

# City of Long Beach NY Forward

Local Planning Committee Meeting #3  
August 16, 2023



NY Forward



# WELCOME!

## Long Beach NYF LPC Meeting Ground Rules

LPC Meetings are meant to be working sessions of the LPC.

- These meetings are open to the public, but are not intended as interactive public workshops.
- The public is welcome to observe committee

### How to get involved:

- We want to hear from you! There will be many other ways for community members to get involved.
- Visit the Long Beach NYF website to send comments: [www.LongBeachNYForward.com](http://www.LongBeachNYForward.com)
- There will be two public workshops and additional online opportunities to provide feedback. Keep an eye on the website for more details.
- The first public workshop was held on July 12<sup>th</sup>, 2023. Presentation, boards and summary can be viewed at [www.LongBeachNYForward.com](http://www.LongBeachNYForward.com)
- The second public workshop will be on **October 4<sup>th</sup>, 2023** at the Library.

# Agenda

- 01.** Welcome & NYF Code of Conduct
- 02.** Planning Process & Engagement Updates
- 03.** Goals and Revitalization Strategies
- 04.** Project Evaluation Criteria
- 05.** Discussion of Potential NYF Projects
- 06.** Next Steps & Public Comment

# Local Planning Committee

- **Ronald J. Walsh** (Acting City Manager, Co-Chair)
- **Resi Cooper** (REDC Co-Chair)
- **Jacquetta Odom** (President Concerned Citizens of North Park)
- **Rabbi Jack Zanerhaft** (Long Beach Chamber of Commerce)
- **Myra Dejesus** (Commissioner, Long Beach Housing Authority)
- **Luke Heneghan** (Owner, Bright Eye Brewery)
- **Pastor Mark Moses** (New Life Church of Christ)
- **Anthony Rector** (Owner, Refinements, Ltd)
- **Rob Richards** (Owner, JJ Coopers)
- **Brian Berkery** (Co-Founder, Trellus)
- **Nicole Bergman** (Lifestyle Blogger, Between the Boards and Bay)
- **Darren Gallo** (Owner, Rooster Construction)
- **Tara Lannen-Stanton** (Director, Long Beach Public Library)
- **Leah Rosensweig-Tozer** (Associate Broker, Sotheby's Realty)
- **Johanna Mathieson-Ellmer** (President, Artists in Partnership)

# New York State and Consultants

## New York State

- Kevin Garrett, Department of State (DOS)
- Pape Cisse, DOS
- Cara Longworth, Empire State Development (ESD)
- Elisabeth Muehlemann, ESD

## BFJ Planning

- Peter Van den Kooy, Associate Principal
- Silvia Del Fava, Associate
- Suzanne Goldberg, Planner

# City of Long Beach

- **Ronald J. Walsh**, Acting City Manager
- **Patricia Bourne**, Director of Economic Development & Planning
- **John McNally**, Director of Public Relations & Special Projects
- **Cindy Rogers**, Deputy City Manager
- **Tyler Huffman**, Director of Community Development
- **Jordan Schieber**, Assistant Planner

**01**

# **NYF Code of Conduct**

# LPC Member Recusal

*Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project. For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project. **Do any members need to make a disclosure?** (Pause for potential disclosure) – Thank you!*

