Date: January 23, 2023

To: Thomas B. Modica, City Manager

From: Christopher Koontz, Director, Development Services

For: Mayor and Members of the City Council

Subject: Update on the Creation of a Community Vision for Developing a LGBTQ+ Cultural District

Background

On June 21, 2022, the City Council unanimously approved a recommendation brought forth by Councilmember Cindy Allen and former Mayor Robert Garcia, for City of Long Beach (City) staff to work with community stakeholders to create a visioning process and feasibility plan for the LGBTQ+ Cultural District. Since then, the City has convened an internal working group, a group of community stakeholders, and held a community engagement event to create a community vision for the creation of an LGBTQ+ cultural district recognizing and supporting the LGBTQ+ community located along the Broadway Corridor. This area along Broadway from Alamitos to Junipero Avenues has long been home to a strong and active LGBTQ+ community. Many of Long Beach’s queer bars and spaces as well as LGBTQ+ businesses are located along the corridor, and the area has been a longstanding and important place for the LGBTQ+ community to gather and organize.

In designating the area as a Cultural District, the City is working with the community to educate visitors about the cultural and historical significance of the LGBTQ+ community in the neighborhood, support the LGBTQ+ businesses and institutions in the district, and invest in public improvements to ensure the LGBTQ+ community continues to thrive.

Community Engagement

Staff has developed a community engagement process that will culminate in a community report. On August 16, 2022, City staff sent initial outreach to community leaders to participate in the LGBTQ+ Cultural District Advisory group to provide input and support for community engagement. On August 31, 2022, City staff convened an initial kickoff meeting for the LGBTQ+ Cultural District Advisory Group. Advisory committee members were invited to provide feedback on the Cultural District. On October 5, 2022, City staff also released a community survey to collect feedback and encourage community members to participate in the visioning process. The survey was designed to solicit feedback on the priorities for an LGBTQ+ Cultural
District. The survey closed on December 6, 2022. The survey collected close to 500 responses and a comprehensive analysis of survey data will be included in the final report.

The City also hosted a community visioning event for the LGBTQ+ Cultural District on Thursday, October 27, 2022, from 6:30 to 8:00 p.m. at the Bixby Park Community Center (130 Cherry Avenue). LGBTQ+ community members were encouraged to attend this outreach event to learn more about the development of the LGBTQ+ Cultural District, which is envisioned as the Broadway Corridor between Junipero and Alamitos Avenues and participated in the community visioning process focused on celebrating the contributions of the Long Beach LGBTQ+ community. The LGBTQ+ Cultural District will serve as a community hub, showcasing queer local history and supporting local businesses in attracting new visitors. Attachment A has all the Community Visioning Boards and responses.

Next Steps

Staff is now tabulating survey responses, community engagement event responses, and collecting recommendations from the internal City Working Group. Next, staff will present the draft report to LGBTQ+ Cultural District Advisory group for review and insights. The City will publish the LGBTQ+ Cultural District Report in a community-friendly format. Then, one more community meeting will be planned to collect further feedback, stories, data, and personal histories from the community members.

Following this public meeting, all final feedback will be incorporated, and final recommendations and report will be presented to the City Council for their review and approval tentatively in late Spring of this year. Implementation of this work will begin after City Council approval and will occur over many years as contemplated in the Capital Improvement Program (CIP) and Measure A project list. However, delays in this process may occur as three key staff members working on this project have been reassigned to the City Council-approved local emergency related to homelessness.

If you have any questions, please contact Christopher Koontz, Director of Development Services, at (562) 570-6288.

Attachment

CC:  DAWN MCINTOSH, CITY ATTORNEY
     DOUGLAS P. HAUBERT, CITY PROSECUTOR
     LAURA L. DOUD, CITY AUDITOR
     LINDA F. TATUM, ASSISTANT CITY MANAGER
     TERESA CHANDLER, DEPUTY CITY MANAGER
     APRIL WALKER, ADMINISTRATIVE DEPUTY CITY MANAGER
     KENNETH LEE, CHIEF PUBLIC AFFAIRS OFFICER
     MONIQUE DE LA GARZA, CITY CLERK (REF. FILE #22-105)
     DEPARTMENT HEADS
What is a Cultural District?

On Tuesday, June 21, 2022, the Long Beach City Council voted unanimously to create a community vision for the creation of an LGBTQ+ cultural district recognizing and supporting the LGBTQ+ community located along the Broadway Corridor. This area on Broadway running between Alamitos and Junipero Avenues has long been home to a strong and active LGBTQ+ community. Many of Long Beach’s gay bars and LGBTQ+ businesses are located along the corridor, and the area has been a longstanding and important place for the LGBTQ+ community to gather and organize.

By designating the area as a Cultural District, the City hopes to work with the community to educate visitors about the cultural and historical significance of the LGBTQ+ community in the neighborhood, support the LGBTQ+ businesses and institutions in the district, and invest in public improvements to ensure the LGBTQ+ community continues to thrive.
What do public improvements look like?

Public improvements can include any number of City-implemented changes to improve the livability of the area. For example, the rainbow-striped crosswalks on Broadway at Junipero, Cherry, Falcon, and Orange Avenues were introduced in 2016 to signal the importance of the Broadway Corridor to the Long Beach LGBTQ+ community. Examples of public improvements can include:

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Examples include:
- Lightpost banners on Castro Street in San Francisco with rainbow lightposts.
- Lighting along Santa Monica Boulevard with a design that includes the “Legs of Pride”.
- Public art on the Harvey Milk Promenade in Long Beach.
- Murals in San Jose's QMunity District.
- Seating areas with rainbow-themed benches at Valenmont and B.C.

Additional notes:
- Woman Power Murals.
- Giant Rainbow Fungo.
- Lighting would be fantastic and make public activities bus stops too.
- A garden would be fantastic at the entrance and end of the district.
What Locations and Spaces are Relevant Spaces?

When you think of LGBTQ+ spaces in Long Beach, what areas, places, or points of interest come to mind? Why?

If you see an example that resonates with you, add a sticker so we know multiple people feel this way! Please add any locations or ideas that come to mind with a post-it note!
How do you find these LGBTQ+ Spaces?

How do you find LGBTQ+ friendly spaces?

If you see an example that resonates with you, add a sticker so we know multiple people feel this way! Please add any locations that come to mind with a post-it note!

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<thead>
<tr>
<th>Pride Flags Out Front</th>
<th>Neighborhood Signage</th>
<th>Business Signage</th>
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Please add any examples or ideas not seen here
What types of Historical or Cultural Improvements would you like to see?

What types of historical or cultural improvements would improve your experience of the Broadway Corridor?

If you see an example that resonates with you, add a sticker so we know multiple people feel this way! Please add any locations that come to mind with a post-it note!
What types of Safety or Public Improvements would you like to see?

What types of safety or other public improvements would improve your experience of the Broadway Corridor?

If you see an example that resonates with you, add a sticker so we know multiple people feel this way! Please add any locations that come to mind with a post-it note!
What are important issues or improvements to be made for the LGBTQ+ community? Please share any additional thoughts or feedback here.

Post sticky note ideas here.
What historical or cultural events (e.g. the first Long Beach Pride March, the community activism around Prop 8) would you like to see recognized as part of the LGBTQ+ Cultural District?

How would you like to see these events recognized? (e.g. signage, plaques, links to recorded interviews).

Post sticky note ideas here.