

Long Beach Civic Center Project Community Outreach Monthly Report

March 2015

Plenary-Edgemoor Civic Partners (PECP)



Appendix A

Long Beach City Council District 1
Community Meeting
March 7, 2015

Attendees: 60

Speakers: Lena Gonzalez, Mike Conway, Jeffrey Fullerton

Much of the meeting was focused on design, especially design of the park. People were interested in having an open public park, while ensuring both the park and the development itself are sustainability minded. Concerns were raised about the existing problems with the site, including a preponderance of homeless individuals which creates feelings of danger, and the unfriendly nature of the site itself, due to the design and lack of maintenance. We asked who was excited about the new civic center at the end of the meeting and 95% of the audience raised their hand. Particularly vocal members of the group also expressed their appreciation for the project and are looking forward to how this ends up looking.

COMMUNITY QUESTIONS AND COMMENTS

- **Project Mechanics**
 - What is the timeline of events?
 - When do you envision construction actually happening?
 - Is the police station part of this project?
 - What are we doing with all the comments?
 - Can you make construction go faster than 6-7 years?
 - What's the timeline? Still need to get entitlement and other regulatory elements? When with this actually start?
- **Design**
 - Overall
 - Are the illustrations/renderings complete?
 - Interest in water features in the project
 - Concern about sight line of church
 - There's a new excitement in downtown, and it's a family; treat the development with this in mind
 - Long Beach is multicultural, want the project to be able to engage and incorporate folks from different experiences and backgrounds
 - Is there a possibly to change the Broadway garage?
 - Unhappy about Broadway garage plan (alternative plan had a better response to this)
 - It makes Broadway uninviting
 - Sustainability
 - Will this project be energy efficient?
 - Will the building be able to change with the times?
 - How sustainable will this project be?
 - Will there be Solar?
 - Will there be electric vehicle charging?
 - Will there be a natural gas fill station?
 - Micro cogeneration included in this project?

- Park
 - Another request to include a roller rink in the park
 - Serious concern about the park space that is under the library – can't be classified as park space if it's covered by the library (if that area is not covered by the original deed then it's not an issue) [from a founding member of the FoLP and head of the Homeless Coalition, Joe Ganam]
 - Fitness should be a big component of this park (the commenter offered to contribute some great ideas)
 - Lots of interest in dog park from the crowd
 - Really appreciate the open space in the plan
- Library
 - Main library: lots of pedestrian access will be required; how will the facility be accessible for these folks? (all the emphasis seems to be those on coming by car)
- City Hall
 - Make sure this City Hall is unique to Long Beach
 - Don't want an undistinctive building put in as a City Hall; should be iconic, and this is a big opportunity
 - The project shouldn't happen at all if the building isn't uniquely Long Beach
 - Historical reference in the design of the building; reference what this once was
 - There was a reference to the Jurgens Building, which was perceived to be a big loss to Long Beach when it was torn down
- **Programming**
 - Park
 - When you hold events can you please put information in other languages besides English?
 - Can you help make Long Beach healthier by adding activities to park, like more fitness?
 - Art/History Walk
 - Would like to see military history incorporated into art and history walk
 - Can you add Pre-Spanish Era/ Nieto Native American information to History Loop?
- **Private Development**
 - Retail
 - No desire for brand names in the retail
 - Liked the market, farm-to-table idea
 - Concern about having local retailers in the retail area; what are we doing to reach out to potential retailers?
 - Hotel
 - Public viewing area on the top of the hotel tower would be greatly appreciated, and should be free for everyone
- **Issues**
 - Workforce & Training
 - Want to ensure that firms that are considered local are actually owned by Long Beach residents
 - Can the new jobs go to local residents?
 - Homeless Management
 - Where will the homeless go day 2 of construction?