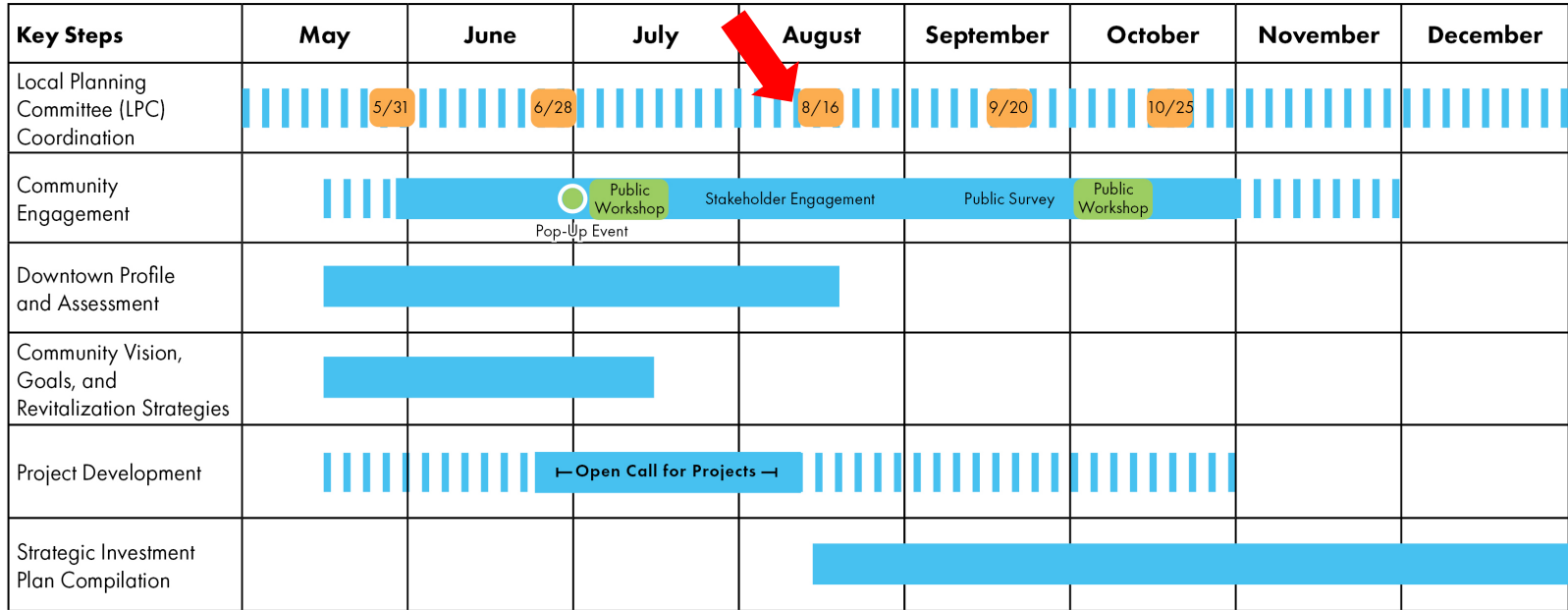
*Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.*



**02**

# **Planning Process & Engagement Updates**

# NYF Timeline



- LPC Meetings
- Community Engagement Events

\*Subject to change

# Public Workshop #1

Wednesday, July 12th, 2023 | 7-9pm  
City Hall Auditorium, 6<sup>th</sup> Floor

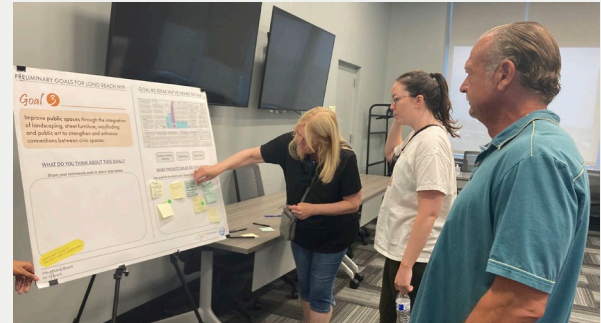
Approximately 35 people from the public attended.

## *First portion of the workshop:*

overview of the NYF program, who is involved, preliminary identified goals, challenges and opportunities.

## *Second portion of the workshop:*

interactive board exercise where attendees could provide feedback on the initial vision, goals and project ideas.





# Ideas Wall Summary

Please add your vision and ideas on how Downtown Long Beach can be improved. Click on a category to enter a comment or see what others wrote.

 Buildings & Residential Amenities	 Streetscape & Public Realm	 Environment & Sustainability	 Shopping, Dining, & Arts	 Connections & Mobility	 Other
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Turn the third lane into a protected bike lane . You can never use the third lane during the day due to double parking and space could be much better utilized by moving parking away from curb and creating an exterior bike lane.



Start a discussion

Streetscape & Public Realm | 19 days ago  
Like 5 Dislike 0

Biking is a huge part of LB culture. Oceanview or the Boardwalk are fine but Park Ave needs a bike lane. Also, for visitors, somewhere near the train station to rent bikes would be a great option.

Start a discussion

Streetscape & Public Realm | 3 days ago

The Trolley is one of my favorite aspects of LB but there no clear information about it. It would be amazing to have more signage at the train station and the bus stops giving residents and visitors info about using the Trolley. For example, how much does it cost? When does it run? What stops does it make? Is there a bus pass or do you need cash? I've found this info online but it's not easily accessible for those that don't know where to look.

Start a discussion

Connections & Mobility | 3 days ago  
Like 3 Dislike 0

Here's a perfect example of how we can reimagine park avenue, inspired by Barcelona's ramblas, and at a minimal cost of only \$11.5 million Lancaster CA completely rejuvenated its downtown to see more than 800 new permanent jobs created and over \$270 million of economic input.

Lancaster, CA transformed its downtown in just 8 months by redesigning it's main street from a mini-highway to a tree-lined boulevard.

