

ATTACHMENT**PILOT STREET CLOSURE OF PORTIONS OF PINE AVENUE**

In June 2005, the City Council requested staff to work with stakeholders, including the Downtown Long Beach Associates (DLBA), downtown business owners, and residents to develop consistent hours of operation and standards for businesses required to have an entertainment permit. Such standardization was thought to be possible through the establishment of a Downtown Dining and Entertainment District (the District). On November 1, 2005, the Council approved the pilot district with the following boundaries: north of Ocean Boulevard to south of 3rd Street and east of Pacific Avenue to west of Long Beach Boulevard. The District also includes the Pike At Rainbow Harbor and Shoreline Village.

The approval of the District also included the implementation of a Community Advisory Panel for the purpose of providing a monthly forum where information could be shared on issues pertaining to the District. During the formation of the District, and continuing through the monthly meetings of the advisory panel, discussions have revolved around noise impacts, traffic gridlock and cruising on Pine Avenue. Many of the stakeholders feel that the periodic closure of portions of Pine Avenue to vehicular traffic would mitigate to some extent, these conditions. On June 26, 2006, the DLBA submitted a formal letter (Exhibit A) requesting to partner with City staff to create a pilot program that closes Pine Avenue to vehicular traffic between Broadway and 3rd Street on Friday and Saturday nights from 5:00 p.m. to midnight.

Since that time, staff from various departments, including Police and Fire, the Traffic Engineer, Parking Control Officer and the Special Events Manager, have worked with downtown stakeholders to further develop plans for the street closure. In addition to the street closure, staff also developed other traffic mitigation plans that would support the street closure, and the DLBA developed an entertainment plan that would provide entertainment and marketing for those areas vacated by vehicular traffic.

TRAFFIC MITIGATION MEASURES:**Action Taken To Date**

1. **BROADWAY CURB ZONE MODIFICATIONS:** All of the curb paint on Broadway from Pacific Avenue to the alley east of Pine Avenue was sandblasted and new curb zone paint was installed. In addition, a new white passenger loading zone was created with signage on the south side of Broadway west of Pine Avenue that permits passenger loading between the hours of 6:00 p.m. and 3:00 a.m.

2. **VALET SERVICES:** Centralized valet services, under the oversight of the Parking Officer, were established in the newly created loading zone on Broadway. In order to improve customer responsiveness, arrangements were also made by the Parking

Officer to permit the centralized valet service to park vehicles in the City's lot on the corner of 3rd Street and Pacific Avenue.

3. BUS STOP ADJUSTMENTS: Bus stop adjustments were implemented on Pine Avenue between Broadway and 1st Street. Those adjustments include the consolidation of two southbound bus stops located in the travel lane into one bus stop located in a curb cutout outside of the travel lane. In addition, the white passenger-loading zone on the east side of the street has been reduced to four car lengths to provide for a dedicated bus stop just north of the mid-block crosswalk. These changes are designed to significantly improve traffic flow and pedestrian safety in the mid-block crosswalk.

4. TRAFFIC SIGNAL MODIFICATIONS: The traffic signal at Pine Avenue and Broadway was modified to provide for independent control of the pedestrian indications for the east leg crosswalk, countdown pedestrian indications, and a northbound right-turn arrow.

5. FOCUSED PARKING ENFORCEMENT: The Police Department has stepped up efforts to enforce curb zone and other parking violations along Pine Avenue and Broadway in an effort to maintain traffic flow and pedestrian safety.

Planned Near Term (Within Two Months) Actions

1. BUS STOP ADJUSTMENTS: The two bus stops located along Pine Avenue between Broadway and 3rd Street will be relocated out of the travel lanes to improve traffic flow and pedestrian safety. This relocation will result in the loss of two green zone parking spaces and one white passenger loading zone.

2. CURB ZONE MODIFICATIONS: New combination commercial loading and passenger loading zones will replace existing time-limited green zones and passenger loading white zones, thus permitting commercial vehicles delivering or servicing establishments with a place to pull over to the side of the road and park without blocking traffic or visibility of pedestrians in the mid-block crosswalk. This change will result in the elimination of four existing time-limited green zones and one passenger loading white zone.

3. TRAFFIC SIGNAL MODIFICATIONS: The traffic signal at Pine Avenue and Broadway will be further modified to provide a southbound left-turn arrow.

Planned Long Term (Within One Year) Actions

1. TRAFFIC SIGNAL MODIFICATIONS: The traffic signal at Pine Avenue and 3rd Street will be modified similarly to provide northbound left-turn and southbound right-turn arrows. All traffic signals along Pine from 7th Street to Ocean, will receive countdown pedestrian indicators.