- Could PECP have case worker outreach? Maybe booths for homeless to get information
 - West Ocean Tower resident: City Hall is the front yard. What will happen to the homeless population at the park? What is the City doing about this? What will we do about that?
 - The City isn't doing anything about the homeless sleeping on the street, nor about those hanging out at Lincoln Park
 - Concern that when the park closes all these homeless folks will move to other parks in the area
 - The City Council, the public departments, and the health and human services department all have a responsibility to deal with this issue
 - Recommendation that we have a reception on the second day the new park is opened to direct homeless individuals to the services offered by the City to deal with the issues they have
 - Women working on homeless situation by opening rehabbed houses around Long Beach; works in collaboration with the state
 - Joe Ganem: discussed the issue of chronically homeless and how the City and long beach organizations are addressing these tough to reach people
 - Parking & Accessibility
 - Will all areas be accessible to everyone?
 - Will there be ramps?
 - Parking is an issue, how can you help that?
 - Construction Impacts
 - Praise for the construction mitigation on the courthouse, and for Clark construction contribution to the community (school garden project)
 - Concern about how merchants will be able to handle the impact of increased traffic during construction
 - 6 to 7 years is too long for construction
 - How will current business survive during the construction?
 - How will traffic flow smoothly around the job site during construction?
 - Can you show us how you will minimize the traffic impact?
 - How will noise be mitigated with the construction? Especially the courthouse
 - How are we addressing construction noise? Not everyone works 9-5 jobs either (try to take that into consideration)
- **Issues Outside PECP Scope**
 - Desire for a welcome to West Gateway sign at the corner of Magnolia and Broadway [he recognized it wasn't part of the project, since it's on the property of the Public Safety Building]
 - Will this project increase my rent if I currently live next to the site?
 - Difficult finding information on how to address some of the issues around the Civic Center within the City (homelessness, rent concerns, etc.)
 - Concern from a resident about being pushed out of his neighborhood due to the redevelopment of the area (wasn't addressed specifically to our project, although it could easily apply as the project could be seen as a gentrifying force)
- **Outreach Questions**
 - Can we get informational materials in other languages besides English?
 - Concern that this is a lot of information, but only see this in English
 - Can you get the word out better for those who do not have a computer?

- Not everyone has access to a computer, so how do we target these communities, especially for jobs?
- Can you go door-to-door and deliver information or mail information?
- What outreach to seniors have we done on this project? Concern we may be missing a significant voice in all of our outreach
- Want to see outreach to First Congressional Church

SURVEY

- **What excites you most about the new Civic Center? (vote for favorite)**
 - Library: 37
 - City Hall: 18
 - Lincoln Park: 30
 - Port HQ: 18
 - Retail: 19
 - Residential: 18
- **How often do you visit Lincoln Park now? (vote for favorite)**
 - Daily: 6
 - 2-3 times per week: 7
 - Weekly: 10
 - Monthly: 5
 - Never: 6
- **What would bring you Downtown? (vote for favorite)**
 - Events/programs: 28
 - Retail: 21
 - Parking: 16
 - Bike amenities: 0
 - Walkable, pleasant streetscapes: 7
- **What type of events would excite you most? (vote for favorite)**
 - Art shows: 23
 - Theater/concerts: 27
 - Farmers markets: 31
 - Lectures: 18
 - Recreational programs such as yoga or fitness: 16
- **What elements would you like to see in Lincoln Park? (vote for favorite)**
 - Open space: 23
 - Playground: 15
 - Community gardens: 22
 - Civic plaza: 26
 - Fitness loop: 25
 - Dog park: 14
- **Elements for a great Civic Center of which Long Beach can be proud? (vote for favorite)**
 - Iconic City Hall: 8
 - Central Park: 27
 - Vibrant, urban environment: 30
 - Staying in budget: 23



Appendix B

Long Beach City Council District 9
Community Meeting
March 14, 2015

Attendees: Approx. 20

Speakers: Rex Richardson, Mike Conway, Jeffrey Fullerton

This meeting was largely focused on what it would take to get people down to the Civic Center site. From what types of retail and accessibility, to how to get people permanently down there (in the new residential units), the themes of local and unique permeated the discussion. A few people did have questions about the structure, but seemed to be satisfied with the justification for the project and the process by which it is being delivered, ultimately walking away more engaged in the process (hence the significant time spent on how to effectively activate the site). There was a lot of excitement for project from the audience, with only one person suggesting they weren't totally in favor.