For the cost of just \$11.5M, the project has generated \$27M in economic output since 2010, creating 800 jobs, and nearly doubling tax revenue!



Speed bumps should be REQUIRED on every residential street directly bordering Park Ave along East/West Chester and East/West Walnut between Laurelton Blvd and Monroe Blvd. These blocks have much increased through traffic due to the congestion of the downtown area. In addition, the streets along Chester and Walnut have traffic lights, causing those who need to urgently make the light to speed furiously down the block and putting children and pets in extreme danger.

Join the discussion (1)

Other | 14 days ago  
Like 3 Dislike 0

Bike rack idea I saw in Syracuse, NY. Maybe they're less expensive than the pretty bike racks.



Add greenery to create separation btwn traffic and sidewalk/storefronts creating a greener, more visually enticing downtown. These could be stormwater planter to filter water instead or direct my outputting it to the bay. Seating and trash receptacles could be incorporated into the design to create a seamless design btwn all.



Encouraging more small businesses like clothing stores, coffee shops, gift shops, bookstores. Most vibrant downtown areas have many more of these types of businesses. Also a designated area that is centrally located for food trucks would be great to draw in visitors and offer more easy dining options.

Start a discussion

Shopping, Dining, & Arts | 3 days ago  
Like 2 Dislike 0

All crosswalks should be repainted and lighted so as to illuminate with positive contrast to make it easier for a driver to visually identify a pedestrian. All crosswalks in the downtown area are a danger zone as pedestrians regularly get hit when crossing the street as they are not visible to drivers. The lack of pedestrian safety in Long Beach on Park Ave has led to lack of pedestrian traffic along Park Ave overall, leading to the closure of local businesses and many vacant storefronts.

Start a discussion

Streetscape & Public Realm | 14 days ago  
Like 2 Dislike 0

# Ideas Wall Summary

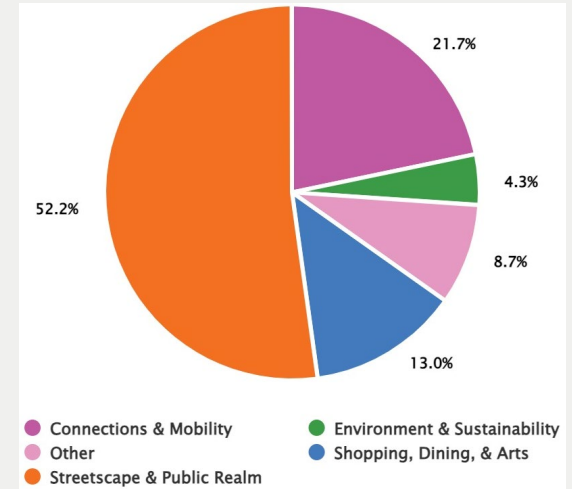
Open from July 12 through August 15

As of Tuesday, August 15, 2pm:

- 198 unique visitors
- 27 comments
- 47 engagements (likes / dislikes)

## Main themes:

- Park Avenue: bike lane, safer/more marked crossings, more greenery
- More art activities
- More bike racks
- Improvements to train station area
- Sidewalk improvements to incorporate greenery, planters, seating and trash receptacles
- Enhance signage and lighting at intersections (specifically at Park Ave & Long Beach Blvd)



**03**

# **Goals and Revitalization Strategies**

# Downtown Goals

- 1 Improve **street safety and connectivity** along Park Avenue to make it pedestrian-friendly, accessible, and easy to navigate for all.
- 2 Establish Downtown Long Beach as a **year-round regional destination** that leverages its multi-modal transit-oriented location to provide **job and housing opportunities**, as well as a **diverse range of activities** including **arts, entertainment and recreation** for residents and visitors alike.
- 3 Improve **public spaces** through the integration of landscaping, street furniture, wayfinding and public art to strengthen and enhance connections between civic spaces.
- 4 Foster an **attractive downtown environment** through **cohesive streetscape treatments**, including **façade upgrades** and **gateway improvements**, as well as **signage and wayfinding enhancements**, to reinforce Long Beach's identity and create a unique sense of place.



# Revitalization Strategies

1

Improve **street safety and connectivity** along Park Avenue to make it pedestrian-friendly, accessible, and easy to navigate for all.

- a. Continue implementing Complete Street and traffic calming measures along Park Avenue, side streets, and by City Hall area.
- b. Create clear paths and seamless connections between the train station, bus terminal and Kennedy Plaza.
- c. Improve walkability along and across Park Avenue through sidewalk, crossing and pedestrian amenity enhancements.