2. **MID-BLOCK CROSSWALK UPGRADES:** Each of the mid-block crosswalks between 1st Street and 7th Street will receive enhanced warning signs and pavement markings to heighten motorists' awareness of the crossings.

3. **VALET REGULATIONS:** Valet service is currently unregulated; however, staff will bring forward to City Council a recommendation for the creation of a new valet ordinance that will regulate the activity and provide for better City oversight of valet operations.

STREET CLOSURE:

The pilot street closure on Pine Avenue will be conducted in two phases:

Corner of Pine and Ocean: A soft street closure will occur at the corner of Pine Avenue and Ocean Boulevard allowing for limited vehicular traffic to enter northbound on Pine Avenue to access public parking at Landmark Square and the Diamond surface parking lot. Access will also be permitted for customers seeking valet parking at the corner of 1st and Pine Avenue and for customers of the Renaissance Hotel. Sign boards will be placed on Ocean Boulevard east of this intersection alerting motorists of this limited access area.

Broadway to 3rd Street: A hard street closure will occur between Broadway and 3rd Street denying vehicular traffic. Long Beach Transit buses will be rerouted to the transit mall. Extensive valet and taxi services will be provided along Broadway.

Exhibit B is a schematic of the pilot street closure. The street closure will be conducted under the auspices of a Special Events permit. The street closure will begin at 5:00 p.m. on Friday and Saturday nights. Streets will reopen later in the evening at the direction of the Police Department. The City will bear the expenses associated with the pilot street closure. The recommended pilot program will be implemented within budgeted resources.

ENTERTAINMENT AND MARKETING:

To successfully execute the pilot street closure and enhance the ambiance and marketability of a pedestrian-friendly environment, the DLBA is prepared to activate the area with live entertainment and assume the management responsibilities associated with programming, scheduling, budgeting and marketing the performances.

Over the years, the DLBA has programmed numerous types of entertainment (musical and street performers) throughout the downtown, which enhances the ambiance of the central business district.

The proposed musical entertainment is not intended to compete with the later nightclub crowd or its market, but rather is designed to appeal to visitors between 5:00-10:00 p.m. The type of amplified musical acts would consist of mainstream entertainment such as

Zydeco and steel drum bands, Top 40, jazz, blues, contemporary and perhaps some cover bands, all consistent with what currently appears throughout the District.

Also being considered to enhance the ambiance and complement the musical entertainment are strolling street performers such as jugglers, contortionists and magicians. These non-amplified entertainers may be able to perform later into the evening when the amplified music terminates. Other suggestions and considerations have also included incorporating some sort of static display such as art or retail kiosks. Our success to secure this type of retail display would be contingent on the vendor's willingness to participate in the pilot program without any long-term guarantees of programming and creating policies to avoid conflicts with existing storefront retailers.

To ensure quality control, all entertainers would wear or carry permits, which will be issued by the DLBA or the City of Long Beach.

Recommendation

Staff recommends a pilot street closure from Broadway to 3rd Street on consecutive weekends, Friday and Saturday, beginning September 1, 2006, and continuing through October 28, 2006. The closure will begin at 5:00 p.m. and streets will reopen later in the evening at the discretion of the Police Department. The DLBA will provide entertainment programming and marketing throughout the pilot period. During the pilot period, meetings will be held with stakeholders to measure revenue and traffic impacts, parking, noise and cruising mitigations.

While specific focus of the pilot project will be the portions of Pine Avenue between Broadway to 3rd Street, staff will also, from time to time, close portions of Pine Avenue from 3rd Street to south of 6th street. Residents in this portion of Pine Avenue have asked staff to evaluate the mitigation on vehicular noise, cruising and congestion if this portion of Pine Avenue was also closed.



June 26, 2006

Mr. Reggie Harrison
Deputy City Manager
City of Long Beach
333 W. Ocean Boulevard, 13th Floor
Long Beach, CA 90802

Dear Reggie:

Please accept this correspondence as a formal request of the City of Long Beach to partner with the Downtown Long Beach Associates (DLBA) and create a pilot program that closes Pine Avenue to vehicular traffic between Broadway and 3rd Street on Friday and Saturday nights from 5 p.m. (or 8 p.m.) – midnight, effective Friday, July 14 - Saturday, September 2, 2006.

The proposal to close Pine Avenue to vehicular traffic has been considered by many in the past and is just one alternative in a series of recommendations to address the traffic congestion and noise concerns on Downtown's main corridor.