COMMUNITY QUESTIONS AND COMMENTS

- **Design**
 - Park
 - Recommendation for a small pit amphitheater near the event stage area
 - Library
 - How many people fit in the auditorium?
 - Is there going to be a stage area in the library for celebrity style book signings, etc.?
- **Programming**
 - Park
 - Can you accommodate 2,100 people for a Cambodian Festival in the downtown park?
- **Private Development**
 - Retail
 - How will the commercial space be run? Will there be a contract for small business owners to get in touch with if they want to be in those spaces?
 - What is the application process for retail space?
- **Issues**
 - Parking & Accessibility
 - How will public transportation work around the area?
 - How will the public transportation be incorporated into this site?
 - People don't like paying a lot of money for parking, which is why they choose Shoreline Village instead of the Pike, etc.
 - Is there adequate width for parking? Difficult to park and open your door without opening it into the next stall
- **Issues Outside PECP Scope**
 - What are the benefits to residents in different areas of the City?
 - How will the project connect to/with North Long Beach? Confused how the 9th District will benefit from the project. How will one side of the city benefit from something on the complete opposite side of the City?

SURVEY

- **What excites you most about the new Civic Center? (vote for favorite)**
 - Library: 9
 - City Hall: 11
 - Lincoln Park: 8
 - Port HQ: 3
 - Retail: 9
 - Residential: 9
- **How often do you visit Lincoln Park now? (vote for favorite)**
 - Daily: 1
 - 2-3 times per week: 1
 - Weekly: 1
 - Monthly: 2
 - Never: 3
- **What would bring you Downtown? (vote for favorite)**
 - Events/programs: 9
 - Retail: 10
 - Parking: 1
 - Bike amenities: 0
 - Walkable, pleasant streetscapes: 5
- **What type of events would excite you most? (vote for favorite)**
 - Art shows: 4
 - Theater/concerts: 11
 - Farmers markets: 9
 - Lectures: 11
 - Recreational programs such as yoga or fitness: 9
- **What elements would you like to see in Lincoln Park? (vote for favorite)**
 - Open space: 8
 - Playground: 5
 - Community gardens: 6
 - Civic plaza: 9
 - Fitness loop: 5
 - Dog park: 5
- **Elements for a great Civic Center of which Long Beach can be proud? (vote for favorite)**
 - Iconic City Hall: 5
 - Central Park: 8
 - Vibrant, urban environment: 12
 - Staying in budget: 12



Appendix C

Wrigley Association
Presentation
March 2, 2015

Attendees: 17

Speakers: Dee Andrews, Jeff Fullerton, Q&A

COMMUNITY QUESTIONS AND COMMENTS

- **Design**
 - Overall
 - Can we go on top of buildings to see a view?
 - Can you add regional characteristics?
 - Can you add some gestures to the ocean?
 - Will the buildings allow good cell phone usage?
 - Will you be “dressing up” the Broadway garage?
 - Sustainability
 - What are the sustainable elements of the project?
 - Is this LEED certified?
 - How will water use be regulated?
 - Library
 - Will the roof of the library be accessible to the public?
 - Will there be a green roof? Educational element?
 - City Hall
 - Architecturally unique and iconic
 - Could you carry-on the roof design of the courthouse?
- **Programming**
 - Park
 - Will there be a children’s museum?
 - Library
 - Will there be a children’s area/theatre?
 - Education/Innovation
 - Will there be a young technological element?
 - Art/History Walk
 - Will there be a cultural element?
 - What will happen with the current memorials?
 - What will happen to the clock?
- **Private Development**
 - Retail
 - How much retail will there be?
 - Hotel
 - What will be on top of the hotel? A restaurant?
- **Issues**
 - Parking & Accessibility
 - How will bikes be accommodated?