# Revitalization Strategies

2

Establish Downtown Long Beach as a **year-round regional destination** that leverages its multi-modal transit-oriented location to provide **job and housing opportunities**, as well as a **diverse range of activities** including **arts, entertainment and recreation** for residents and visitors alike.

- a. Facilitate redevelopment of opportunity sites to promote a wide range of uses including entertainment and recreation.
- b. Integrate and support arts and cultural offerings to create opportunities for the active Long Beach arts scene.
- c. Maximize the transit-rich and high foot traffic location to create opportunities for more activities, jobs and housing (where possible) that make Park Avenue a vibrant, “true” downtown.

# Revitalization Strategies

3

Improve **public spaces** through the integration of landscaping, street furniture, wayfinding and public art to strengthen and enhance connections between civic spaces.

- a. Improve public spaces to allow for year-round activities, flexible events and programming.
- b. Make the train station area, bus terminal and Kennedy Plaza more cohesive and welcoming through multiple placemaking improvements.
- c. Create a sense of place through the integration of landscaping, green infrastructure, street furniture, public art, and wayfinding elements in targeted areas.

# Revitalization Strategies

4

Foster an attractive downtown environment through **cohesive streetscape treatments**, including **façade upgrades** and **gateway improvements**, as well as **signage and wayfinding enhancements**, to reinforce Long Beach’s identity and create a unique sense of place.

- a. Improve the Park Avenue business district (CBD) environment by supporting façade upgrades.
- b. Create uniform signage and wayfinding to make downtown easy to navigate on foot and to orient visitors to key locations and amenities both within the District and also within greater Long Beach City.
- c. Enhance the CBD’s identity through Long Beach-themed gateway and streetscape enhancements.

**04**

# **Project Evaluation Criteria**

# Project Evaluation Criteria

## ① Alignment with State and Local Goals: NYF State Goals

- Active downtown with a strong sense of place
- Attract new businesses
- Enhance public spaces for arts and cultural events
- Build a diverse population supported by diverse housing and employment opportunities
- Grow the local property tax base
- Enhance downtown living and quality of life
- Support resiliency

## ② Catalytic Effect

The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment.

## ③ Project Readiness

The project should be well-developed and ready to proceed in the near-term.

## ④ Eligible Project Type

The project must be one of the eligible project types.

## ⑤ Cost Effectiveness

Investment of NYF funds in the project would represent an effective and efficient use of public resources.

## ⑥ Co-Benefits

The project will result in secondary benefits to the community.

# Projects for NYF Funding

## **ELIGIBLE PROJECTS:**

- New Development &/or Rehabilitation of Existing Downtown Buildings
- Public Improvement Projects
- Small Project Fund
- Branding & Marketing

## **INELIGIBLE PROJECTS:**

- Planning Activities
- Operations & Maintenance
- Pre-Award Costs
- Property Acquisition
- Training & Other Program Expenses
- Expenses Related to Existing Programs

# Other Considerations

- NYF has a limited amount of funding – not every project may get funded.
- Some projects may be refined through discussions with project sponsors to better align with NYF’s objectives.
- If a LPC member has a conflict of interest, they can provide factual information during discussion but not advocate for their project.



**05**

# **Discussion of Potential NYF Projects**

# Open Call for Project Proposals

- 11 total private/non-profit submissions
- 3 public projects (still being worked on)
- Wide range of project types:
  - Façade improvements
  - Library upgrades
  - Mural and public art
  - Interior renovations
- NYF funding requests range from \$99,000 to \$1.9M
- Total NYF request from Open Call projects is about \$4.6M, leveraging an additional \$4.5M, for a total investment of more than \$9.1M

This total does not include the three public projects that are anticipated for submission

# Project Categories for Initial Evaluation

## 1. Strong NYF Projects

- Projects that may stand a good chance of being included in the plan and ultimately funded by the state.
- Note that this categorization does not guarantee inclusion in the plan—that decision is up to the LPC.

## 2. Potential NYF Projects with Questions

- Projects that are likely eligible but raise questions about project readiness, private leverage, site control, etc.
- Sponsor's response to preliminary questions could make each of these projects stronger or may demonstrate that they're not quite ready for NYF.

## 3. Project Ideas That are Not Eligible or Ready for NYF.

- Projects with ineligible activities, such as ongoing programming expenses or removable equipment.
- Some projects are potentially eligible for NYF funding, but there are significant questions/issues, such as site control, capacity to implement, etc.
- Some of these projects could be suitable to be implemented through the Small Project Fund (max. \$300,000)

# Initial Evaluation Criteria

## NYF Criteria

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1. Does this project meet the State and Long Beach NYF Goals?
2. Does the project have the potential to create a catalytic effect?
3. Is the project ready to be implemented?
4. Is the project cost effective?
5. Does the project have co-benefits?

