



Long Beach LGBTQ+ Cultural District Visioning Process

Visioning Workshop – September 25, 2023

Project Location



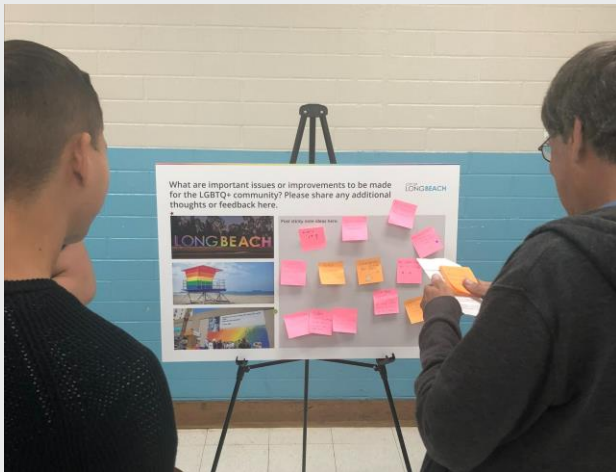
History of the Project Area

- 1914 Purity Raids and gay entrapment through the 80s
- Population of LGBTQ+ people begins to grow in 1960's, bars and other spaces begin to open
- By the 1980's, Long Beach is a "gay mecca" with many queer-serving establishments
- First pride in 1984 lasts 30 minutes
- 80s and 90s- AIDS crisis takes a toll on district
- 2013- Harvey Milk Promenade Park recognizes local LGBT leaders



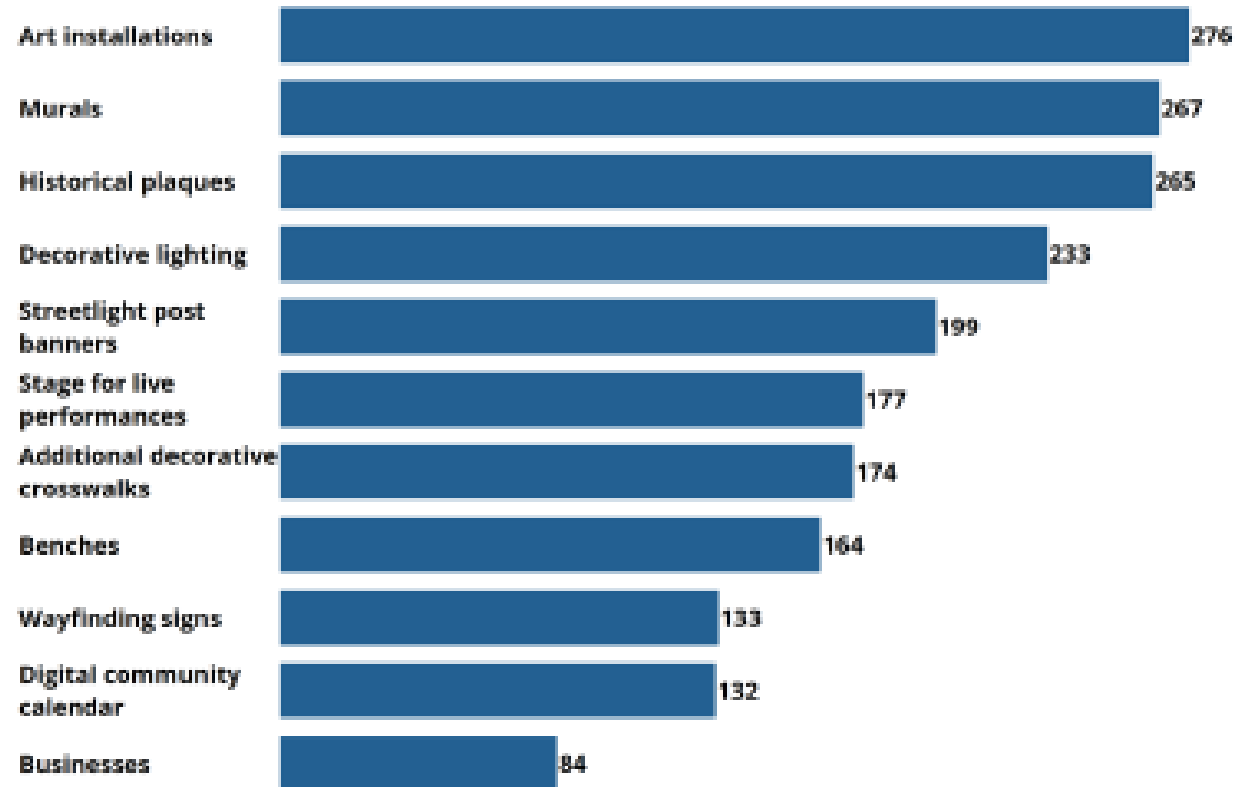
So how did to where we are today?