SURVEY

- **What excites you most about the new Civic Center? (vote for favorite)**
 - Library: 7
 - City Hall: 6
 - Lincoln Park: 8
 - Port HQ: 3
 - Retail: 9
 - Residential: 7
- **How often do you visit Lincoln Park now? (vote for favorite)**
 - Daily: 1
 - 2-3 times per week: 0
 - Weekly: 0
 - Monthly: 4
 - Never: 1
- **What would bring you Downtown? (vote for favorite)**
 - Events/programs: 11
 - Retail: 10
 - Parking: 8
 - Bike amenities: 6
 - Walkable, pleasant streetscapes: 10
- **What type of events would excite you most? (vote for favorite)**
 - Art shows: 8
 - Theater/concerts: 14
 - Farmers markets: 13
 - Lectures: 10
 - Recreational programs such as yoga or fitness: 6
- **What elements would you like to see in Lincoln Park? (vote for favorite)**
 - Open space: 6
 - Playground: 4
 - Community gardens: 2
 - Civic plaza: 11
 - Fitness loop: 5
 - Dog park: N/A
- **Elements for a great Civic Center of which Long Beach can be proud? (vote for favorite)**
 - Iconic City Hall: 0
 - Central Park: 5
 - Vibrant, urban environment: 12
 - Staying in budget: 12



Appendix D

Long Beach Area Coalition for the Homeless
Presentation
March 4, 2015

Attendees: 22 (including Heather Blackman of Councilmember Suja Lowenthal's office and Francisco Davila of Councilmember Lena Gonzalez' office)

Speakers: Gloria Cordero

COMMUNITY QUESTIONS AND COMMENTS

- Will there be permanent/staffed restrooms
- What about a "drop-in center"
- Is there a transitional housing component
- What about using Port containers as housing?
- Who's responsible for homeless issue in project area? City? Developer?
- What about transportation services for the homeless?
- Will you create a sustainable environment?
- The homeless will go to other parts of the City
- Need a City department to address the issue
- What about only allowing surface trucks on the streets?
- Will it be walkable/bicycle friendly
- Where's the bottleneck in housing availability?
- See Grand Junction, Colorado travelling art

Appendix E

Central Project Area Committee
Presentation
March 5, 2015

Attendees: 15

Speakers: Jeff Fullerton, Q&A

COMMUNITY QUESTIONS AND COMMENTS

- What about an outdoor movie theater?
- How do you balance the activation of the project (make it exciting, yet modest and nice)?
- Are you going to have more services available? (Cleaners, gym, café, bookstore, etc.?)
- Fresh and Easy, Trader Joes
- Is this going to 'interact' with the promenade?
- Will there be affordable housing?
- What is the timeline?
- How successful will this project be if you don't deal with the homeless?
- Will it be bicycle friendly
- Need something unique to have people come and spend time there
- Parking is expensive in that area
- Consider linkages in transit
- How can we make this more of a 'destination'?
- What about an observation deck on top of residential/hotel?
- Activate rooftop of library
- Will local businesses be able to afford to be a part of the retail?
- Is there room for kiosks, small stands, mom and pop stores?
- What about a menagerie of discovery (history, etc.)?
- What about public meeting rooms?
- There are approximately 200 old growth trees – what will happen to existing trees?
- What will we see with landscaping the first few years?

Appendix F

The Good Neighbors of North Long Beach Breakfast Presentation March 10, 2015

Attendees: 12 (including Council District 9 Field Representative Marina Escobedo)
Speakers: Former Long Beach Councilmember Val Lerch, Gloria Cordero, Q&A

Gloria presented to the group, which meets monthly, after presentations by District 9 staff (who publicized our CD9 community meeting this coming Saturday) and LBPD. Gloria was introduced by Val Lerch, who provided his recollections on the discovery of City Hall's seismic issues when he was in Council.