## Other Considerations

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- Do project sponsors have the **capacity** to implement the project?
- Is there a **demonstrated need** for funding from the project sponsor?
- Which projects will have the **greatest impact** on the downtown?
- Any other requirements the LPC wants to consider?

# LPC to Familiarize with the Projects

- All Open Call materials submitted will be shared on Google Drive (look out for an email tomorrow)
- Materials are for LPC view only – please do not share outside the LPC
- LPC should review the projects (handout, materials on the Google Drive) and the evaluation criteria (also in the Drive) and write any questions or comments they may have for each project (either fill it out online or take a photo of the printed copy)
- Project Handout filled out with questions/comments to be sent to the consultants at [LongBeachNYF@gmail.com](mailto:LongBeachNYF@gmail.com) by August 23

# Park Ave Improvements

## Description

Pedestrian safety improvements to Park Ave crossings, including National Boulevard intersections and area by the train station (JJ Evans, taxi stand); other streetscape improvements for added greenery/beautification.

## Issues / Questions

- Project still being discussed and reviewed at City level
- Requires coordination with MTA and DPW
- Cost estimation TBD (it may influence the extent of the improvements)

## Goal 1: Street Safety & Connectivity

### Location

Park Ave between National Blvd and Long Beach Blvd

### Sponsor

City of Long Beach

### Funding / Cost

<b>NYF Funding</b>	<b>\$ TBD</b>
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<b>Other Funding</b>	<b>\$ TBD</b>
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<i>% NYF Funding</i>	<i>%</i>
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<b>Total Cost</b>	<b>\$ TBD</b>
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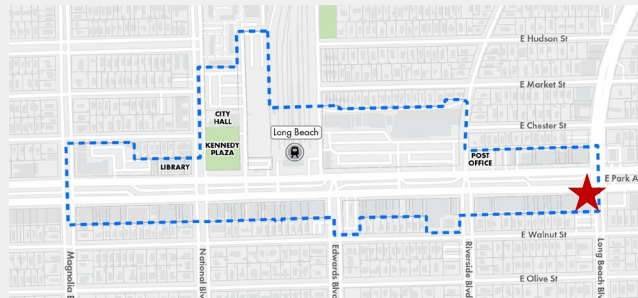
# Dance Loft

## Description

Lot was formerly the NuClear Dry Cleaners. Awaiting final approval from the DEC to commence on-site environmental remediation. Ground floor will be subdivided into multiple retail spaces. The second floor will be a mixed-use performing arts rehearsal and performance space and will be home to The Dance Loft (dance instruction). The rooftop will be utilized for outdoor performances. Funding requested for interior finishes and performance equipment, i.e. dance flooring.

## Issues / Questions

- Timeline considerations



## Goal 2: Year-round Destination

### Location

180 E Park Ave

### Sponsor

Alex Liechtung, Project Manager;  
Brooke Robyn Dairman & Lisa Bronshteyn, Co-Directors and Co-Owners of LB Dance, LLC (DBA "The Dance Loft")

### Funding / Cost

**NYF Funding** \$1,892,550

**Other Funding** \$3,842,450

**% NYF Funding** 33%

**Total Cost** \$5,735,000

# Dream Factory

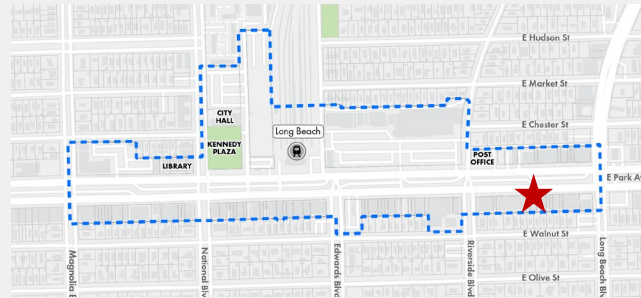
## Description

Youth center aimed at providing entertainment, social services, and a community space for kids ages 13-23.

Hosting events, live shows, and other programs, by kids and for kids.

