



**DOWNTOWN
LONG BEACH
ALLIANCE**

December 15, 2020

Honorable Mayor Garcia and Members of the Long Beach City Council
Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

RE: December 15 City Council Agenda Item No.26 (Extend Parklet Program)

Dear Mayor Garcia and Members of the Long Beach City Council,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors and enter into the public record for the City Council meeting scheduled Tuesday, December 15. DLBA supports the extension of the Open Streets Initiative (agenda item No. 26) until public health orders are lifted and encourages further discussion regarding the possibility of permanent installations.

Although the Open Streets Initiative has been designed as a temporary solution, the program has been a lifeline for business owners, employees, and the greater Downtown community, and it should be extended. The initiative enables businesses to safely expand their operations and workforce while complying with public health regulations and pedestrian right-of-way requirements. A [survey](#) DLBA conducted in September found that 63% of Downtown businesses participating in the Open Streets Initiative reported an increase in sales compared to the prior two months, with 84% of the same businesses supporting a permanent extension of the Open Streets Initiative.

DLBA recognizes that any decision regarding street closures should address the concerns of the Downtown business and residential communities. We believe that the ongoing evaluation of the Open Streets Initiative will establish best practices regarding signage, streetscape beautification, vehicle ingress and egress, maintenance and sanitation, and quality of life services for those experiencing homelessness.

In addition to extending the duration of the Open Streets Initiative, we encourage the City Council and Mayor to examine the possibility of expanding the program to other business sectors that are currently not eligible for the program, such as general retail. Going forward, DLBA is eager to assist the City in improving and promoting this initiative for Downtown and the greater Long Beach community.

We appreciate the opportunity to share our position with you and encourage the City Council to approve agenda item #26. The proposed agenda item directly aligns with the goals outlined in DLBA's Vision 2020: Strategic Plan, in helping to support business recovery and creating livable, vibrant and walkable streetscape through placemaking.

Thank you for your consideration.

Sincerely,



Kraig Kojian
President & CEO

Cc: DLBA Board of Directors
Tom Modica, City Manager, City of Long Beach
Eric Lopez, Director of Public Works, City of Long Beach
Tasha Day, Manager of Special Events & Filming, City of Long Beach