Additional suggestions articulated in community forums such as the Pine Avenue Task Force and Entertainment District meetings will result in the implementation of synchronizing the timing of certain traffic signals, installing countdown signals at Pine Avenue pedestrian crosswalks, removing specific Long Beach Transit stops, and relocating parts or all of valet service from Pine Avenue to Broadway.

To successfully execute this proposal and enhance the marketability of a pedestrian friendly environment, DLBA is prepared to activate the closed street with live entertainment and assume the management responsibilities associated with programming, scheduling, budgeting and marketing the performances.

In the spirit of the successful public-private partnership that exists between DLBA and the City of Long Beach, we request your involvement and consideration to contribute all City-related services (i.e.: police, fire, public works and insurance) necessary with the proposed street closure.

Thank you for your consideration and please contact me should you have any questions or comments regarding this proposal.

Sincerely,

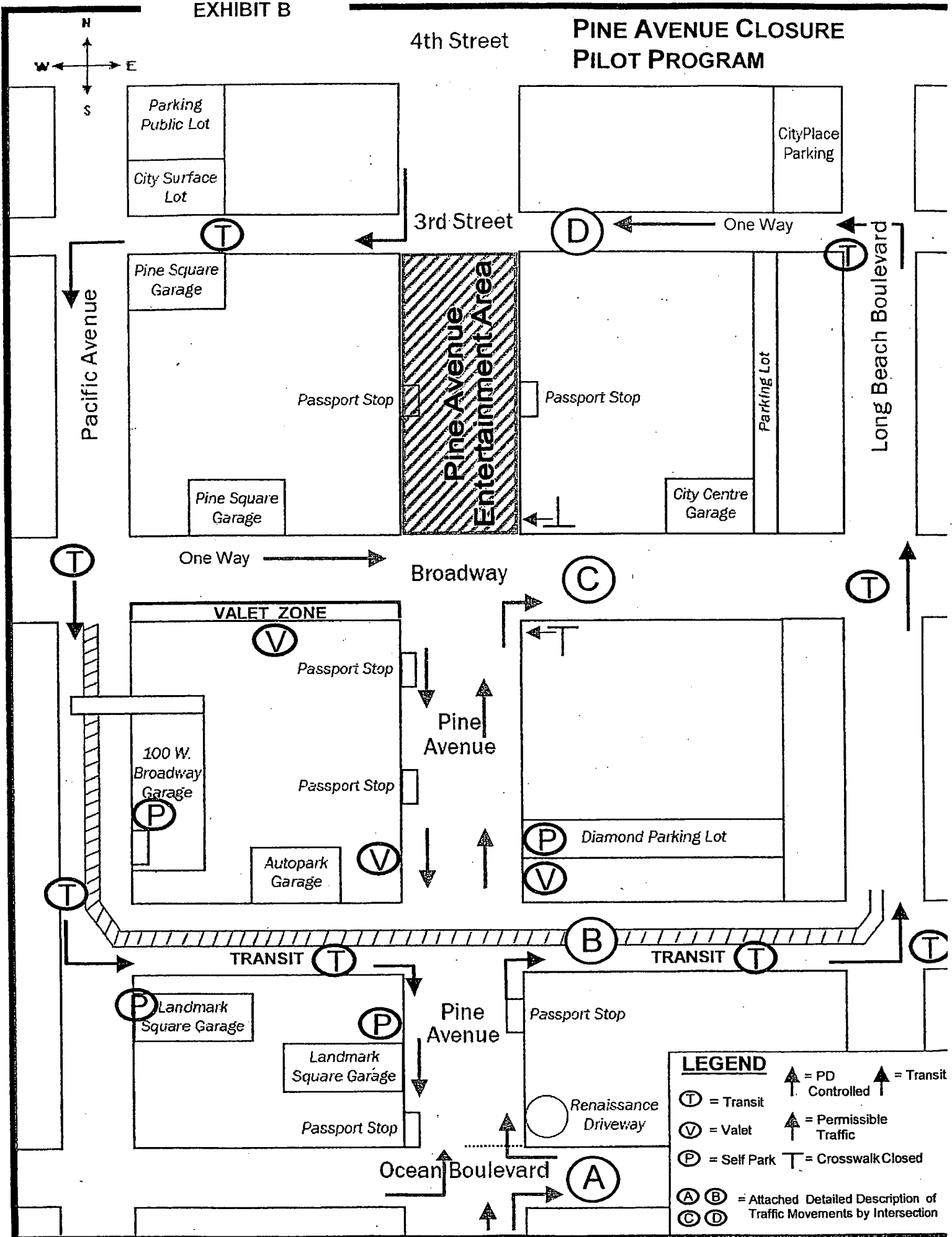
A handwritten signature in black ink, appearing to read 'Kraig Kojian', with a stylized flourish extending to the right.