## Issues / Questions

- Lease agreement with owner contingent upon grant receipt
- Other funds not secured/determined
- Early stages / not fully formed project



## Goal 2: Year-round Destination

### Location

139 E. Park Ave

### Sponsor

Alivia Cooney

### Funding / Cost

**NYF Funding** \$91,000-106,000

**Other Funding** Undetermined

**% NYF Funding** *Undetermined*

**Total Cost** **Undetermined**



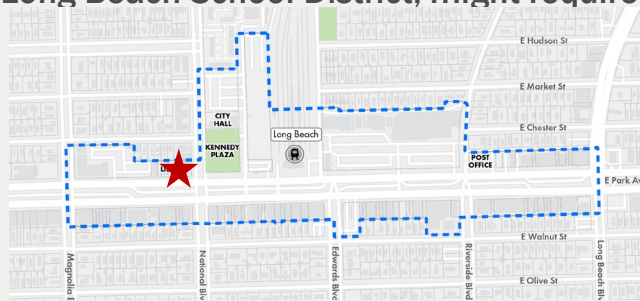
# Long Beach Public Library Auditorium

## Description

Proposal to renovate the library's auditorium. The project would include the following work: replacement of stage, audio and lighting improvements, streaming improvements, updated "Green Room" to be a multi-purpose space available for creative endeavors including music and podcast recording.

## Issues / Questions

- Building is owned by the Long Beach School District, might require coordination



## Goal 2: Year-round Destination

### Location

Long Beach Public Library, Main Library, 111 West Park Ave

### Sponsor

Thomas Wojciechowski, Project Coordinator at LBPL; Tara Lannen-Stanton, Library Director

### Funding / Cost

**NYF Funding** \$320,000

**Other Funding** \$60,000

**% NYF Funding** 84%

**Total Cost** \$380,000

# Performing Arts Studios

## Description

Repurpose old cinema into 4 performing arts studios designed for entertainment, lease and community programming. Included is 25 parking spots to the rear of the building located on Long Beach Blvd.

## Issues / Questions

- Important intersection as gateway to downtown
- Funding request lacks clarity (\$300k-\$1.0M range?)
- Clarification regarding project sponsor/leasing agent/owner of the building

### Comparable Analysis Project:

The Paramount - 370 New York Avenue, Huntington, NY 11743  
<https://theparamountny.com/our-story/>



## Goal 2: Year-round Destination

### Location

179 E Park Avenue

### Sponsor

Michael Robbins - Listing Agent /  
Philips International

Stephanie Badillo - Leasing Agent /  
JMPire Real Estate, LLC

### Funding / Cost

<b>NYF Funding</b>	<b>\$750,000</b>
<b>Other Funding</b>	<b>\$250,000</b>
<b>% NYF Funding</b>	<b>75%</b>
<b>Total Cost</b>	<b>\$300,000-1,000,000</b>

# Art Gallery, Surf Shop

## Description

Open a gallery featuring artwork related to Long Beach and its history.

## Issues / Questions

- Requires property owner coordination
- Project form lacking detail



## Goal 2: Year-round Destination

### Location

70 W Park Ave

### Sponsor

Christopher Luke Hamlet, Long Beach Surf Shop

### Funding / Cost

<b>NYF Funding</b>	<b>\$99,000</b>
<b>Other Funding</b>	<b>\$62,400</b>
<b>% NYF Funding</b>	<b>61%</b>
<b>Total Cost</b>	<b>\$161,400</b>

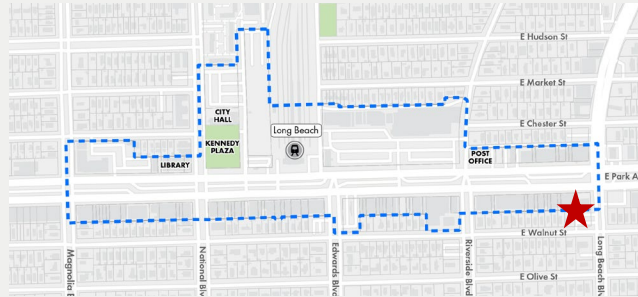
# Professional Youth Theater

## Description

Rehabilitate a blackbox theater (75 E. Walnut Street) and a mainstage theater (305 Riverside Blvd). The project would be used as a multi-purpose performing arts and fine arts venue.

## Issues / Questions

- Requires property owner (Temple Israel) coordination
- Expand boundary?