- **Summer 2022:** City Council action for staff to work with community stakeholders to create a vision for developing and activating a cultural district that recognizes and supports the historic contributions of the LGBTQ+ community.
- **Fall 2022:** advisory group was formed, initial survey was released and first community event took place.
- **Spring - Summer 2023:** draft preliminary report was shared with advisory group and the public.



Community Feedback – General Improvements

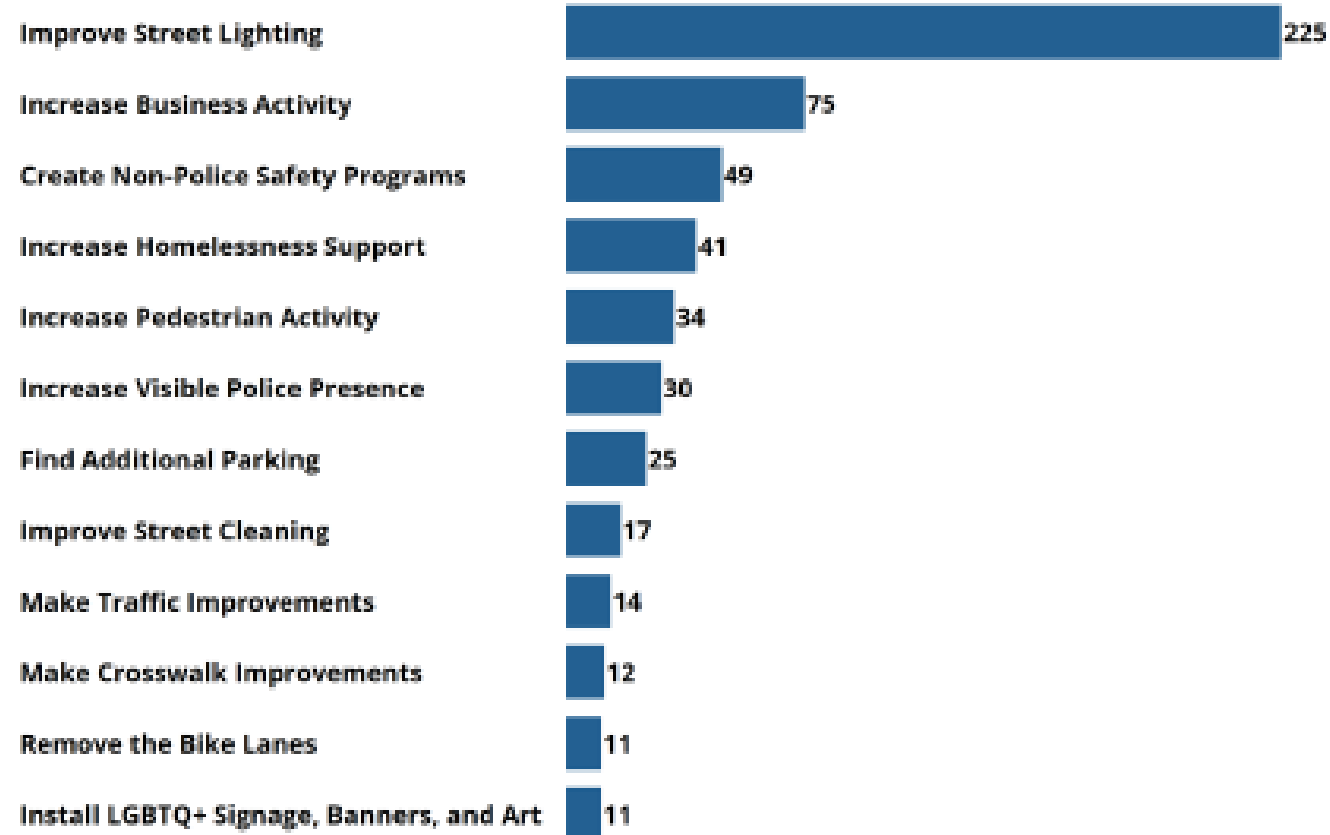
Figure 6. Requested General Improvements by All Survey Respondents



