

**Downtown Long Beach Associates  
Minutes of the Capital Improvement Projects Task Force**

**Wednesday, April 14, 2010—9:30 a.m.  
Downtown Long Beach Associates  
Executive Conference Room**

100 West Broadway, Suite 120  
Long Beach, CA 90802

**PRESENT**

**Members:** Cory Kristoff, Richard Lewis, David White

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

**I. CALL TO ORDER**

Chair Cory Kristoff called the meeting to order at 10:05 a.m.

**II. APPROVAL OF THE MINUTES**

David White made a motion to approve the minutes from the February 11, 2010, Capital Improvement Projects (CIP) Task Force meeting. Richard Lewis seconded the motion. All in favor; none opposed.

**III. CRITERIA FOR INVESTING IN PROJECTS**

Kraig Kojian stated that the annual DLBA survey in progress through April 23 was a good starting point for a discussion about priorities for project investment. Kris Larson suggested using the survey as well as the recent Retail Visioning process to review community priorities for the Downtown and draft criteria specific to CIP to help accomplish those priorities. Larson noted that the survey had been developed following meetings with DLBA task forces and residents, and presented information from the survey showing that both stakeholders and visitors to the Downtown overwhelmingly rated “Attract more retail and fill empty storefronts” most highly, followed by “Improve safety and reduce disruptive street behaviors.” The other priorities that survey respondents were asked to rank included:

- Make downtown more pedestrian friendly through landscaping and physical improvements

- Make parking easier through better signage and management
- Reduce the homeless population in downtown
- Create more special events for residents and visitors
- Promote a positive image for downtown

Relative to the community feedback gathered through the Retail Visioning process, Larson mentioned that suggestions included creating park space on vacant lots, installing better signage, and streetscape improvements such as benches and trash cans. Larson also made reference to the projects presented at the March CIP roundtable as worth the Task Force's consideration.

The Task Force then discussed retail recruitment, as it was the community's highest priority. White asked if potential retailers could also rank the survey priorities to provide information on obstacles to their locating in the Downtown, and Larson responded that the Retail Visioning process included retail representatives. Larson also cited demographics and lack of co-tenancy as known barriers, as well as national trends of retail contraction, with the exception of the food and beverage sector. Larson remarked that such issues were beyond DLBA's control, but that improving the pedestrian-friendly atmosphere could better position the Downtown for future opportunities. Additionally, Larson pointed out that the approximately 2,200 new residents added to the Downtown in the past few years could support a maximum of 180,000 square feet of retail, whereas in the same period 760,000 square feet of retail has been built on the Promenade, Pike at Rainbow Harbor, and CityPlace Shopping Center. Kristoff observed that some retail space could be converted to other uses, and Larson confirmed that repurposing retail space was a national trend. White suggested allocating all CIP funds at the beginning of the year, and Kristoff noted that the pending completion of the Pine Avenue Street and Landscape plan made decisions difficult.

The Task Force reviewed the priorities as presented and identified the following as within the purview of CIP:

- Attract more retail and fill empty storefronts

- Improve safety and reduce disruptive street behaviors
- Make downtown more pedestrian friendly through landscaping and physical improvements
- Make parking easier through better signage and management
- Promote a positive image for downtown

Larson added that CIP could consider supporting special events through improvements to enhance street closures, such as the bollards installed in the East Village in 2009. White suggested that DLBA could also advocate for the creation of new projects, such as improving the connection to Pine Avenue for the new residents at Gallery 421 on Broadway.

At this point, the Task Force reviewed ongoing funded projects: Pine Avenue Street and Landscape Plan, Ocean Boulevard Art, and Garage Signage. Regarding Pine Avenue, White stated that the plan was expected to be completed in summer 2010, including cost estimates and recommended phasing of construction. Kristoff proposed dedicating DLBA funds to a Pine Avenue Improvement reserve to assist with implementation in future years. **After discussion, the Task Force agreed to allocate \$150,000 to a Pine Avenue Improvement reserve.**

Larson also mentioned adding new paving to the Long Beach Transit bus shelter project, and White spoke of Downtown San Jose as an example of combining transit with a pedestrian-friendly streetscape. White also inquired about the ability to choose custom-designed bike racks for installation on Pine



Avenue that would be consistent with the plan’s design standards, and Kojian referred White to Carl Morgan of the RDA Downtown Project Area.

**Downtown San Jose Light Rail**  
[http://www.sjdowntown.com/Getting\\_Around.html](http://www.sjdowntown.com/Getting_Around.html)

Regarding Ocean Boulevard art, White stated that installation was scheduled for summer 2010 and that he would provide a schedule.

The Task Force then made the following allocations:

- **Garage Signage: additional \$80,000.** With the existing allocation of \$20,000, the total budgeted for this project would be \$100,000
- **Storefront Activation: \$50,000** for a combination of interactive uses, cling wrap, art displays in addition to those already funded by DLBA and RDA, and business incubation
- **Lighting: \$100,000** for additional locations such as 200 West Ocean Boulevard (Verizon) and 40 South Locust Avenue (The Sky Room)

**DLBA staff assumed responsibility for investigating and reporting back on all of the above projects.**

Kristoff asked about reserving funds to enhance the RDA's Promenade improvements, and White suggested that the RDA project team responsible for that area make a detailed report to the Task Force at its next meeting.

#### **IV. OLD BUSINESS**

There was no old business.

#### **V. NEW BUSINESS**

There was no new business.

#### **VI. PUBLIC COMMENTS**

There were no public comments.

The meeting was adjourned at 11:10 a.m.