## Goal 2: Year-round Destination

### Location

75 E. Walnut Street &  
305 Riverside Blvd

### Sponsor

Brooke Robyn Dairman,  
Owner/Director - Professional Youth Theatre

### Funding / Cost

**NYF Funding**      **\$330,000**

**Other Funding**      **\$100,000**

**% NYF Funding**      **77%**

**Total Cost**      **\$430,000**

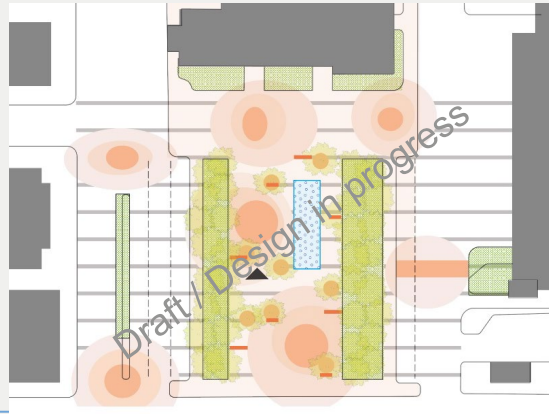
# Kennedy Plaza Redesign

## Description

Integrated design using a paving pattern to create a single, civic space zone from the train station to City Hall to National Boulevard (inclusive of all Kennedy Plaza); extend Kennedy Plaza to City Hall with a raised zone; various Kennedy Plaza improvements such as new fountain at-grade, added greenery and seating areas.

## Issues / Questions

- Project still being discussed and reviewed at City level
- Requires coordination with MTA and DPW
- Cost estimation TBD (it may influence the extent of the improvements)



## Goal 3: Public Space

### Location

Kennedy Plaza and surroundings

### Sponsor

City of Long Beach

### Funding / Cost

<b>NYF Funding</b>	<b>\$ TBD</b>
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<b>Other Funding</b>	<b>\$ TBD</b>
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<b>% NYF Funding</b>	<b>%</b>
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<b>Total Cost</b>	<b>\$ TBD</b>
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# Kennedy Plaza

## Mixed-Use Building

### Description

Funding requested for conceptual design. New two-story public/private building and plaza for mixed use. Building would house business uses, performance space, hospitality space, etc. The Plaza would be flexible with options for rentable popup spaces and anchor tenants.

### Issues / Questions

- Property owned by the City
- Project readiness questions
- Funding sources undetermined
- Not a capital project/ineligible



## Goal 3: Public Space

### Location

Kennedy Plaza

### Sponsor

Joseph T. Gallinaro, Owner of Gallinaro Design Architecture, PLLC

### Funding / Cost

<b>NYF Funding</b>	<b>\$Undetermined</b>
<b>Other Funding</b>	<b>\$Undetermined</b>
<b>% NYF Funding</b>	<b>Undetermined</b>
<b>Total Cost</b>	<b>\$Undetermined</b>

## Goal 3: Public Space/ Goal 4: Streetscape

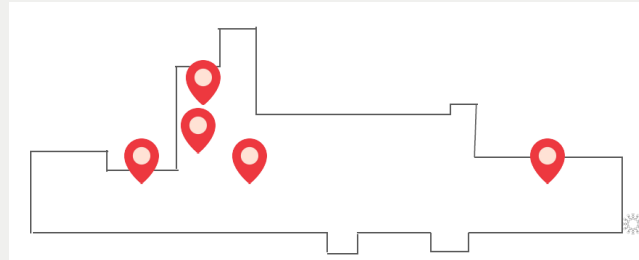
# Art by the Sea Murals

## Description

Murals at the following locations: Long Beach Public Library facade wall, Long Beach City Hall facade wall, Kennedy Plaza, Long Beach Train Station, Our Little Learning Environment Preschool.

## Issues / Questions

- Would need coordination with public/private property owners
- Must align with designs in other projects - potential to combine?



## Location

Park Avenue from Magnolia Boulevard to Long Beach Road

## Sponsor

Mauricio Fernando Alarcon Campodonico, President / Creative Director at Written & Directed, LLC

## Funding / Cost

<b>NYF Funding</b>	<b>\$400,000</b>
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<b>Other Funding</b>	<b>\$0</b>
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<b>% NYF Funding</b>	<b>100%</b>
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<b>Total Cost</b>	<b>\$400,000</b>
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# Bright Eye Beer Co.

## Façade Improvements

### Description

Requesting funding for façade upgrades to second floor space.

The space will be used as additional taproom/seating space for the brewery, but also potential for use as a community space to host local fundraisers and events.

### Issues / Questions

- Requires property owner coordination
- Lease on the space for another 16 years and in good communication with the landlord for approval
- \$25,000 anticipated from landlord



## Goal 4: Streetscape & Wayfinding

### Location

50 W Park Ave

### Sponsor

Luke Heneghan, Co-Owner

### Funding / Cost

**NYF Funding** \$150,000

**Other Funding** \$50,000

**% NYF Funding** 75%

**Total Cost** \$200,00



# DiscoverLB

## Description

Proposal to develop an up-to-date digital map of Long Beach's historical sites and businesses and to install two interactive (touchscreen) digital kiosks for navigation in locations on Park Avenue.