The top five requested improvements include: art installations, murals, historical plaques, decorative lighting, and streetlight post banners.

Community Feedback – Safety Improvements

Figure 7. Requested Safety Improvements by All Survey Respondents



The top five requested safety improvements include: better street lighting, improve business density, non-police safety ambassadors, homeless support, and increase pedestrian activity.

What's next...

- **Visioning Workshop #2** – Tonight!
- **Online Survey #2** – coming soon... **Advisory Committee and Business Owner Workshop** – Monday, October 9th
- **Update draft report:** Late Fall 2023
- **Present recommendations and provide direction to City Council**– Fall/Winter 2023

Please visit the project webpage: Longbeach.gov/lgbtqdistrict

Today's Workshop Activity

Help us prioritize improvements for the LGBTQ+ Cultural District!

1. You have ten improvement points.
2. Select the improvements that you would like to spend the points on to create the Cultural District.

How to Participate:

1. Review the boards and booklets with the public improvements.
2. Select the stickers that correspond to each improvement. Make sure they add to ten! Each sticker is sized relative to the cost of each improvement.
3. Pick a row on the Activity Boards and place your stickers there.

Potential Public Improvements

HISTORICAL PLAQUES

Overview

Historical plaques are a means of preserving the context of an area for future generations, fostering a sense of community, and educating visitors and passersby. The installation cost is approximately up to \$1,000 per unit.

Considerations

Places, people, and events of historical significance must be identified in conversation with community members and local stakeholders.

Improvement Points



Time to Install



Historical Element
LGBTQ+ Cultural District



MURAL

Overview

Mural is an artwork applied to a large surface in a public space. Murals can help highlight the history of the area and help make the neighborhood stronger and safer. The installation cost is approximately \$2,000 - \$5,000 per unit.

Considerations

Locations for murals may be identified through collaboration with local businesses who are interested in being involved. Murals proposed on privately owned buildings require coordination with building owners. Potential artists can be selected through coordination with Arts Council for Long Beach.

Installation process includes:

- » Artist procurement
- » Building/business owner coordination
- » Installation (painting)

Murals are not guaranteed to be permanent and there is flexibility to transition over time as necessary.

Improvement Points



Time to Install



Art Element
LGBTQ+ Cultural District



Potential Public Improvements

STRING LIGHTS

Overview

String lights provide a beautiful ambiance and create an inviting place for visitors and residents to enjoy nightlife. They bring soft overhead light to the corridor and provide the feeling of a canopy, creating a relaxing and comfortable environment. The installation cost is approximately \$30,000 - \$70,000 per block.

Improvement Points



Time to Install



Lighting Element
LGBTQ+ Cultural District



GATEWAY SIGNAGE

Overview

Gateway signages are typically located at the entrances to a district or a neighborhood. Gateways help create a distinct sense of place and highlight the identity and uniqueness of the community. The installation cost is approximately \$10,000 - \$50,000 per unit.