COMMUNITY QUESTIONS AND COMMENTS

- **Project Mechanics**
 - I [Val Lerch] originally proposed a P3 project (not for Civic Center) in 2002, glad to see that the City has finally adopted the model; P3 is the way of the future
 - Will the Park be private property?
- **Design**
 - Overall
 - Why is the Civic Center in the corner of the city to begin with?
- **Programming**
 - Park
 - Will the cannon be moved back from Parker's Lighthouse?
 - Library
 - Will there be rooms for community use?
 - Can we use the kitchen?
 - Where will the coffee shop be?
 - Education/Innovation
 - Where will this be located?
- **Private Development**
 - Residential
 - The affordable housing component should be for ownership instead of leasing; look at Palm Desert example [Val Lerch]
 - Downtown residents will push back about affordable housing
- **Issues**
 - Homeless Management
 - Look at Santa Ana Barrio case, which granted homeless right to sleep in the city's civic center park. It's now the largest homeless encampment in Southern California. Compare to Newport Beach or other cities with no homeless population [Val Lerch]
 - Lakewood pushes all their homeless to downtown Long Beach; Lakewood churches serve food to homeless in downtown LB
 - Parking & Accessibility
 - Need more free parking
 - We need to publicize that there actually isn't a parking problem downtown

- Love the idea of the transit loop
- **Issues Outside PECP Scope**
 - Is the current City Hall an historic building? Can it be torn down?

Appendix G

Downtown Residents Council Presentation Presentation March 16, 2015

Attendees: 52

Speakers: Mike Dunfee, Mike Conway, Stuart Marks, Jamie Martin, Q&A

COMMUNITY QUESTIONS AND COMMENTS

- **Project Mechanics**
 - Who will own the land during the project term, who still own afterwards?
 - Who will maintain the area during the project and afterward?
 - What will the financing plan be for the Public Safety Building and the Broadway Garage?
 - The separated parcel has the potential to be done independently since it's not dependent on anything else, correct?
 - How will the long term financing work, will it impact the taxpayers?
 - What are the disaster planning elements for the New Civic Center?
 - Pine avenue spaces have always been under-developed, how will we ever find a developer to fill new retail space?
 - Still have concerns about the empty retail space, can make the area depressed looking; are we doing anything specific to keep this from happening?
- **Design**
 - Overall
 - There's a huge garage on the east side of the development, can we better connect downtown?
 - Are we going to upgrade the Broadway garage at all to make it look nicer?
 - Is there anything that can be added to the buildings that can make them more family friendly? Keep families downtown
 - Long Beach has a small town, community feel. Keep the feeling geared toward this
 - Sustainability
 - There are currently over 200 old growth trees in the existing civic center, will we try to save them?
 - How will we deal with nesting birds if we move or remove trees?
 - What percent of solar will we use in this building?
 - Will we seek LEED certification?
 - Park
 - Want to see work out loop in the park
 - City Hall
 - The City Hall doesn't currently look like a building that will be a good representation of Long Beach
 - Security
 - In other cities, the BID best manages the security and cleaning function. DLBA for example in downtown Long Beach
 - With Cedar going through, and the steep drop in the street, will there be something done to make it safe?