## Issues / Questions

- Property owned by the City
- Eligibility questions



## Goal 4: Streetscape & Wayfinding

### Location

Sidewalk in front of Kennedy Plaza, and the sidewalk in front of the LIRR station.

### Sponsor

Tyler Radford, Founder of Discover Long Beach

### Funding / Cost

**NYF Funding**      **\$181,500**

**Other Funding**      **\$76,000**

**% NYF Funding**      **70%**

**Total Cost**      **\$257,500**

# Long Beach Public Library

## Exterior

### Description

Repaint facade, contract with local artists for library themed murals, redo external signage to increase visibility from street, streetscape overhaul; redesign plant beds, add modern bike racks, add small café-style seating area, create a Main Library "Little Free Library," add wayfinding signs at key locations.

### Issues / Questions

- Potential to combine elements with other public art and streetscaping projects



## Goal 4: Streetscape & Wayfinding

### Location

Long Beach Public Library, Main Library, 111 West Park Ave

### Sponsor

Thomas Wojciechowski, Project Coordinator at LBPL; Tara Lannen-Stanton, Library Director

### Funding / Cost

<b>NYF Funding</b>	<b>\$400,000</b>
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<b>Other Funding</b>	<b>\$62,000</b>
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<b>% NYF Funding</b>	<b>87%</b>
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<b>Total Cost</b>	<b>\$462,000</b>
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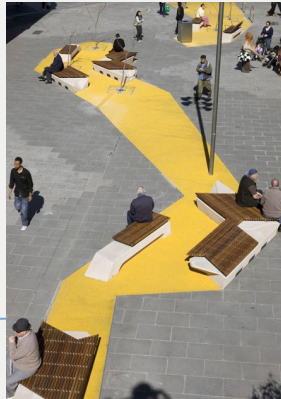
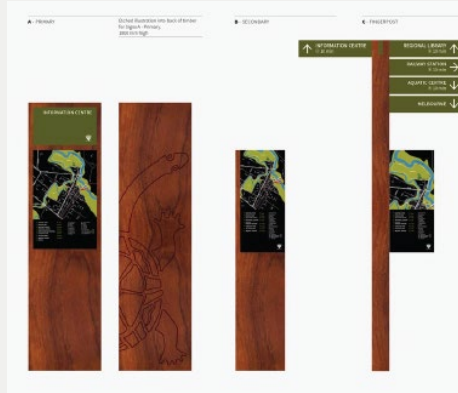
# Wayfinding and Signage

## Description

Implement a wayfinding/signage strategy with a particular focus on the area outside the train station to help train users navigate this area; in addition to directional signage and digital kiosk(s), urban design elements such as lighting and paint can function as part of the wayfinding elements.

## Issues / Questions

- Project still being discussed and reviewed at City level
- Requires coordination with MTA and DPW
- Cost estimation TBD (it may influence the extent of the improvements)



## Goal 4: Streetscape & Wayfinding

### Location

NYF Area

### Sponsor

City of Long Beach

### Funding / Cost

NYF Funding	\$TBD
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Other Funding	\$TBD
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% NYF Funding	%
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Total Cost	\$TBD
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# Summary of Open Call Projects

## **Strong NYF Projects**

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- Dance Loft
- Park Ave Improvements
- Long Beach Public Library Auditorium
- Professional Youth Theater
- Kennedy Plaza Redesign
- Bright Eye Beer Co. Façade Improvements
- Long Beach Public Library Exterior
- Wayfinding and Signage

## **Projects Not Eligible**

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- Kennedy Plaza Mixed-Use Building

## **Potential Projects with Questions**

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- Art by the Sea Murals
- Dream Factory
- Performing Arts Studios
- Art Gallery, Surf Shop
- Discover LB

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# Next Steps

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- Continue to revise list of preliminary projects, follow up with sponsors.
- LPC to complete initial project evaluation handout by August 23<sup>th</sup>
  - Submitted Project Forms will be shared via Google Drive for LPC review.

## Upcoming Public Outreach Events

- **LPC Meeting #3:** Weds, August 16<sup>th</sup> (12-2, City Hall, 6<sup>th</sup> Floor)
- **LPC Meeting #4:** Weds, September 20<sup>th</sup> (12-2, City Hall, 6<sup>th</sup> Floor)
- **Second Public Workshop:** October 4<sup>th</sup>, 7 PM at the Library
- **LPC Meeting #5:** Weds, October 18<sup>th</sup> (12-2, City Hall, 6<sup>th</sup> Floor)

**Questions?**