Improvement Points



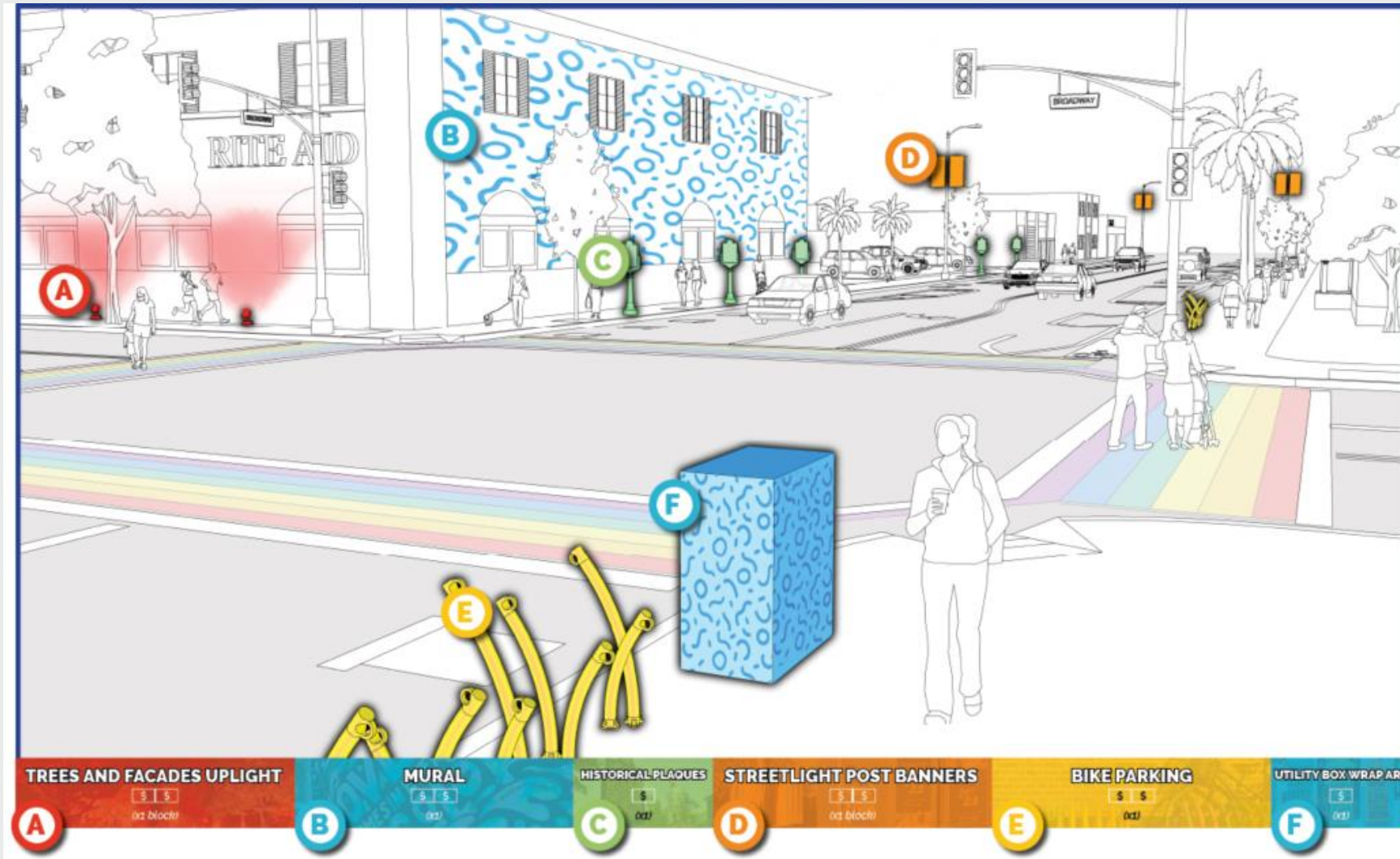
Time to Install



Wayfinding & Signage
LGBTQ+ Cultural District



Concept 2: Low-Cost Improvements



Concept 1: High-Cost Improvements





Thank you

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[Longbeach.gov/lgbtqdistrict](https://longbeach.gov/lgbtqdistrict)