- Concerned about streets going through site and the greater potential for terrorism incidences with the civic buildings closer to the streets
- **Programming**
 - Park
 - More specifically, if someone has a public event in the park, who is responsible for policing behavior?
 - Lincoln Park is the best opportunity to push health and fitness in the community (Gio)
 - Please don't stick with Parks and Rec to manage the park. Speak to business owners around the area as well
- **Private Development**
 - Retail
 - Will the market area (street front retail) be developed separately from the commercial development piece?
 - Create some census of local Long Beach retailers to include in the private development
 - Food/restaurant incubator would be a great idea in the private development space
 - Check out Made store on Pine for good example of an retail incubator idea
 - Residential
 - Ocean always had the opportunity to be the entrance into the City, is there a way to add residential between the Port building and Ocean?
 - Residential development on prime real estate, can we do anything to increase the number of units in the private development space?
 - What is the density of the additional housing?
 - Is there an inclusive housing [affordable housing] requirement included in this project? Will that depress the value of the housing all around downtown?
 - Ownership vs residential percentages? Please err on the side of ownership
 - How will the conversion of an existing, open public space into private housing (a private space) affect the nature of the community?
 - What we actually need is more middle and higher classes coming in as owners to create the density that's needed to sorry the retail downtown
 - Luxury high rises are mostly second homes that may in fact not create the density that's required, since those people don't actually end living and consuming downtown
 - Price the housing so that you can get Long Beach residents in to fill the density downtown while having the disposable income necessary to support the retail
 - Hotel
 - What will the hotel look like?
- **Issues**
 - Homeless Management
 - What do we see as our role in dealing with the complex issue of homelessness downtown in the existing space?
 - With the existing homeless issue, how will that affect the ability to sell new housing? Existing residence wouldn't want to buy, much less new ones
 - Happy PECP is being active on the issue, but it's not just PECP's responsibility
 - Parking & Accessibility
 - Will our development add parking or will it rely on existing parking?

- Non-vehicular traffic is growing in Long Beach, do we have plans to meet with advocacy organizations to work with them? Are we doing anything to incentivize less car driving for residence in the new housing?
- Construction Impacts
 - When will demolition begin?
 - What are the start and end times for construction?
 - When does the park close for construction?
- **Issues Outside PECP Scope**
 - Want to see a “welcome to West Gateway” community sign at the corner of the Public Safety Building (recognizing this isn’t officially part of the project)
 - Can you move City Hall, since it's on prime real estate?
- **Outreach Questions**
 - How do we stay in touch as this moves forward?

Appendix H

Deforest Park Neighborhood Association
Presentation
March 19, 2015

Attendees: 7 (including former Long Beach Councilmember Val Lerch, State Senate Ricardo Lara's District Director Nick Jiles, and Council District 9 Field Representative Marina Escobedo)
Speakers: Chris Jauregui, Q&A

COMMUNITY QUESTIONS AND COMMENTS

- **Project Mechanics**
 - Are there any zoning restrictions limiting what can be built on city property site? [Val Lerch]
 - Since the site is on city property, who will be liable for maintenance repairs to new building?
 - The whole project seems to be dependent on a successful return on investment in commercial and retail space. What happens if retail and commercial property fail, is the city stuck holding the bag of an incomplete redevelopment site? [Val Lerch]
 - Doubtful that \$12.6 million is the payment the City will be making. Belief that there are additional costs the public is not aware of [Val Lerch]
 - What guarantees are in place that the new city hall building will not be demolished like our current city hall which is only 40 years old?
- **Design**
 - Overall
 - Will the new parking structures be modern enough to withstand recent underground parking flooding?
 - Park
 - We would like the idea of an amphitheater at the park
 - Library
 - Why is the library smaller?
- **Programming**
 - Park
 - Why would I go to a park downtown when I have a great park here?
 - Library
 - Why would I go to a library downtown when I have a great library here?
 - Education/Innovation
 - Why are we building new space for CSULB to use for research when local commercial space is readily available today that is not being used by the school?
- **Private Development**
 - Retail
 - Will there be commercial businesses at the new civic center?
 - Will the development contain mixed use property?
 - Residential
 - Are the new residences going to be high income or low income spaces?
 - Will the residences be condos or rental?
- **Issues Outside PECP Scope**

- We need other downtown attractions—not just the civic center redevelopment, to attract people to use the new hotel and frequent the shops at the new civic center
- We need another freeway exit that leads straight to the civic center

Appendix I

**Community Amphitheater Improvement Project at Chavez Park
March 6, 2015**