Kraig Kojian
President and CEO

cc: Pat West, Director of Community Development, City of Long Beach
Dave Ashman, Manager, Special Event and Filming, City of Long Beach

EXHIBIT B

PINE AVENUE CLOSURE PILOT PROGRAM



Pine Ave Closure Discussion

Intersection A – Pine and Ocean

- Pine NB
 - Right turn Ok
 - North Closed
 - Left turn Ok
- Pine SB
 - Right turn Ok
 - South Ok
 - Left turn Ok
- Ocean WB
 - Right turn (Intermittent Traffic Control by PD)
 - West Ok
 - Left turn Ok
- Ocean EB
 - Right turn Ok
 - East Ok
 - Left turn (Intermittent Traffic Control by PD)

Intersection B – Pine and First

- First EB & WB Closed (limited to Transit Activity Only)
- Pine NB
 - No Right turn
 - North Ok
 - No Left turn
- Pine SB
 - No Right turn (Valet Ok)
 - South Ok
 - No Left turn

Intersection C – Pine and Broadway

- Pine NB
 - Right turn only
 - North Closed
 - No Left turn
 - NB and SB Crosswalk Closed (east side of intersection)
- Pine SB - Closed
 - No Right turn (One way)
 - South Closed
 - No Left turn
- Broadway EB
 - East Ok
 - Right turn (Intermittent Traffic Control by PD)

Intersection D – Pine and Third

- Pine NB -Closed
 - No Right turn
 - North Closed
 - No Left turn
- Pine SB
 - Right turn Ok
 - South Closed
 - No Left turn (One way)

RESOLUTION NO.

A RESOLUTION TO TEMPORARILY CLOSE AND
REMOVE PORTIONS OF PINE AVENUE FROM PUBLIC USE

WHEREAS, the Downtown area of Long Beach is under going revitalization that has brought new vibrancy to the area in the form of new residences, restaurants, entertainment venues, and other businesses; and

WHEREAS, the City of Long Beach established the Downtown Dining and Entertainment District (the "Downtown District") as a pilot program in November 2005; and

WHEREAS, in support of the Downtown District, a community forum has been conducted monthly, providing an opportunity for downtown stakeholders to discuss issues of mutual concern; and

WHEREAS, these issues include noise, traffic gridlock, and cruising on Pine Avenue; and

WHEREAS, City staff has developed various mitigation programs, including a proposal to temporarily close Pine Avenue to vehicular traffic on certain days and hours on a test basis, in order to assess the impact of a closure on the identified issues and stakeholder interests;

WHEREAS, during this pilot program, entertainment may be provided on public property, including the public right-of-way;

The City Council of the City of Long Beach resolves as follows:

Section 1. The City Council of the City of Long Beach finds and determines that the closure of portions of Pine Avenue on Friday and Saturday nights in September and October is necessary to safely allow pedestrians to enjoy the entertainment provided, while permitting staff to evaluate the effect of the street closure on the identified issues and stakeholder interests.

Sec. 2. As a pilot program, in order to evaluate the effects of closing a portion

1 of Pine Avenue to vehicular traffic, Pine Avenue between Broadway and Third Street are
2 hereby temporarily closed and removed from public use from 5 o'clock p.m until midnight,
3 on Friday and Saturday nights beginning September 1, 2006 and continuing through
4 October 28, 2006. The City Council recognizes that the Chief of Police under his separate
5 authority may direct that such closure be extended after midnight into the following day, or
6 that the hours of closure be decreased, according to conditions on any single affected night,
7 as he deems is necessary to protect public health, safety and welfare.

8 Sec. 3. The City Council recognizes that between September 1, 2006 and
9 October 28, 2006, the Chief of Police or the City Traffic Engineer may periodically close to
10 vehicular traffic that portion of Pine Avenue between Third Street and Sixth Street under
11 their own respective grants of authority, in order to test the impact of the closure on
12 vehicular noise, cruising and congestion.

13 Sec. 4. This resolution shall take effect immediately upon its adoption by the
14 City Council, and the City Clerk shall certify the vote adopting this resolution.

15 I hereby certify that the foregoing resolution was adopted by the City of the
16 City of Long Beach at its meeting of _____, 2006, by the following vote:

17	Ayes:	Councilmembers:	_____
18			_____
19			_____
20			

21 Noes: Councilmembers: _____

22 _____

23 Absent: Councilmembers: _____

24 _____

20 _____ City Clerk