis MacDaniel)

**I. CALL TO ORDER**

Co-Chair Craig Beck called the meeting to order at 9:10 a.m.

**II. APPROVAL OF THE MINUTES**

Craig Beck made a motion to approve the minutes from June 18, 2009. Cory Kristoff seconded the motion. All in favor; none opposed.

**III. UPDATE ON FUNDED PROJECTS**

Kraig Kojian provided an overview of budget allocations. Kristoff inquired whether funds unexpended in FY2008-09 could be expended in FY2009-10, and Kojian affirmed that funds could be deferred until projects were completed. Kristoff recommended that DLBA staff prepare a project calendar to track progress, responsibilities, and expenditures.



### Ocean Boulevard Art

In regard to Ocean Boulevard art, Beck noted that fabrication of the art was scheduled for December followed by installation shortly thereafter, adding that the RDA was funding uplighting trees in the median at an estimated cost of \$350,000. Beck reported that a miscommunication with the artist resulted in only one installation site with a cluster of three *Sea Grass* blades, rather than three clusters of three blades as had been initially presented, and asked the Task Force for site suggestions. Beck indicated that he would understand if DLBA reduced its support from \$75,000 as had been originally allocated to this project. Brian Ulaszewski suggested funding the art at \$25,000—as it would be a third of the previously proposed project—with the remaining \$50,000 dedicated to median lighting on Ocean Boulevard. Kristoff inquired about the RDA’s contract with the artist. Ulaszewski asked about a more pedestrian-friendly site such as the Promenade, and Beck noted that the Promenade would be under construction in the near future and already included specific art components. Kristoff suggested that the site be centrally located. Ulaszewski then mentioned the gateway to the Downtown at Golden or Alamitos. Kristoff stated that if the project had initially been presented as one installation for a total cost of \$215,000, she would not have supported DLBA’s funding allocation of \$75,000. Ulaszewski reiterated that DLBA could support median lighting for a positive impact on the Downtown, thereby justifying the investment. Kristoff asked if the RDA would be funding a second *Sea Grass* installation, and Beck indicated that the RDA would not be doing so at this time, stating his interest in seeing the installation of one site before making a decision about additional installations. The Task Force decided to defer a decision until after viewing the art.

### Pine Avenue Street and Landscape Plan



Relative to the Pine Avenue Street and Landscape Plan undertaken by MIG, Kojian announced that a meeting was scheduled for October 26, with the approval of the plan anticipated in early 2010. Beck stated that the CIP Task Force would be instrumental in strategically prioritizing implementation of the plans. Kristoff therefore suggested that the Task Force review the plan in January 2010. Beck responded that action plan recommendations could be created with cost components. Kojian reviewed DLBA's annual capital improvement budget allocations. Beck added that the success of the first block of Pine Avenue will be key in gaining support for additional improvements. Kristoff asked if MIG could consider the 1<sup>st</sup> Street connection, and Beck stated that the initial focus was on Pine Avenue. Kris Larson added that the details of the plan will include 1<sup>st</sup> Street eastward to Elm Avenue as well as Broadway and 3<sup>rd</sup> Street.

### Lighting

Beck reported that the Breakers management was not immediately interested in a partnership to add LED lighting to the building, but that he and Kojian would follow up. There was discussion of RDA's interest in landscaping Victory Park and perhaps rehabilitating the historical Sky Room neon sign at the top of the building.

### Convention and Entertainment Center

Beck stated that lighting at the Convention and Entertainment Center was unnecessary but that the East Village lighting improvements installed by the RDA in summer 2009 could be extended into neighboring blocks with additional funds. There was then discussion regarding the lighting and landscaping of the park area adjacent to 180 East Ocean Boulevard (Salvation Army Building). Ulaszewski noted that the Task Force could consider updating signage, and Kristoff remarked that signage should be consistent in regard to existing color palettes and style. Beck mentioned that RDA had expended approximately \$1.2 million upgrading wayfinding signage in 2004.



### Bollards

Beck stated that RDA had added bollards to the Promenade, and Larson noted that retail tenants had observed that the bollards prohibited access for cleaning vehicles. Beck responded that he would coordinate with Becky Wood to provide DLBA with access keys.

### Trees

It was reported that the community tree planting was being scheduled for November.

### Design Competition

Beck mentioned that a competition could focus on property adjacent to garages rather than 1<sup>st</sup> Street, and Ulaszewski advised that most potential contest participants would find that too restrictive. Larson and Ulaszewski agreed to follow up with the Task Force.

## **IV. REVIEW FY2008-09 AND SET GOALS FOR FY2009-10**

The Task Force recommended scheduling regular standing monthly meetings. Relative to membership, DLBA staff was requested to follow up with Richard Lewis and John Morris regarding potential interest in continuing to serve. Larson inquired about asking City of Long Beach Public Works staff to join the Task Force, and the Task Force discussed strategies for increasing residential members' attendance. Regarding potential projects in 2009-10, Ulaszewski spoke of the Convention and Entertainment Center facing Pine between Seaside and Shoreline, outdoor art galleries/kiosks curated by the Arts Council perhaps featuring bicycle-related art or circulating throughout the city. Kojian mentioned that the lighting near City Hall on Ocean Boulevard could be augmented. There was mention of scheduling a walking tour to inspire future project ideas.



**V. OLD BUSINESS**

There was no old business.

**VI. NEW BUSINESS**

There was no new business.

**VII. PUBLIC COMMENTS**

There were no public comments.

The meeting was adjourned at 10:23 a.m.